

## CHAPTER 3 : IMPLEMENTATION

### STRATEGY TO ACHIEVE REVITALIZATION

#### 3.1 - Introduction

This chapter identifies and describes how implementation of the Specific Plan is addressed through: a) An Economic Strategy, b) Plan-Wide Policies, c) a Phasing Strategy, and d) an Infrastructure Strategy. Here, the scope for each of the policies, initiatives, and projects is described and quantified.

The plan calls for several capital projects to support and enable revitalization. These project range from street improvements and civic buildings to infrastructure relocations and improvements. The majority of these projects and Specific Plan elements will be funded through private investment. However, there are several initiatives that require entire or partial public funding. Some of these public initiatives are necessary early in the process to stimulate private sector investment. Each implementation item is described as to its purpose, its extent and general sequencing.

**Economic Assumptions and Strategy** - The costs for land used in this Specific Plan are based on an examination of recent transactions in the downtown plan area which show commercial land selling for approximately \$35 per square foot, and residential and multi-family residential land selling for approximately \$18 per square foot. [1] These values can be expected to increase over time. The point of this analysis is to present a gross estimate of total capital costs required to implement specific plan development elements. Additional, more dynamic, financial analysis needs to be undertaken on a project-by-project basis.

Assuming a net new tax increment of \$10.8 million, the Redevelopment Agency would retain approximately \$1 million per year in net new property assessed valuation receipts. If the City of Santa Clarita were able to contribute its portion of net new tax increment that is generated by these new projects, that would add an additional \$1 million per year. This net new increment would yield approximately \$1.08 million in total annual receipts that would be able to support public improvements within Old Town Newhall. Depending on market factors ranging from interest rates to credit rating, this amount may be able to support between \$8.7 to \$10.8 million in public capital improvements in the Specific Plan area. It is important to remember that there may be additional resources that can be generated because the redevelopment project area is larger than the specific plan area, and may be possible to redirect growth in tax increment from throughout the redevelopment project area towards making improvements in Old Town Newhall. The Redevelopment Agency should undertake a more detailed and dynamic redevelopment financing plan for each individual project, as well as the overall concept and strategy described in the Specific Plan, prior to committing to any individual project.

Beyond the Redevelopment Agency, there are additional sources of revenue that may be applied to stimulate private investment. There is the option for the City of Santa Clarita to pledge a portion of its 8% General Fund Portion of new tax increment within the Specific Plan area. It is important to look beyond local government controlled sources to help fund public improvements within the project area with techniques such as a business improvement (B.I.D.) or transportation improvement (T.I.D.) district to fund streetscape maintenance. Other opportunities exist to find access to state and federal programs as they evolve over time to partner with the City to assist in the production of affordable housing efforts. Last, in order to implement the civic initiatives, the City and its partners will need to reach out to foundations, non-profits, and community development corporations for fund raising, philanthropy, and non-profit development.

Adjustments to this strategy are inevitable and subject to the needs and priorities of the community over time. To this end, this chapter should be reevaluated annually with the corresponding changes made accordingly.

#### 3.2 - Plan-wide Policies

##### A. Development Code

The Specific Plan is activated by a progressive tool known as a "Form-Based Development Code." This Code differs from current zoning codes in that, while it fully addresses the issues of use and development parameters, it does so in a way that is intentional toward producing a particular physical environment for each of the 'places' in the Plan. This type of code addresses a variety of subjects to generate buildings that add up to coherent blocks and ultimately whole streets of desirable development. The 5 types of zoning proposed, reflect a clear distinction between each of the anticipated environments and their constituent physical ingredients. This type of 'regulatory geography' accounts for real, physical conditions that ultimately manifest themselves into corresponding development and land use patterns. Additionally, the contents of this code are reflective of the urban design objectives for each place in the downtown area. With a form-based code in place, development and activity in the Plan area are expected to: a) be clearly anticipated, b) be reflective of specific and identifiable desired outcomes and, c) provide the community with understandable, implementable and fully-coordinated provisions for revitalization. Such a code is paramount to achieving results that are calibrated to the locale instead of a conventional model that does not recognize where it is being used.

[1] Source: Economics Research Associates, 2004

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#### **B. Land Assembly / Redevelopment Authority (Specific Plan area)**

In order to enable some of the development opportunities, it may become necessary to assist revitalization by assembling, or helping to assemble, contiguous parcels for creation of larger sites, consistent with the subdivision requirements of this Specific Plan. The architectural types identified for the Specific Plan area allow implementation at various widths of property and intensities. Nonetheless, there will be situations where a particular type such as Courtyard Housing may be more effective in a given situation than say, a Rowhouse or Sideyard Housing. In such a case, it would likely be necessary to assemble two or more properties to gain at least 100 feet of property width to execute the desired project. The use of this measure is to occur on a very limited 'case by case' basis in response to development proposals and ideas over time. As stated earlier, the Redevelopment Agency currently does not have the authority with which to purchase residential property for such purposes. It is important to note that the use of this type of authority is only seen as a last resort toward enabling a particularly beneficial revitalization proposal and not as some routine type of tool. As such, a policy that is critical to the long-term success of Old Town Newhall is one that provides such authority, with the appropriate provisions for testing the need for specific action.

#### **C. Preservation**

The benefits of preserving Newhall's historic and cultural resources are fiscally immeasurable. However, the intangible benefits of such an effort will positively affect perception about Newhall by instructing the community and others that this is a place which is building upon its heritage. This is in contrast to places where the latest fad replaces rich heritage, trivializing both in the process. The Santa Clarita Valley Historical Society is very active and needs to continue its vigilant efforts toward preservation and stewardship of important cultural resources. The Specific Plan's objectives, standards and guidelines provide the necessary support with which to carry out responsible and effective preservation and adaptive reuse of cultural resources. This is further supported by the information and conclusions contained in the Historic Resources survey conducted in 2004/2005 for this Specific Plan.

#### **D. Affordable Housing**

Care must be taken to assess the impact of new housing development in the Plan area. New development within the plan area obligates the Redevelopment Agency to ensure the development of the necessary low/moderate affordable income dwellings. Participation by the Agency in the planning, development, or financing of new housing increases the percentage of affordable income dwellings required. To address this component of the plan, the implementation section of this chapter will need to establish programs to produce affordable housing, including a range of opportunities for all income levels, incentives and requirements to preserve and increase the affordable rental stock, and, to address the potential displacement of low and moderate income residents due to acquisition of blighted dwellings.

#### **E. Circulation, Transportation and Parking**

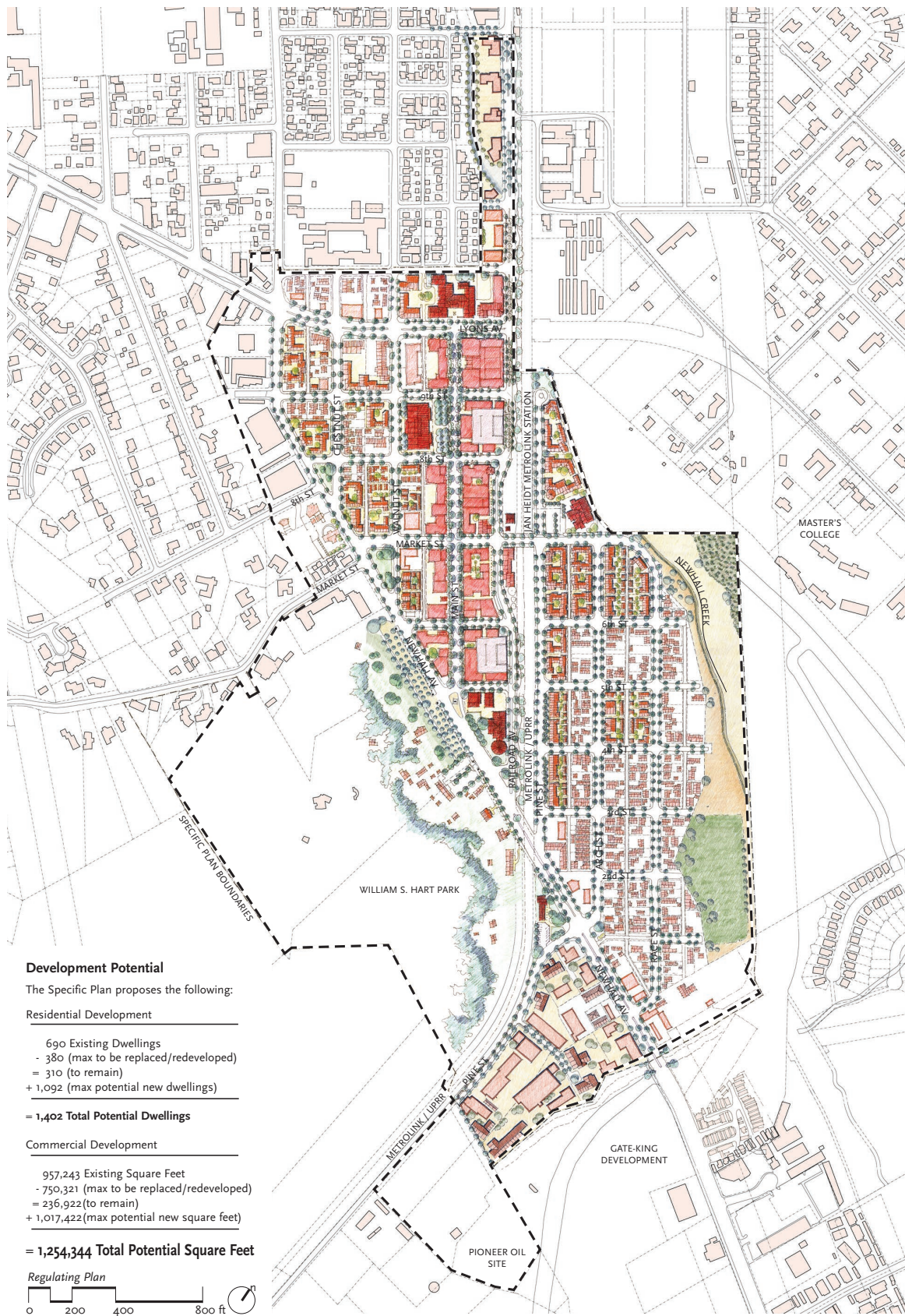
It is important to establish that automobiles have a role that must be balanced with the role of people in and through Old Town Newhall for long-term success. While the Specific Plan appropriately provides for the automobile's access, storage and circulation, it does so while maintaining a desirable environment for people. This section along with the requirements in Chapter 2 (street sections) addresses the above by providing the components and measures aimed at producing the desired environment, reducing parking-demand, managing parking and providing for adequate circulation and access. The proposed initiatives and measures are prioritized so that the City can implement them, over time, according to the availability of funding and the needs at the particular time.

### **3.3 - Phasing Strategy**

The information on the following pages sets forth the overall strategic deployment of the 93 individual measures and projects in the Specific Plan to revitalize Old Town Newhall. This is proposed in two parts:

- a) Initiating Revitalization - those initiatives and efforts that will stimulate private sector investment early in this Plan's life and,
- b) Long-term Implementation - the entire catalog of 93 individual implementation items that will ultimately be required to carry out every aspect and detail of this Specific Plan over its anticipated 20-year life expectancy. To this end, a general sequencing of the implementation items is indicated by the order in which they appear within each phase. Many implementation measures will occur simultaneously and appear in sequence for organizational purposes. For example, in Phase 1, the first item shown is East Newhall. This is per the result of outreach for this project which shows this item spanning the life of the Specific Plan. Simultaneously, physical improvements are being made to the streets (reconfiguration, utilities, stormwater management, etc.) and a parking garage is to be built.

Adjustments to this strategy are inevitable and subject to the needs and priorities of the community over time. This component of the Specific Plan should be reevaluated annually with any corresponding changes made accordingly.





# CHAPTER 3 : IMPLEMENTATION

## INITIATING REVITALIZATION

### Intent

In preparing this Specific Plan, it was learned through talking with public officials and people from other communities, that their successful revitalization efforts were the result of the City actively pursuing the plan. Typically, the City or Redevelopment Agency led the way in helping the private sector to realize the opportunities for investment. This Plan uses this approach in helping the community of Santa Clarita realize the desired outcomes for Old Town Newhall.

### First Steps

The first five years of implementation are anticipated to produce up to 200,000 square feet of new or redeveloped commercial square feet and approximately 150 to 300 dwellings. Currently, there are not sufficient funds available in the Redevelopment Tax Increment Fund for serious implementation. Upon adoption of the Specific Plan, it is proposed by this Chapter that the City of Santa Clarita Redevelopment Agency and/or the City take the following first steps, in the order shown, to initiate revitalization according to this plan:

#### Upon Adoption of Specific Plan

##### 1 RFP 1 for Development of Initial Park-Once Garage and Liner

Prepare a Request for Proposals and solicit the RFP to qualified developers for the purpose of implementing the first of the two public garages and liners in the Plan. Either of the two garages can be developed first and will have the net effect of signaling to the community that this project is in fact a serious effort and significantly underway. This will be accomplished by the garage producing or enabling the following during the course of the first phase:

- 400 parking spaces
- up to 200,000 square feet of retail/office/restaurant space
- up to 50 studio/loft dwellings over commercial space as liners to the garages
- +/- \$28.7 million in new assessed valuation
- +/- \$687 thousand in new property tax
- +/- \$412.3 thousand in new tax-increment (\$137 thousand for housing set aside)

##### 2 Promote Private Sector interest in entire Specific Plan area

The Redevelopment Agency is to engage the private sector in bringing investment to anywhere in the Plan area. However, priority should be on development along Main Street to help revitalize the environment in a significant manner. Because the Redevelopment Agency does not own these properties, care needs to be taken to ensure that proper communication is established with current owners and tenants about this program and how it can assist the private sector.

##### 3 Prepare Municipal Bond for Specific Public Improvements

Proceed with preparing a municipal bond-issue for the amount equal to the capital costs (budget). This will fund the necessary public improvements in phase 1:

- parking garage
- restriping of Railroad Avenue from 2 to 4 lanes (and associated transitions)
- reconfiguration of Lyons and Main and, Lyons and Railroad Avenue
- Main Street streetscape improvements

##### 4 Approve Public Improvement Construction Documents for Phase 1

Authorize the Engineering department to solicit bids from qualified contractors for the purpose of installing the Railroad Avenue improvements and the Main Street streetscape improvements. As part of the contract for preparing this Specific Plan, the consultant team is ready to prepare the construction documents for the Main Street streetscape improvements and deliver a bid-set to the City for bidding purposes. These documents are not yet prepared because the public process is not yet complete. The consultant team is not currently under contract to prepare the Railroad Avenue improvement plans or any plans beyond the Main Street project. Approving the public improvement construction documents -upon preparation of course - will result in:

- identifying a precise budget for the projects
- selecting a contractor to execute the project(s)
- installing the improvements to motivate private sector investment

##### 5 RFP 2 for Development of TOD Housing at Metrolink

Work with the Metropolitan Transit Authority and Metrolink to pursue the development of transit-oriented housing as identified in the Specific Plan. The City of Santa Clarita Redevelopment Agency, either as a partner in facilitating this project or as a limited investment partner should initiate this effort to signal that the Specific Plan is ready to execute and realize the desired outcomes. Pursuing this project will result in the following:

- up to 100 transit-oriented dwellings over parking in place of the 4.3 ac parking lot
- initiation of significant new housing opportunities in Old Town Newhall
- +/- \$57.4 million in new assessed valuation
- +/- \$575 thousand in new property tax
- +/- \$506 thousand in new tax-increment (\$115 thousand for housing set aside)

#### Within 1st month

##### TASKS

Work with affected Property Owners  
Council/RDA to authorize RFP  
Prepare RFP  
Compile List of Qualified/Interested Developers  
Distribute RFP

#### Within 3 months

##### TASKS

Conduct Pre-Proposal Conference  
Receive Proposals  
Interview and Select 1-3 finalists  
Present to Council/RDA/Owners for direction  
Selected developer/proposal (winner)

##### TASKS

Continue, renew and establish communication with owners, merchants and residents about the potential allowed by the Specific Plan

##### TASKS

Update on private sector activity  
Update on Main Street Plans/Schedule

##### TASKS

RDA to consult bond counsel on structuring/preparing bond  
Report to Council/RDA for direction

##### TASKS

Hire bond counsel to prepare bond  
Bond-preparation

##### TASKS

Consultant team to prepare 50% Schematic Drawings (SD) for review by City using adopted Specific Plan, EIR and all applicable conditions of approval

##### TASKS

SD 50% reviewed by City  
SD 100% prepared and reviewed  
SD cost-estimate prepared/reviewed  
DD 50% Design Development (DD) prepared for review by City

##### TASKS

RDA to engage the MTA and Metrolink to implement block 17 in Specific Plan to stimulate private sector response  
Report to Council/RDA for direction  
RDA to facilitate partnership between private sector and MTA

##### TASKS

MTA to structure and distribute RFP  
Conduct Pre-Proposal Conference  
Receive Proposals  
Interview and Select 1-3 finalists  
Selected developer/proposal (winner)  
MTA to authorize selection



## CHAPTER 3 : IMPLEMENTATION

### INITIATING REVITALIZATION

#### FUNDING SOURCES

The individual implementation items in this Chapter will use a variety and combination of funding sources. The following are available with an emphasis on the private sector:

- Private Sector
- Public Sector

Economic Devt Agency, Community Devt Block Grants, Rule 20 Funds, Other State / Federal grants, Tax-Increment Financing, Municipal Bond(s)

	Within 6 months	Within 1 year	Within 2 years	
<b>1</b> (CONT'D)	TASKS	TASKS	TASKS	Comments
RFP 1 for Development of Initial Park-Once Garage and Liner	Enter negotiations with winner  Winning developer to submit Entitlement Plans for processing  Entitlement Plan package approved with conditions of approval  Developer to begin Construction Plans and submit to City for review	Construction Plans approved by City  Final adjustments to Financing based on Final development and parking yield  Project ready for execution  Developer to obtain and execute building permits	Developer to complete Park Once garage and Liner for occupancy	This project is critical to enabling meaningful revitalization and achieving the desired vision.
<b>2</b> (CONT'D)	TASKS	TASKS	TASKS	Comments
Promote Private Sector interest in entire Specific Plan area	Update on Park Once garage and Liner  Update on Bond-Issue  Update on Main Street Plans/Schedule	Update on Park Once garage and Liner  Update on Main Street Plans/Schedule  Update on Private Sector investment	Update on Park Once garage and Liner  Update on Main Street Plans/Schedule  Update on Private Sector investment	Updates to Old Town Property Owners, merchants, East Newhall and Old Town residents/owners; annual ICSC conference
<b>3</b> (CONT'D)	TASKS	TASKS	TASKS	Comments
Prepare Municipal Bond for Specific Public Improvements	Report to Council/RDA for final review and authorization	Proceeds from Bond-issue available to address capital costs of garage, street reconfiguration work and mainstreet streetscape		Necessary to provide funding source for initial capital investments in first garage, and street work.
<b>4</b> (CONT'D)	TASKS	TASKS	TASKS	Comments
Approve Public Improvement Construction Documents for Phase 1	City reviews / comments on 50% DD  DD 50% and 100% prepared/reviewed DD cost-estimate prepared/reviewed  CD 50% and 100% prepared/reviewed Engineer's estimate of probable cost prepared and reviewed  Bid Set approved and issued	Bids received and contractor selected  Contractor hired and authorized to proceed  Railroad Avenue restriping to 4 lanes  Demolition work, utility undergrounding and improvements  Diagonal Parking and 25 mph limit	Contractor to complete all improvements (approx 15-18 months from adoption of Plan)	Plans to include the associated transition-stripping to accommodate circulation between this project and subsequent street projects.  Construction work will proceed faster if night work can be done: meet with residents, merchants and owners to develop schedule
<b>5</b> (CONT'D)	TASKS	TASKS	TASKS	Comments
RFP 2 for Development of TOD Housing at Metrolink	MTA to enter negotiations with winner  Winning developer to submit Entitlement Plans to City for processing  Entitlement Plan package approved with conditions of approval  Developer to begin Construction Plans and submit to City for review	Construction Plans approved by City  MTA authorizes execution of Plans  Project ready for execution  Developer to obtain and execute building permits	Developer to complete project for occupancy  Occupancy of housing allowed upon completion of Park Once garage	Project ultimately depends on Park Once garage for Metrolink parking  Metrolink parking to be managed in garage to make Old Town customer access to spaces convenient.

## CHAPTER 3 : IMPLEMENTATION

### PHASING STRATEGY: PHASE 1A 2006-09

Phase 1A identifies 9 implementation projects ranging in scope and complexity to enable and/or support Specific Plan implementation that carry a cost estimate of **\$17,748,633**.

#### STREET IMPROVEMENTS (SI)

**Purpose - To create Main Street as the centerpiece of Old Town Newhall: while maintaining traffic and circulation to and through Old Town**

The traffic plans for Old Town Newhall identify a total of twelve street-improvement projects necessary to realize the vision. In phase one, five of these are identified for implementation.

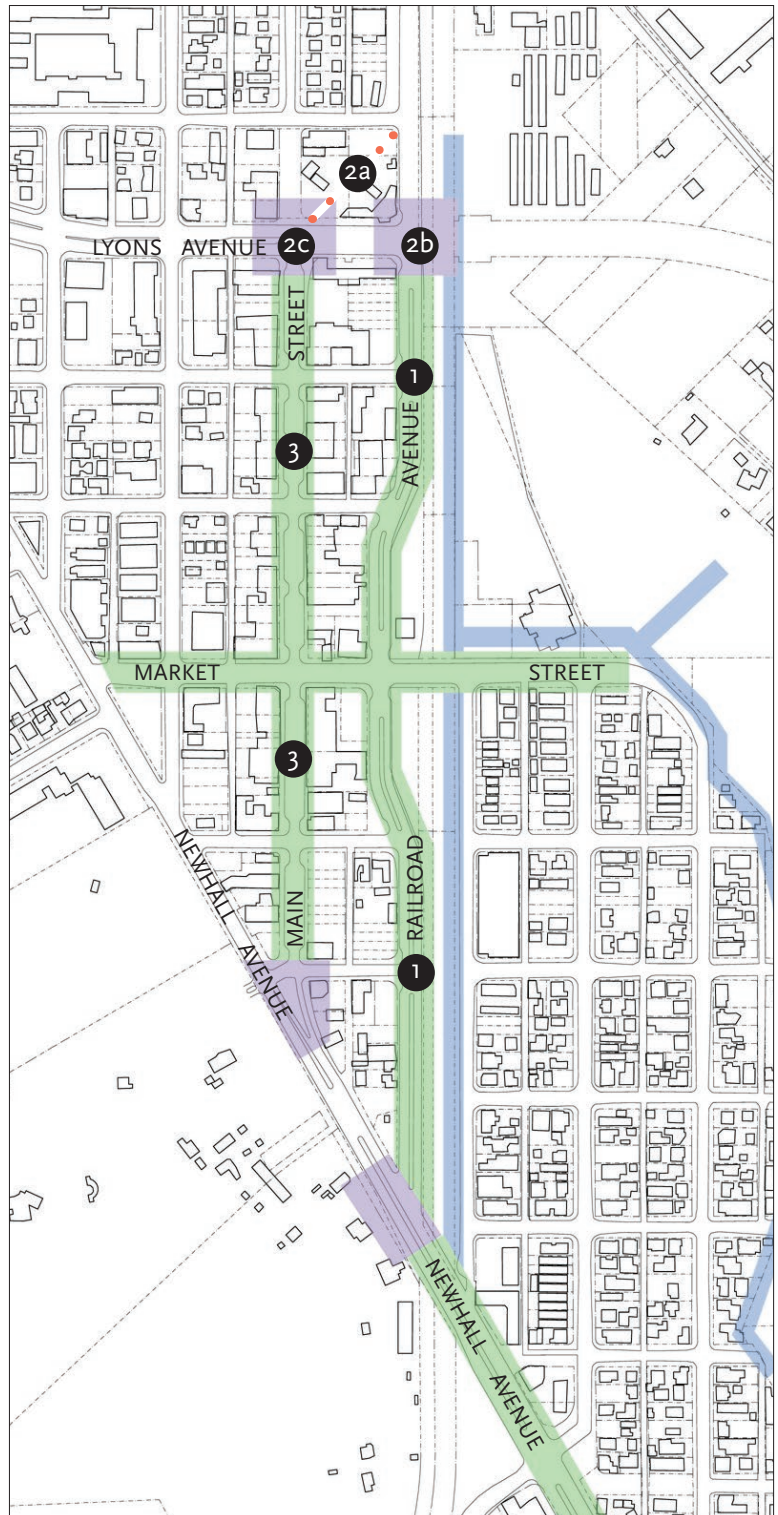
##### SI-1 Railroad Avenue Re-Striping

To provide the capacity that is needed for future traffic volumes, Railroad Avenue will be re-stripped within its existing curbs to provide a four-lane roadway and a future tree-lined central median. At each cross street, breaks in the median for left-turn lanes will maintain accessibility to the downtown area. Parking is removed on the eastern side to make room for the additional traffic lanes, but retained on the western side to serve businesses and provide a buffer for pedestrian. On the western side, the existing six feet from building to curb face is inadequate. An additional six feet in the form of an easement, to produce a 12 foot wide sidewalk, will therefore be required whenever buildings are redeveloped, in order to create a reasonably wide and shopper-friendly streetscape.

**\$58,00**

##### SI-2 North Downtown Street Reconfigurations

The following street improvements are needed to compensate for San Fernando Road being transformed into Main Street. This makes it necessary to modify the manner in which the following roadways meet in north Old Town: San Fernando Road (north of Lyons), Railroad Avenue, Main Street and Dockwieler Road at some point in the future. While technically individual projects, each of the three projects



*Projects SI-1, 2 and 3 to initiate revitalization*

leads toward the overall, required, reconfiguration of the north end of Old Town Newhall.

**SI-2b Reconfigure Lyons Avenue/Railroad Avenue Intersection (completed)**

To replace the traffic capacity now provided by the diagonal portion of the former San Fernando Road, this intersection will be widened to provide additional turn lanes, and to expedite the flow of traffic from Main Street to Railroad Avenue.

**\$1,125,720**

**SI-2c Reconfigure Lyons Avenue / Main Street Intersection**

This intersection will be reconfigured as an ordinary "T" intersection, with curb extensions, crosswalks on all legs, median refuges and curb radii as small as is feasible, to ease the difficulty of crossing Lyons Avenue on foot from the Old Town to the neighborhood and public building to the north. This signal, and all other signals in the Specific Plan area, will be equipped with pedestrian countdown signals to improve safety. UPDATE: Project complete.

**\$1,586,520**

**SI-3 Main Street Streetscape from Lyons Avenue to 5th St**

Convert the four lanes into two-lanes; with back-in/head-out angle parking on both sides; curb extensions at all corners; new paving materials, pedestrian-scale light fixtures, street furniture and new trees; and mid-block crosswalks in the three central blocks; replace the traffic signal at the intersection of Main and Market with a four-way stop; and close driveways on the Main Street to make more on-street parking.

Improvements to the public realm are considered as a critical priority in the redevelopment strategy. The creation of an amenity-rich public space and streetscape will be supportive of existing activities and helpful in establishing the conditions necessary for long-term implementation of the plan.

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Typically public improvements of this type are financed

via redevelopment. However, in this case the City and the Redevelopment agency may need to co-finance the project in early years due to the lack of existing tax increment. The creation of public improvements generates positive externalities that can serve to increase the assessed valuations of adjacent properties and can serve as a basis for agency investment. The creation of appropriate public improvements is a necessary precondition for future redevelopment within the district.

**\$11,278,826**

**SI-6 Reconfigure Main Street / Newhall Avenue Intersection**

This intersection will be reshaped to ease the flow of traffic to Newhall Avenue. For traffic heading north on Newhall Avenue, the left lane will proceed straight onto Newhall, eliminating the current wait for a left-turn signal phase. The right lane will be directed onto Main Street. Similarly, southbound traffic on Newhall will be able to continue onto Newhall Avenue, eliminating the current right-hand turn for this movement. Both halves of this intersection (Main Street/Fifth Street and Newhall/Fifth Street) will be operated as a single coordinated signal. The western leg of this intersection will be a new entry into William S. Hart Park, reconnecting the park to downtown with a convenient, signalized crossing (for both drivers and pedestrians). UPDATE: A new roundabout opened in 2014 that addressed this issue.

**\$2,245,092**



*SI-3 - Main Street streetscape looking toward Market Street*



## CHAPTER 3 : IMPLEMENTATION

PHASING STRATEGY: PHASE 1A 2006-09

### RELOCATION OF UTILITIES (RU)

**Purpose - To relocate overhead utilities in below-grade facilities to eliminate hazards and to improve aesthetics**

The following projects are for the identified street segments but need further adjustment for specific connection and location input from the appropriate utility providers.

#### RU-1 Main Street from Lyons to 2nd

This project involves a total of 5 block frontages and is to be done concurrently with the Main Street Streetscape Improvement Project for efficiency purposes.

**\$615,000**

### UTILITIES (U)

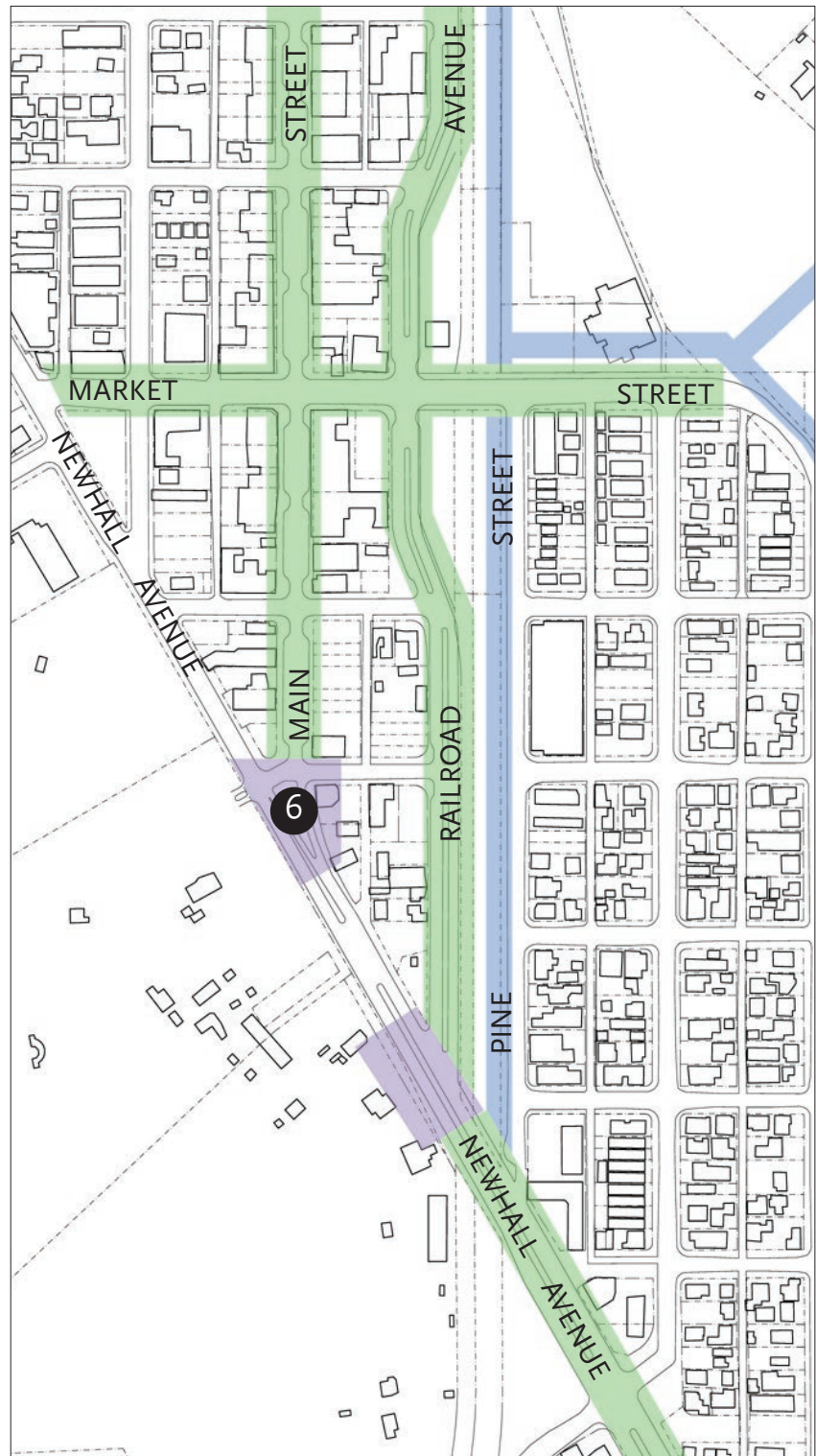
**Purpose - To provide the necessary water, sewage disposal, and storm drainage for the Plan**

The necessary improvements are to the storm drainage system. The potential improvements to the water system at this time are not expected to be significant and are pending a review and decision by Newhall Water District.

#### U-1 Water Improvements

Main Street: 10-inch line (2,050 linear feet) from 5th to Lyons Avenue

**\$129,150**



Projects SI-6



*Overhead utilities on Market Street at Pine Street*



*Overhead utilities at south entry to Old Town Newhall*

## **U-2 Storm Drainage**

Both of the following improvements are for the Main Street area and are intended to be done with the Main Street Streetscape Improvement Project for efficiency purposes.

### **U-2a - Main Street**

18-inch line (850 linear feet) from Market Street to 5th Street

**\$322,875**

### **U-2b - Main Street**

24-inch line (1200 linear feet) from Lyons Avenue to Market Street

**\$387,450**



## CHAPTER 3 : IMPLEMENTATION

### PHASING STRATEGY: PHASE 1B 2010-12

Phase 1B identifies 12 implementation projects ranging in scope and complexity to enable and/or support Specific Plan implementation that carry a cost estimate of **\$35,099,580**.



#### EAST NEWHALL REVITALIZATION (EN)

**Purpose - To revitalize this historic neighborhood and provide as positive as possible a situation for its residents and the community**

The Newhall Specific Plan is designed to create amenity-rich environments, which will be of benefit to both existing and new community residents. By creating the conditions for an attractive integrated Old Town within walking distance of the East Newhall neighborhood, the value of residential property here can be expected to increase. As the downtown attracts a diversity of users to its commercial and cultural/institutional uses, the desirability and

strategic location of East Newhall will become increasingly apparent to the market. This will result in continued improvements and reinvestment. Over time, new homeownership can be encouraged through focused use of the City's existing programs along with cooperation with private banks and federal mortgage corporations. Such investment can range from the rehabilitation of existing structures to the development of new housing that takes advantage of its proximity to the downtown area and Metrolink.

#### EN-1 Establish Regular Communication with the Neighborhood

**Purpose - To establish clear and consistent communication with the neighborhood that provides its residents with accountability and productive relationships with municipal agencies**

This item involves engaging the neighborhood and initiating communication to begin the long process of relationship-building. Through the community outreach process, it was made clear to all that the relationship between this neighborhood and the City needed attention. This was expressed by participants in terms of derelict landlords, crime prevention and affordable housing. The City will engage the neighborhood through an initial workshop that helps the neighborhood: a) identify the neighborhood's issues and priorities; b) understand the neighborhood's role and opportunities as part of Old Town revitalization; c) work with the City and other agencies to pursue grants for specific tasks on the neighborhood's Agenda for Revitalization; and, d) establish communication for long-term relations. Subsequent to the initial workshop, the City will work with the neighborhood to follow up on the neighborhood's agenda for revitalization accordingly.

**\$45,000**



## EN-2 Community Preservation and Support

**Purpose - To eliminate non-compliance with requirements regarding health, safety and zoning that are negatively affecting the livability and appeal of individual buildings and properties as well as that of the entire East Newhall neighborhood as a whole**

Pursuant to all applicable codes, the City will cite landowners with substandard and deteriorated properties as identified in the community outreach process by residents. The City will identify team of dedicated staff from the Planning and Economic Development Department to address this item.

**\$45,000**

## EN-3 Establish Programs to produce Affordable Housing

**Purpose - To provide ownership opportunities to residents of the East Newhall Neighborhood**

As identified in the community outreach process, the residents desire to become owners. Care must be taken to assess the effect of new housing in the redevelopment plan area. As new development will obligate the agency to produce a percentage of low and moderate income affordable-income dwellings. Participation by the agency in the planning, development, or financing of the new housing increases the percentage of the required affordable housing. The development of new housing (market rate or low/moderate) on a site previously occupied by housing may result in the displacement of low/moderate income residents. If displacement occurs, relocation assistance must be provided in the manner required by federal law, outlined in the Uniform Relocation Act. The City has identified the need for more, affordable rental housing (e.g., Housing Element, CDBG Consolidated Plan). Despite the blighted nature of the area, East Newhall provides a large amount of affordable rental housing. Conversion of current rental housing stock to homeownership, without the creation of other affordable rental housing, may result in the net reduction of affordable rental housing. To this end, the City will endeavor to help the residents turn rentals into ownerships. This is proposed to be accomplished by the following:

- Identify and fund East Newhall Housing Program
- Allocate at least 50% of current and projected housing 'set-aside' funds to finance this effort
- Establish program that offers home ownership assistance such as down-payment, silent second mortgages, home-improvement loans (subject to criteria yet to be established)
- Provide incentives to developers to preserve and increase the stock of affordable rental housing



*Looking east on Race Street*



*Housing at 6th and Pine Streets*

- Identify a policy by which developers are required to address the low and moderate affordable housing requirements triggered by housing development within the redevelopment project area.

**\$250,000**

## EN-4 Development Code-Directed Infill, supported by Formal Design Review for Quality

**Purpose - To ensure that the qualitative aspects of development are consistent with the community's vision for the downtown area**

Through careful, thorough and swift design review that raises the quality level of new projects, the investments made in East Newhall, and Old Town, will create and sustain value. This is to be accomplished by using the services of a designated staff member or architectural consultant to review proposed developments and advise the applicant and City accordingly. The cost of this measure should be incorporated into a review fee payable by those proposing development as part of the process.

**\$45,000**

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### PHASING STRATEGY: PHASE 1B 2010-12 CONT'D

#### EN-6 Eminent Domain over Residential

**Purpose -** For properties which are allowed to remain in a state of disinvestment by derelict landlords and negatively affect other properties and the Neighborhood, it is necessary to have a tool with which to exercise the neighborhood's long-term improvement

This item was of significant importance at the community outreach meetings. To address this issue, this item focuses on the blocks facing Pine Street and Market Street in the following terms:

- Amend Redevelopment Plan to provide the necessary authority to acquire land
- Evaluate benefits and disadvantages between the tools of Eminent Domain and economic incentives
- If Eminent Domain is selected as the most beneficial tool, proceed with amending the Redevelopment Plan accordingly for the East Newhall Neighborhood
- Pursue the redevelopment of the blocks facing Pine and Market Street

**\$50,000**



*Housing in East Newhall*



*Weak interface between housing and the public realm at Market and Pine*

#### TRANSIT ORIENTED DEVELOPMENT

**Purpose -** To provide housing with which to revitalize Old Town over the long term that relies on transit and less so on the automobile

##### TOD-1

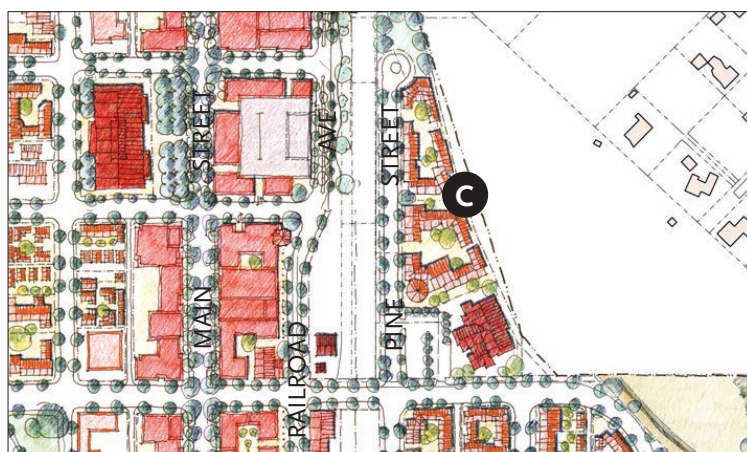
This 4.3-acre surface parking for Metrolink represents a potential development opportunity for between 50 and 100 dwellings. The Metropolitan Transportation Authority may be induced to participate as a joint development partner for market rate housing. This location may be suitable for development using the redevelopment agency's housing trust fund. Converting this site from its present use as surface parking will serve to appropriately densify and activate the entire downtown area. The downtown area as a whole will likely benefit by moving the parking for the Metrolink station to the north garage west of the station, across Railroad Avenue. This will create pedestrian activity and the potential for development of a consumer base for district businesses serving Metrolink commuters.

**\$12,400,000**



*TOD Housing*





C. TOD Housing at Jan Heidt Metrolink Station parking lot

## TRANSPORTATION IMPROVEMENTS and DEMAND MANAGEMENT (TDM)

**Purpose - To maximize mobility while minimizing the need to generate additional vehicular trips**

The cost to construct parking garages in Old Town Newhall can be expected to exceed \$20,000 per space gained, resulting in a total cost to build, operate and maintain new spaces of more than \$125 per month per space, every month for the expected 40-year lifespan of the typical garage. These dismal economics for parking garages lead to a simple principle: it can often be cheaper to reduce parking demand than to construct new parking. Therefore, Newhall should invest in the most cost-effective mix of transportation modes for access to Old Town, including both parking and transportation demand management strategies.

By investing in the following package of demand reduction strategies, Newhall can expect to cost-effectively reduce parking demand in Newhall (and the resulting traffic loads) by one-quarter to one-third. The Transportation Improvement District for Old Town Newhall should invest a portion of parking revenues (and other fees, assessments, and/or transportation funds, if available) to establish the following transportation services for the benefit of all Old Town Newhall employers and residents:

### TDM-1 Maximize Existing Parking

Make better use of the parking lots and vacant lots that already exist in Newhall, using the mechanism of the Transportation Improvement District to purchase or lease these lots and convert them into public parking areas, which can be efficiently shared and managed, forming the kind of Park Once District described earlier.

**\$275,000**

### TDM-3 Transportation Improvement District

Form a T.I.D. for Old Town Newhall, and provide it with the authority to build and operate public parking, to raise parking revenues, to provide transportation benefits to employees within the Specific Plan boundaries, and to fund additional public improvements within the district. To take full advantage of the T.I.D.'s potential, the following initiatives are available to implement depending upon funding available and other considerations that the City may have at the particular time:

**\$90,000**

### TDM-3a Parking charges

Fees for parking are to be structured so that they primarily reduce drive-alone employee trips and reduce resident car ownership, while accommodating shoppers and diners (as described in the Parking section), provide the major financial incentive for drivers to choose other modes. Rather than monthly fees, which encourage employees to drive every day to "get their money's worth", modern fee-collection systems can be set to bill employees by the day or hour for parking, allowing them to save money every day that they choose an alternative mode. For apartments, developers must be required to "unbundle" the full cost of parking from the cost of the apartment itself, by creating a separate parking charge. This provides a financial reward to households who decide to dispense with one of their cars, and helps attract that niche market of households, who wish to live in a transit-oriented neighborhood where it is possible to live well with only car, or even no car, per household.

**\$7,500**

## STREET IMPROVEMENTS (SI)

**Purpose - To create the centerpiece of Old Town Newhall: Main Street while maintaining traffic and circulation to and through Old Town**

### SI-2 North Old Town Street Reconfigurations

The following street improvements are needed to compensate for the former San Fernando Road being transformed into Main Street. This makes it necessary to modify the manner in which the following roadways meet in north Old Town: the former San Fernando Road (north of Lyons), Railroad Avenue, Main Street and Dockwieler Road



## CHAPTER 3 : IMPLEMENTATION

### PHASING STRATEGY: PHASE 1B 2010-12 CONT'D

at some point in the future. While technically individual projects, each of the three projects leads toward the overall, required, reconfiguration of the north end of Old Town Newhall.

#### SI-2a Remove the former San Fernando Road Diagonal

Removing this high speed "S" curve serves three important functions: it creates a sizable block of land upon which a major public building can be placed; it terminates the vista down Main Street with the front doors and tower of that building, creating the Old Town's new picture postcard view; and as a result, it significantly slows and calms traffic through the heart of the business district, transforming a highway into Main Street. UPDATE: Project complete.

\$1,492,080

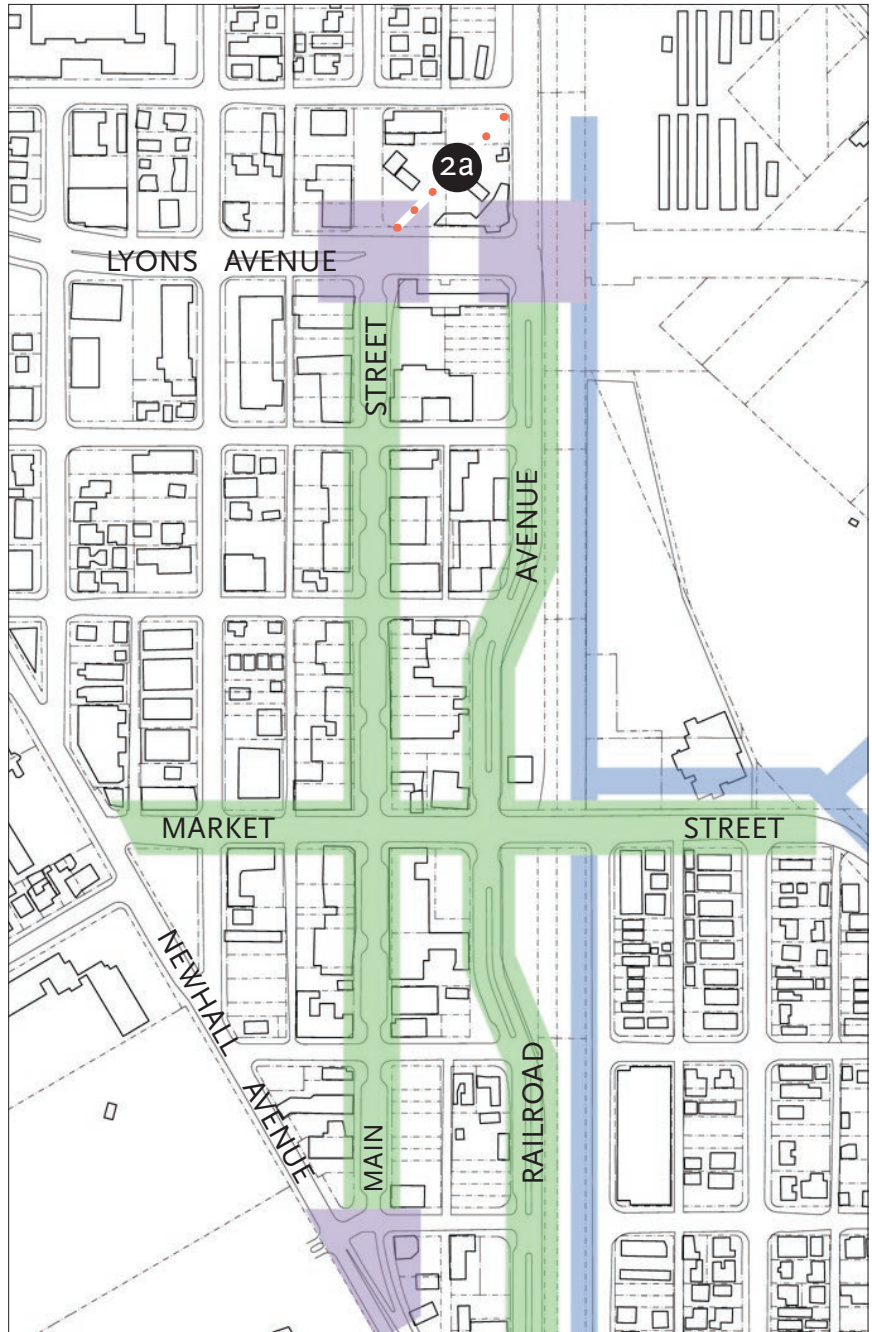
#### PARK ONCE (P1)

##### P1-2 Park Once Garage 'North'

**Purpose - To complete the public parking system for Old Town and enable further redevelopment per the Specific Plan**

Upon developing 160,000 square feet of commercial/office space, the need to build the second of the two Park Once garages will be reached.

The North garage is equally important to the South Garage because by providing another 400 parking spaces, it helps accomplish the following: a) enables development of another 160,000 square feet of commercial/office space, b) enables the redevelopment of the two key 'north' blocks (7 and 8a) at the intersection of Lyons and 'Main Street' and, c) enables redevelopment of the Metrolink parking lots with Transit-oriented housing. As



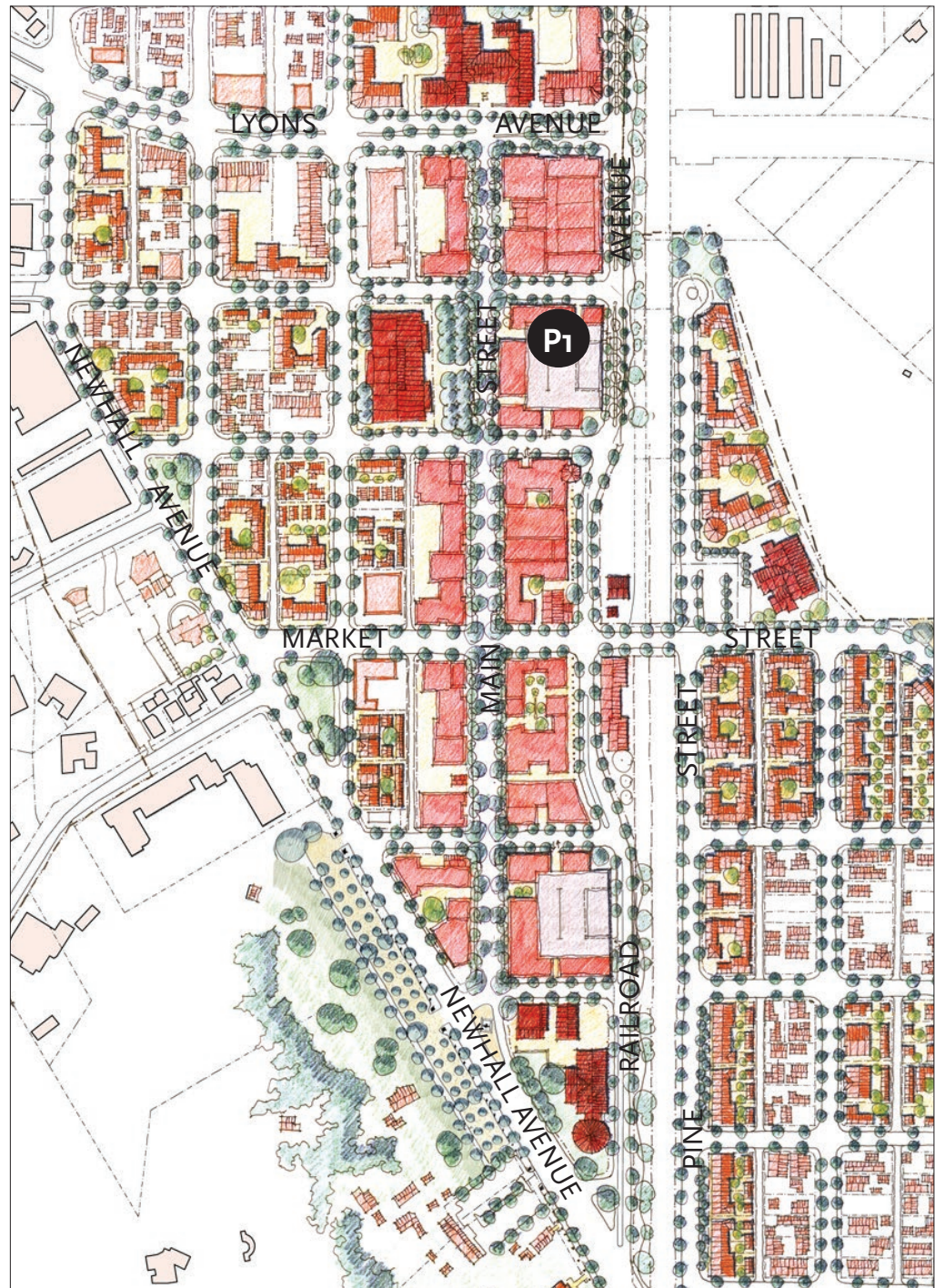
*Project SI-2a to create development site*



discussed in the previous section for the South garage, public garages are often financed via redevelopment because of the relationship between purpose and revitalization. Where the initial, South garage requires funding in addition to redevelopment funds, the North garage will be in the position of being able to draw upon tax-increment established by the prior phases. The North garage also features a financial opportunity in the form of mixed use and housing 'liners' along the garage's perimeter.

**Project Summary:**  
4-story public garage  
producing 400 spaces  
'Liner' retail (34,000  
sq ft) with housing or  
office above (93,000  
sq ft)

**\$6,900,00 - Park One  
Garage 'North'**  
**\$17,500,000 - Mixed  
Use Liner**



*P1 'north' at 8th and Main Streets: the second of two Park Once public garages*

NOTE: Locations of civic buildings, parking structures, the mercado, and museum are conceptual and are not binding or mandatory at the locations depicted.

## CHAPTER 3 : IMPLEMENTATION

### PHASING STRATEGY: PHASE 1C 2013-15

Phase 1C identifies 15 implementation projects ranging in scope and complexity to enable and/or support Specific Plan implementation that carry a cost estimate of **\$10,323,375**.

#### **EAST NEWHALL REVITALIZATION (EN)**

##### **EN-1 Establish Regular Communication with the Neighborhood**

**Purpose - To establish clear and consistent communication with the neighborhood that provides its residents with accountability and productive relationships with municipal agencies**

This item involves engaging the neighborhood and initiating communication to begin the long process of relationship-building. Through the community outreach process, it was made clear to all that the relationship between this neighborhood and the City needed attention. This was expressed by participants in terms of derelict landlords, crime prevention and affordable housing. The City will engage the neighborhood through an initial workshop that helps the neighborhood: a) identify the neighborhood's issues and priorities; b) understand the neighborhood's role and opportunities as part of Old Town revitalization; c) work with the City and other agencies to pursue grants for specific tasks on the neighborhood's Agenda for Revitalization; and, d) establish communication for long-term relations. Subsequent to the initial workshop, the City will work with the neighborhood to follow up on the neighborhood's agenda for revitalization accordingly.

**\$30,000**

##### **EN-2 Community Preservation and Support**

**Purpose - To eliminate non-compliance with requirements regarding health, safety and zoning that are negatively affecting the livability and appeal of individual buildings and properties as well as that of the entire East Newhall neighborhood as a whole**

Pursuant to all applicable codes, the City will cite landowners with substandard and deteriorated properties as identified in the community outreach process by residents. The City will identify team of dedicated staff from the Planning and Economic Development Department to address this item.

**\$30,000**

##### **EN-3 Establish Programs to produce Affordable Housing**

**Purpose - To provide ownership opportunities to residents of the East Newhall Neighborhood**

As identified in the community outreach process, the residents desire to become owners. Care must be taken to assess the effect of new housing in the redevelopment plan area. As new development will obligate the agency to produce a percentage of low and moderate income affordable-income dwellings. Participation by the agency in the planning, development, or financing of the new housing increases the percentage of the required affordable housing. The development of new housing (market rate or low/moderate) on a site previously occupied by housing may result in the displacement of low/moderate income residents. If displacement occurs, relocation assistance must be provided in the manner required by federal law, outlined in the Uniform Relocation Act. The City has identified the need for more, affordable rental housing (e.g., Housing Element, CDBG Consolidated Plan). Despite the blighted nature of the area, East Newhall provides a large amount of affordable rental housing. Conversion of current rental housing stock to homeownership, without the creation of other affordable rental housing, may result in the net reduction of affordable rental housing. To this end, the City will endeavor to help the residents turn rentals into ownerships. This is proposed to be accomplished by the following:



- Identify and fund East Newhall Housing Program
- Allocate at least 50% of current and projected housing 'set-aside' funds to finance this effort
- Establish program that offers home ownership assistance such as down-payment, silent second mortgages, home-improvement loans (subject to criteria yet to be established)
- Provide incentives to developers to preserve and increase the stock of affordable rental housing
- Identify a policy by which developers are required to address the low and moderate affordable housing requirements triggered by housing development within the redevelopment project area.

**\$300,000**

#### **EN-4 Development Code-Directed Infill, supported by Formal Design Review for Quality**

**Purpose - To ensure that the qualitative aspects of development are consistent with the community's vision for the Old Town**

Through careful, thorough and swift design review that raises the quality level of new projects, the investments made in East Newhall, and Old Town, will create and sustain value. This is to be accomplished by using the services of a designated staff member or architectural consultant to review proposed developments and advise the applicant and City accordingly. The cost of this measure should be incorporated into a review fee payable by those proposing development as part of the process.

**\$30,000**

### **TRANSPORTATION IMPROVEMENTS and DEMAND MANAGEMENT (TDM)**

**Purpose - To maximize mobility while minimizing the need to generate additional vehicular trips**

#### **TDM-2 Parking Enforcement**

Put customers first, by using enforcement and education to make sure that the best and most convenient parking spaces are set aside for customers (2 positions for full week coverage, with equipment).

**\$500,000**

#### **TDM-3b Improved Transit**

Higher frequency transit into Old Town Newhall can serve a number of needs: providing feeder transit to the rail station, serving as a park-and-ride shuttle to more remote parking areas, and taking employees and residents to work.

**\$300,000**

### **CIVIC INITIATIVES (CIV)**

#### **Civic Initiatives of Community Wide Significance**

Downtowns become economically most effective when they are able to leverage their social and cultural institutions as a core activity. Old Town Newhall has existing historical and institutional assets, which can draw visitors into the area and can serve to direct these complimentary private commercial enterprises nearby. Beyond their immediate cultural contributions, an important goal of these institutions should be to animate their surroundings by drawing patronage into Old Town Newhall at varying times and days, and to extend the overall cycle of activity. The Specific Plan identifies four opportunities in this regard:

- Billboard Abatement
- Improvements to the entrance and frontage of William S. Hart Park. The primary goal of this would be to maximize Hart Park's visibility to visitors. UPDATE: This project has been completed.

## CHAPTER 3 : IMPLEMENTATION

### PHASING STRATEGY: PHASE 1C 2013-15

- Relocation of the historic Pardee House to the triangle site on Newhall Avenue south of William S. Hart Park. This would provide identity for Old Town at its south entrance.
- Development of a civic building at the confluence of Main Street and Railroad Avenue. This can leverage the presence of Hart Park into the downtown area. UPDATE: This project has been completed.
- Development of a public building at the new terminus of Lyons and Main.

Beyond these capital investments, the City will need to commit to supporting programming that is of an appropriate scale and frequency to allow for these assets to be fully realized.



*Billboard at Main Street and Market Street*



*Billboard at Main Street and 8th Street*



*Billboard on Newhall Avenue near 3rd Street*



*Billboard on Railroad Avenue*

#### CIV-8 Billboard Abatement

The presence of billboards and their visual discontinuity with the desired visual nature throughout the Specific Plan area has been identified by the community as a priority. This implementation item identifies five billboards within the Plan area that will be removed through purchase by the Redevelopment Agency. In consulting other Agencies in the removal of such structures, the cost per billboard ranges from \$250,000 to \$500,000 or more. For budgeting purposes, the higher figure is proposed. This initiative is proposed to be accomplished over phases 2 and 3.

**\$250,000**



*Gathering place: forecourt*



*Gathering place: raised terrace behind public sidewalk*



*Public art can take many forms: horseshoes in cross-walks*



*Public art can take many forms: expressions through tile, water and landscape*

## CIVIC BUILDINGS AND INITIATIVES (CIV)

**Purpose - To generate a civic realm to enhance the commercial and residential components of Old Town Newhall**

A number of civic initiatives are planned for Old Town Newhall. Those for phase one are

### **CIV-9A Create Incentives for Public Art**

Initiate a program for encouraging public art through a local arts group in concert with the City or, through the City alone. This item is not for the purpose of creating funds to create art. Rather, it is to create the program and require public art for projects that meet certain thresholds (e.g., 15,000 square feet). An option would be to establish a fee (e.g., 1% of the project's value) that is due at certificate of occupancy and collected by the city for deposit into a Old Town Public Art Fund. This fund would collect fees from all development over 5,000 square feet with the objective of producing public art in various locations throughout Old Town.

**\$10,000**

### **CIV 9B Public Space in front of Theaters/Civic Buildings**

Provide additional funding that creates special paving and pedestrian furnishings beyond that to be provided in the Main Street Streetscape. This effort is for in front of existing theaters and/or other types of uses that benefit the downtown area by having gathering areas along the public realm. This project is to be done with the Main Street Streetscape Improvement Project for efficiency purposes.

**\$20,000**



## CHAPTER 3 : IMPLEMENTATION

PHASING STRATEGY: PHASE 1C 2013-15

### STREET IMPROVEMENTS (SI)

This next batch of street improvement projects occur later in phase 1 but are nonetheless important to ultimately providing the necessary balance between mobility, access and a pedestrian-oriented environment. This is dependent upon the peripheral streets being improved. Without these improvements, at the appropriate time, the Main Street is not able to be fully realized and will delay the objective to revitalize the downtown area. These projects are second in priority (of street improvements) to street improvements SI-1 through SI-3.

#### SI-1 Railroad Avenue Modifications

To provide the capacity that is needed for future traffic volumes, Railroad Avenue will be re-striped and re-built within its existing curbs to provide a four-lane roadway with a tree-lined central median. At each cross street, breaks in the median for left-turn lanes will maintain accessibility to the downtown area. Parking is removed on the eastern side to make room for the additional traffic lanes, but retained on the western side to serve businesses and provide a buffer for pedestrian. On the western side, the existing six feet from building to curb face is inadequate. An additional six feet in the form of an easement, to produce a 12 foot wide sidewalk, will therefore be required whenever buildings are redeveloped, in order to create a reasonably wide and shopper-friendly streetscape.

**\$1,090,205**

#### SI-4 Reconfigure Newhall Avenue / Railroad Avenue Intersection

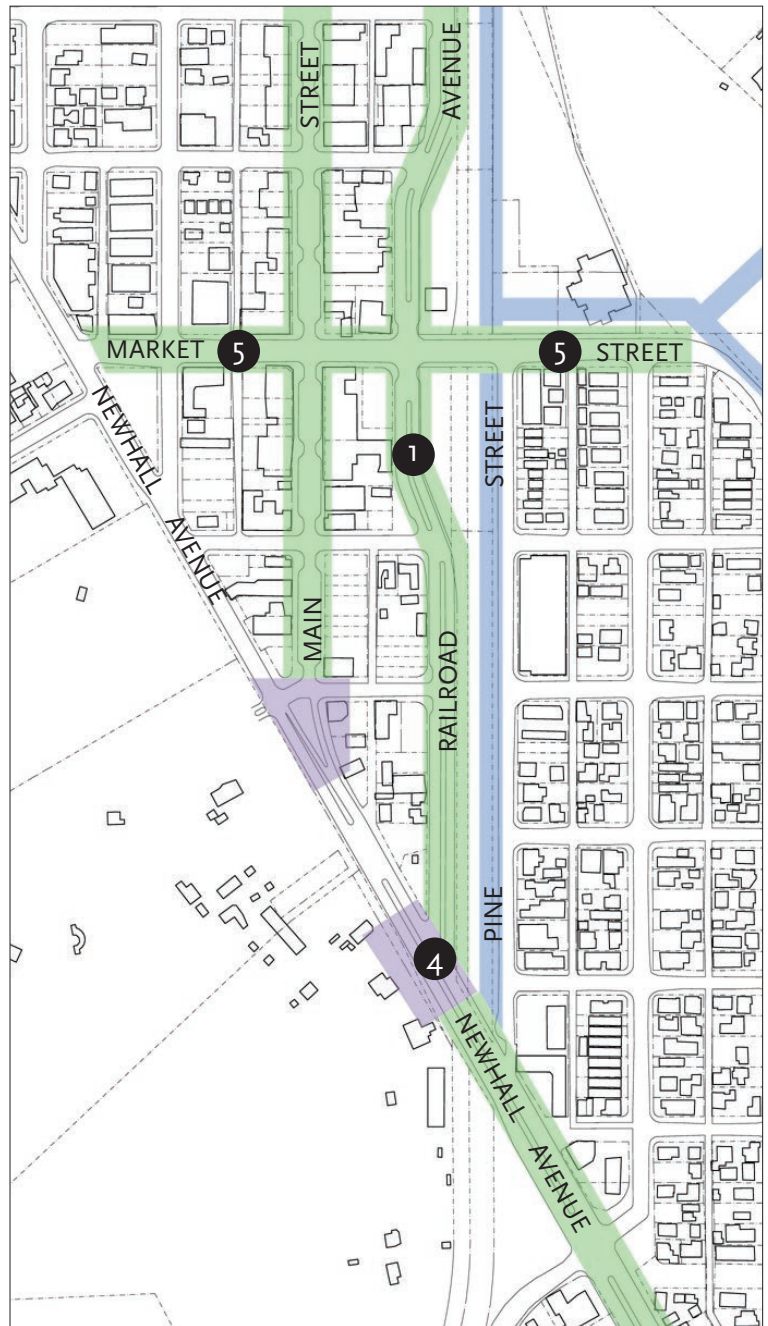
Minor changes to this intersection will be required to accommodate the restriping of Railroad Avenue to four lanes with a median.

**\$1,722,120**

#### SI-5 Market Street Streetscape Improvements

From Race Street to Newhall Avenue, this project will include new curb extensions, paving materials, pedestrian-scale light fixtures, street furniture and new trees (as described in the Landscape section), unifying the route from the community center on the east to the new Veterans Historic Plaza on the west.

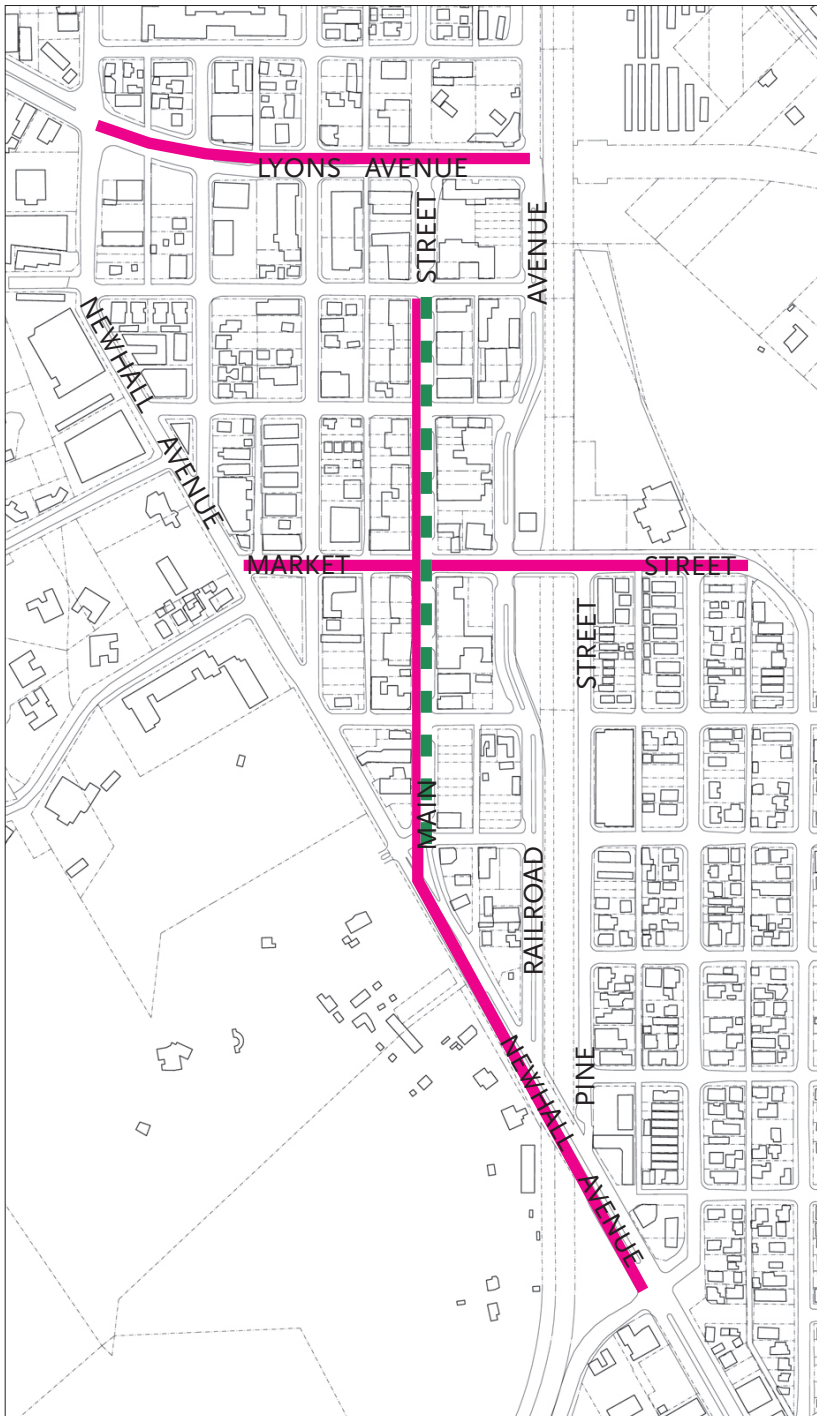
**\$4,187,370**



Projects SI-1,4,5

## RELOCATION OF UTILITIES (RU)

The following projects are for the identified street segments but need further adjustment for specific connection and location input from the appropriate utility providers.



Relocation of overhead utilities —  
Utility Improvements —

### RU-2 Market Street from Newhall Ave to Race Street

This project involves a total of 6 block frontages and is to be done concurrently with the Market Street Streetscape Improvement Project for efficiency purposes.

\$840,000

### RU-4 Lyons Avenue from Newhall Ave to Railroad Ave

This project involves a total of 5 block frontages. This project should occur after the Main Street Streetscape Improvement Project is completed or near completion to maintain acceptable traffic and circulation to and through the area.

\$1,003,680

## UTILITIES (U)

**Purpose - To provide the necessary water, sewage disposal, and storm drainage for the Plan**

The necessary improvements are to the storm drainage system. The potential improvements to the water system at this time are not expected to be significant and are pending a review and decision by Newhall Water District.

### U-3 Landscape and Lighting Maintenance District

The new and modified improvements (most particularly the new Main Street) will require maintenance to prolong their useful life and maximize performance. To address this need, the Specific Plan area can either be annexed to the nearest Landscape and Lighting Maintenance District or, it can have its own district established in accordance with current City procedure and regulations. The LMD has been established.

\$10,000



## CHAPTER 3 : IMPLEMENTATION

### PHASING STRATEGY: PHASE 2A 2015-17

Phase 2A identifies 26 implementation projects ranging in scope and complexity to enable and/or support Specific Plan implementation at the cost estimate of **\$33,810,560**.

#### **EAST NEWHALL REVITALIZATION (EN)**

##### **EN-1 Establish Regular Communication with the Neighborhood**

**Purpose - To establish clear and consistent communication with the neighborhood that provides its residents with accountability and productive relationships with municipal agencies**

This item involves engaging the neighborhood and initiating communication to begin the long process of relationship-building. Through the community outreach process, it was made clear to all that the relationship between this neighborhood and the City needed attention. This was expressed by participants in terms of derelict landlords, crime prevention and affordable housing. The City will engage the neighborhood through an initial workshop that helps the neighborhood: a) identify the neighborhood's issues and priorities; b) understand the neighborhood's role and opportunities as part of Old Town revitalization; c) work with the City and other agencies to pursue grants for specific tasks on the neighborhood's Agenda for Revitalization; and, d) establish communication for long-term relations. Subsequent to the initial workshop, the City will work with the neighborhood to follow up on the neighborhood's agenda for revitalization accordingly.

**\$45,000**

##### **EN-2 Community Preservation and Support**

**Purpose - To eliminate non-compliance with requirements regarding health, safety and zoning that are negatively affecting the livability and appeal of individual buildings and properties as well as that of the entire East Newhall neighborhood as a whole**

Pursuant to all applicable codes, the City will cite landowners with substandard and deteriorated properties as identified in the community outreach process by residents. The City will identify team of dedicated staff from the Planning and Economic Development Department to address this item.

**\$45,000**

##### **EN-3 Establish Programs to produce Affordable Housing**

**Purpose - To provide ownership opportunities to residents of the East Newhall Neighborhood**

As identified in the community outreach process, the residents desire to become owners. Care must be taken to assess the effect of new housing in the redevelopment plan area. As new development will obligate the agency to produce a percentage of low and moderate income affordable-income dwellings. Participation by the agency in the planning, development, or financing of the new housing increases the percentage of the required affordable housing. The development of new housing (market rate or low/moderate) on a site previously occupied by housing may result in the displacement of low/moderate income residents. If displacement occurs, relocation assistance must be provided in the manner required by federal law, outlined in the Uniform Relocation Act. The City has identified the need for more, affordable rental housing (e.g., Housing Element, CDBG Consolidated Plan). Despite the blighted nature of the area, East Newhall provides a large amount of affordable rental housing. Conversion of current rental housing stock to homeownership, without the creation of other affordable rental housing, may result in the net reduction of affordable rental housing. To this end, the City will endeavor to help the residents turn rentals into ownerships. This is proposed to be accomplished by the following:

- Identify and fund East Newhall Housing Program
- Allocate at least 50% of current and projected housing 'set-aside' funds to finance this effort
- Establish program that offers home ownership assistance such as down-payment, silent second mortgages, home-improvement loans (subject to criteria yet to be established)
- Provide incentives to developers to preserve and increase the stock of affordable rental housing
- Identify a policy by which developers are required to address the low and moderate affordable housing requirements triggered by housing development within the redevelopment project area.

**\$300,000**

#### **EN-4 Development Code-Directed Infill, supported by Formal Design Review for Quality**

**Purpose - To ensure that the qualitative aspects of development are consistent with the community's vision for the Old Town**

Through careful, thorough and swift design review that raises the quality level of new projects, the investments made in East Newhall, and Old Town, will create and sustain value. This is to be accomplished by using the services of a designated staff member or architectural consultant to review proposed developments and advise the applicant and City accordingly. The cost of this measure should be incorporated into a review fee payable by those proposing development as part of the process.

**\$45,000**

### **CIVIC INITIATIVES (CIV)**

#### **CIV-1,2 Mercado / Plaza**

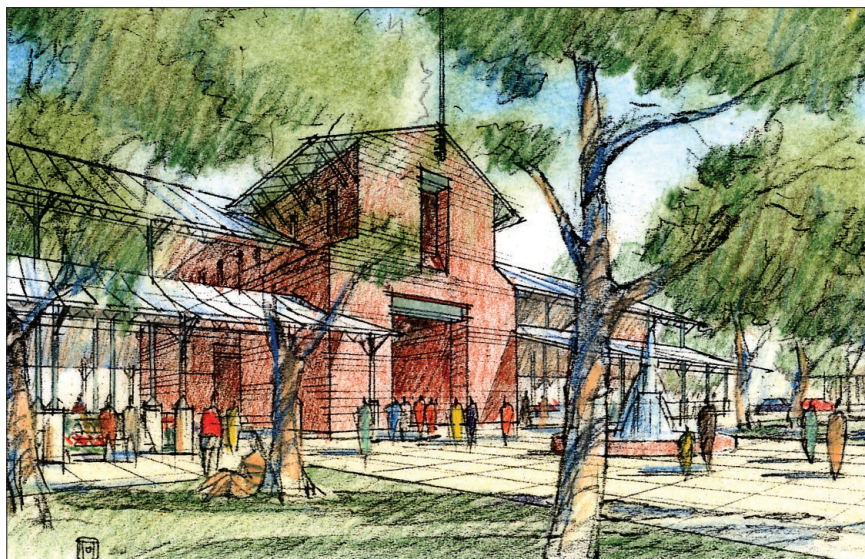
**Purpose - To generate a unique community market that becomes the center of Old Town Newhall and provides civic space for public events**

For the past 25 years, with the exception of the 1,500 immediate residents and workers in Newhall, the community has become a place that you pass through on the way to someplace else. As a result, Newhall has become isolated within Santa Clarita. Along with other such Civic initiatives aimed at the larger community and the region, the idea of having a public amenity such as a Mercado provides a compelling and distinguishing reason with which to establish the importance of Old Town Newhall as a major destination within the Valley.

Within the Mercado structure, it is expected that up to 36,000 square feet of commercial space will be available for approximately 25 to 50 individual merchants. Until such time that a private party indicates interest and experience to implement this project, the City and/or Redevelopment Agency would need to bear most, if not all, of the construction and operating costs. It is advisable that the next step on this subject be to research specific examples with which to tailor the Mercado operation to private sector needs and then prepare a RFP and solicit proposals. Of course, this is all subject to the property owners being in agreement to be partners to such a venture or, to agree to sell their property for such a project.

**\$7,500,000 - Mercado Structure**

**\$500,000 - Plaza**



*Mercado / Plaza along Main Street*



## CHAPTER 3 : IMPLEMENTATION

### PHASING STRATEGY: PHASE 2A 2015-17

#### CIV-6 Visitor's Center

The historic Pardee House is relocated from its current temporary location at Heritage Junction to the south entry of Old Town Newhall. This building will receive an addition of approximately 750 square feet to give the building more room as the new visitor's center and to provide it with slightly more building area visually along Newhall Avenue. This building will improve the currently vacant site with a garden in front that shows the building nicely to visitors and locals alike. The Newhall Historical Society showed strong support for this project during the community outreach for the Specific Plan and indicated that the building is available.

**\$225,000**



A. Visitor's Center: Historic Pardee House to be relocated at south entry to Old Town Newhall

#### CIV-8 Billboard Abatement

The presence of billboards and their visual discontinuity with the desired visual nature throughout the Specific Plan area has been identified by the community as a priority. This implementation item identifies five billboards within the Plan area that will be removed through purchase by the Redevelopment Agency. In consulting other Agencies in the removal of such structures, the cost per billboard ranges from \$250,000 to \$500,000 or more. For budgeting purposes, the higher figure is proposed. This initiative is proposed to be accomplished over phases 2 and 3.

**\$500,000**



A. Visitor's Center B. Hart Park Gateway-Frontage

## TRANSPORTATION IMPROVEMENTS and DEMAND MANAGEMENT (TDM)

**Purpose - To maximize mobility and minimize additional vehicular trips**

### **TDM-3a Abolish Minimum Parking Requirements**

Transition to a system where the private sector builds enough parking to address the needs of development without overbuilding parking supply. This will require evaluation of activity within the Specific Plan area to appropriately gauge habits and demand. The extent and scope of this measure is analysis and modification of existing standards with corresponding education.

**\$10,000**

### **TDM-3b Provide a Universal Transit Pass for every employee and resident.**

Universal transit passes will give every employee and resident of a district a free annual pass for local transit, with the passes purchased at a deeply-discounted bulk rate by the Transportation Improvement District. For Santa Clarita Transit, universal transit passes can provide a stable source of income, while helping them meet their ridership goals, and since the transit agency is owned and operated by the City of Santa Clarita, every dollar invested in such a program not only reduces parking demand, but returns revenue to the City. This measure establishes the program through Santa Clarita Transit on a pilot program basis to be adjusted according to demand over time.

**\$50,000**

### **TDM-3e Centralized provision of bicycle facilities**

This project provides facilities such as clothes lockers, secure bike parking, and shower facilities in Old Town, preferably near the Jan Heidt Metrolink Station. Locations can be public such as at the Metrolink station or they can be on private property along side streets and available to the public per arrangements with the owner(s).

**\$10,000**

### **TDM-3g Parking Cash-Out**

When employers do buy or lease parking and then offer it to employees free of charge, the District should require that these employers offer employees who do not drive the cash value of the parking space. Santa Monica is one example of a California jurisdiction that actively enforces this policy on leased parking for many employees, providing a strong incentive to reduce single occupancy vehicle use. This measure establishes the program through the Transportation Improvement District which will be initially staffed and monitored by the City of Santa Clarita according to demand.

**\$10,000**

### **TDM-3h Residential Parking Permits**

This measure establishes a program to limit on-street parking in the primary residential areas to residents' cars only. This will prevent overspill parking from commuters trying to avoid parking time limits and charges downtown. However, allowing a limited number of commuters to buy on-street parking permits in these areas (e.g., limited to four per block face, on blocks where average occupancy is lower than 75%), allows excess parking to be used efficiently by commuters, while the commuter fees can pay for the costs of the residential permit program. This program will be staffed initially by the parking enforcement positions (2) and will be evaluated for funding and staffing needs according to demand. The funding provides for programming and various administrative needs.

**\$50,000**

### **TDM-3b Improved Transit**

Higher frequency transit into Old Town Newhall can serve a number of needs: providing feeder transit to the rail station, serving as a park-and-ride shuttle to more remote parking areas, and taking employees and residents to work.

**\$300,000**

## CHAPTER 3 : IMPLEMENTATION

### PHASING STRATEGY: PHASE 2A 2015-17 CONT'D

#### STORMWATER MANAGEMENT

**Purpose - To reestablish the natural features that define Old Town Newhall help revitalize the Plan area and to maximize recharging of the area's aquifers**

##### SM-1 Education

###### SM-1a Place Signs Along Creek Trails

This measure provides for signage about the presence of particular flora and fauna in and near the creek that enhance it for the community. Additionally, information that intrigues the reader and provides a source of pride and inspiration is the objective. This measure provides for approximately 10 - 20 signs on small posts that will not obstruct views of the natural resources and be relatively easy to install and maintain.

**\$10,000**

###### SM-1b Establish Donor Sponsorship

This measure works with the private sector and non-profit organizations to establish a donor-sponsorship program that actually results in obtaining funds with which to pursue the environmental stewardship measures in this chapter and relieve the overall financial burden on the City and its Redevelopment Agency. This program would operate much like one sees groups and/or corporations adopting segments of highways for maintenance purposes. This would be initiated by the City and/or the City Redevelopment Agency with the objective being to have a group emerge as the responsible party for pursuing and maintaining funds and their application to the projects in this Plan.

**\$7,500**

###### SM-1c Replant Surrounding Creek Beds

This project restores the native species of plant material to the areas surrounding the creek beds to maximize the environmental benefits to the creek and to Old Town Newhall.

**\$50,000**

##### SM-2 Newhall Creek

**Purpose - To enhance Newhall Creek as an environmental component of Old Town Newhall and to maximize its benefit to the community and the ecosystem**

###### SM-2a Restore Riparian Habitat

This project, whether it is funded ultimately by the donor-sponsorship program or by a public agency, is beneficial to the creek itself and to the real estate it fronts.

**\$250,000**

###### SM-2b Provide Signage About Context

This measure is addressed above in item SM-1a.

**\$0**



### SM-3 Railroad Avenue Median

**Purpose - To take advantage of the need for a median in this wide roadway and provide a sizeable biofilter for the area while enhancing the aesthetics of Railroad Avenue**

#### SM-3a Dual Conveyance Bioswale System

This project installs the dual conveyance bioswale system in the median which will be constructed late in phase 1 (about 2008 -09). This project is identified in phase 2 only due to funding availability. It would be desirable to combine this project with the Railroad Avenue reconfiguration project in phase 1 if funding allows.

**\$20,000**

#### SM-3b Trees and Shrubs with Low Water Needs

This project installs the plant and tree material to complete the bioswale system. The same timing considerations for item SM-3a apply to this project.

**\$20,000**

### SM-5 Main Street

**Purpose - To minimize demand on storm drainage system and recharge aquifer**

#### SM-5c Storm Drains in Alleys

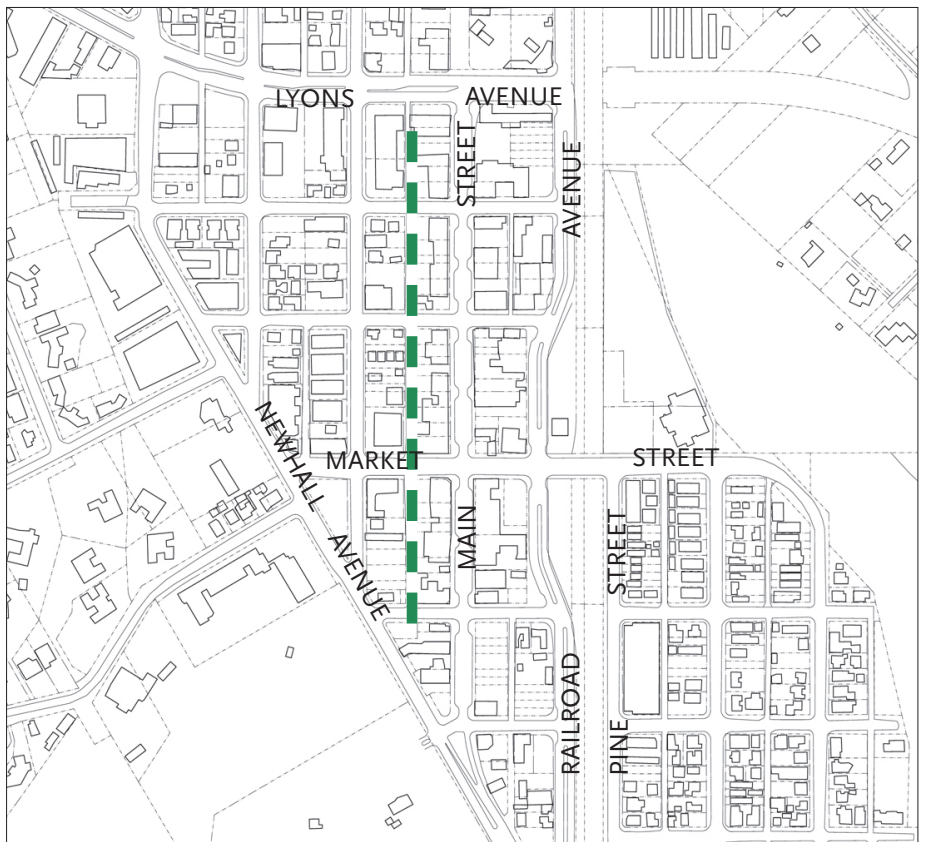
This project installs storm drains in the alleys of four blocks along Main Street. Other blocks along Main Street have alleys that will be vacated for the purpose of either a Park Once public garage or for other redevelopment that uses shared parking and does not need alleys. In the event that the four alleys in this item no longer exist when implementing this item, it is recommended that available funding be applied to other alleys further into the neighborhoods such as those in East Newhall.

**\$500,000**

#### SM-5d Harvest Rainwater at Plaza

This project provides for the installation of a rainwater collection system using cisterns under the Plaza at the Mercado along Main Street. If the Mercado and Plaza are built, this project needs to be coordinated with those two projects.

**\$150,000**



*Project SM-5c: Storm Drainage Improvements in Main Street Alleys* ■ ■ ■ ■

## CHAPTER 3 : IMPLEMENTATION

### PHASING STRATEGY: PHASE 2A 2015-17 CONT'D

#### STREET IMPROVEMENTS

This improvement project will connect the south segment of Newhall Avenue and two pedestrian / bike paths in a north-south manner with the community.

##### SI-7 Newhall Avenue from Railroad Avenue to south Specific Plan boundary

A minimum 5' wide sidewalk, buffered from traffic by a landscape strip planted with shade trees will replace the existing patchwork of discontinuous sidewalks and narrow sidewalks immediately adjacent to the curb along this major arterial. To improve safety, the existing two-way left turn lane will be replaced by a raised median planted with mature trees, including left-turn pockets at intersections. On-street bicycle lanes will be added as well. South of the railroad tracks, the roadway is planned to be widened to six lanes: these improvements will require an ultimate right-of-way width of 114 feet rather than the current 100 feet.

**\$7,713,060**



*Park Once garage and Mixed-Use 'Liner'*

#### PARK ONCE (P1)

**Purpose - To provide shared, efficient and strategically located public parking that enables private property to be maximized for the benefit of Old Town and the community**

There are two such garages planned for Old Town Newhall. The idea behind implementing the 'south' garage first is a result of less ownerships being involved which is expected to translate into expediency for this project.

##### P1-1 Park Once Garage 'south'

Concurrent with or immediately after improving the Main Street streetscape, the construction of the first of two Park Once garages is the next priority in the revitalization of Newhall. It should be noted that the best scenario for the garages is that they would be built and available as soon as possible. But with limited tax increment and the need



for revitalization to occur at a reasonable pace, the installation of two garages in the very near term while desirable from many perspectives, is not realistic.

With the creation of 400 parking spaces, this garage will result in the ability to build, revitalize and/or reuse 160,000 square feet [1] of commercial/office space and up to 50 loft or studio type dwellings that depend upon the garage for parking, giving Old Town a swift push toward overall revitalization. The South garage is expected first primarily because of the fewer ownerships involved in this block than on the North garage block. Additionally, pursuing the South garage provides for revitalization to establish itself as it moves toward the Lyons Avenue end of the Main Street which is expected to be more intense than the southern end.

Often, public infrastructure such as garages is financed via redevelopment because of the ability of the infrastructure to initiate and support revitalization. In this case, such financing will need to be augmented by private sector participation. In contrast to typical parking garages, the garages in Old Town Newhall represent a financial opportunity in the form of mixed use and housing 'liners' along the perimeter. Effectively concealing the utilitarian garage from public view, the 'liner' doubles as a generator of additional real estate while contributing to the quality of the pedestrian environment.

**Project Summary:**  
4-story public garage producing 400 spaces  
'Liner' retail (34,000 sq ft) with housing or office above (26,800 sq ft)

**Park One Garage - \$7,300,000**  
**Mixed Use Liner - \$8,200,000**



*P1 'south' at 5th and Main Streets: the first of two Park Once public garages*

NOTE: Locations of civic buildings, parking structures, the mercado, and museum are conceptual and are not binding or mandatory at the locations depicted.

[1] Based upon the factor of 2.5 parking spaces per 1000 sq ft (source: Nelson\Nygaard 2004) The 160,000 square feet enabled by the garage does not exclude the 'liner' development. Through the Park-Once district, each garage offers the potential to support up to 50 loft or studio type transit-dwellings where the occupants have 1 or no cars



## CHAPTER 3 : IMPLEMENTATION

### PHASING STRATEGY: PHASE 2B 2017-19

Phase 2B identifies 7 implementation projects ranging in scope and complexity to enable and/or support Specific Plan implementation that carry a cost estimate of **\$22,090,000**.

#### EAST NEWHALL REVITALIZATION (EN)

**Purpose - To revitalize this historic neighborhood and provide as positive as possible a situation for its residents and the community**

The Newhall Specific Plan is designed to create amenity-rich environments, which will be of benefit to both existing and new community residents. By creating the conditions for an attractive integrated downtown within walking distance of the East Newhall neighborhood, the value of residential property here can be expected to increase. As the downtown attracts a diversity of users to its commercial and cultural/institutional uses, the desirability and strategic location of East Newhall will become increasingly apparent to the market. This will result in continued improvements and reinvestment. Over time, new homeownership can be encouraged through focused use of the City's existing programs along with cooperation with private banks and federal mortgage corporations. Such investment can range from the rehabilitation of existing structures to the development of new housing that takes advantage of its proximity to the downtown and Metrolink.

##### EN-1 Establish Regular Communication with the Neighborhood

**Purpose - To establish clear and consistent communication with the neighborhood that provides its residents with accountability and productive relationships with municipal agencies**

This item involves engaging the neighborhood and initiating communication to begin the long process of relationship-building. Through the community outreach process, it was made clear to all that the relationship between this neighborhood and the City needed attention. This was expressed by participants in terms of derelict landlords, crime prevention and affordable housing. The City will engage the neighborhood through an initial workshop that helps the neighborhood: a) identify the neighborhood's issues and priorities; b) understand the neighborhood's role and opportunities as part of Old Town revitalization; c) work with the City



*Children on their way to school along Pine Street*

and other agencies to pursue grants for specific tasks on the neighborhood's Agenda for Revitalization; and, d) establish communication for long-term relations. Subsequent to the initial workshop, the City will work with the neighborhood to follow up on the neighborhood's agenda for revitalization accordingly.

**\$30,000**

#### **EN-2 Community Preservation and Support**

**Purpose - To eliminate non-compliance with requirements regarding health, safety and zoning that are negatively affecting the livability and appeal of individual buildings and properties as well as that of the entire East Newhall neighborhood as a whole**

Pursuant to all applicable codes, the City will cite landowners with substandard and deteriorated properties as identified in the community outreach process by residents. The City will identify team of dedicated staff from the Planning and Economic Development Department to address this item.

**\$30,000**

#### **EN-4 Development Code-Directed Infill, supported by Formal Design Review for Quality**

**Purpose - To ensure that the qualitative aspects of development are consistent with the community's vision for the Downtown**

Through careful, thorough and swift design review that raises the quality level of new projects, the investments made in East Newhall, and Old Town, will create and sustain value. This is to be accomplished by using the services of a designated staff member or architectural consultant to review proposed developments and advise the applicant and City accordingly. The cost of this measure should be incorporated into a review fee payable by those proposing development as part of the process.

**\$30,000**

### **CIVIC BUILDINGS AND INITIATIVES (CIV)**

**Purpose - To generate a civic realm to enhance the commercial and residential components of Old Town Newhall**

#### **CIV-8 Billboard Abatement**

The presence of billboards and their visual discontinuity with the desired visual nature throughout the Specific Plan area has been identified by the community as a priority. This implementation item identifies five billboards within the Plan area that will be removed through purchase by the Redevelopment Agency. In consulting other Agencies in the removal of such structures, the cost per billboard ranges from \$250,000 to \$500,000 or more. For budgeting purposes, the higher figure is proposed. This initiative is proposed to be accomplished over phases 2 and 3.

**\$500,000**



*Billboard on Newhall Avenue near 3rd Street*



*Billboard on Railroad Avenue*



## CHAPTER 3 : IMPLEMENTATION

### PHASING STRATEGY: PHASE 2B 2017-19 CONT'D

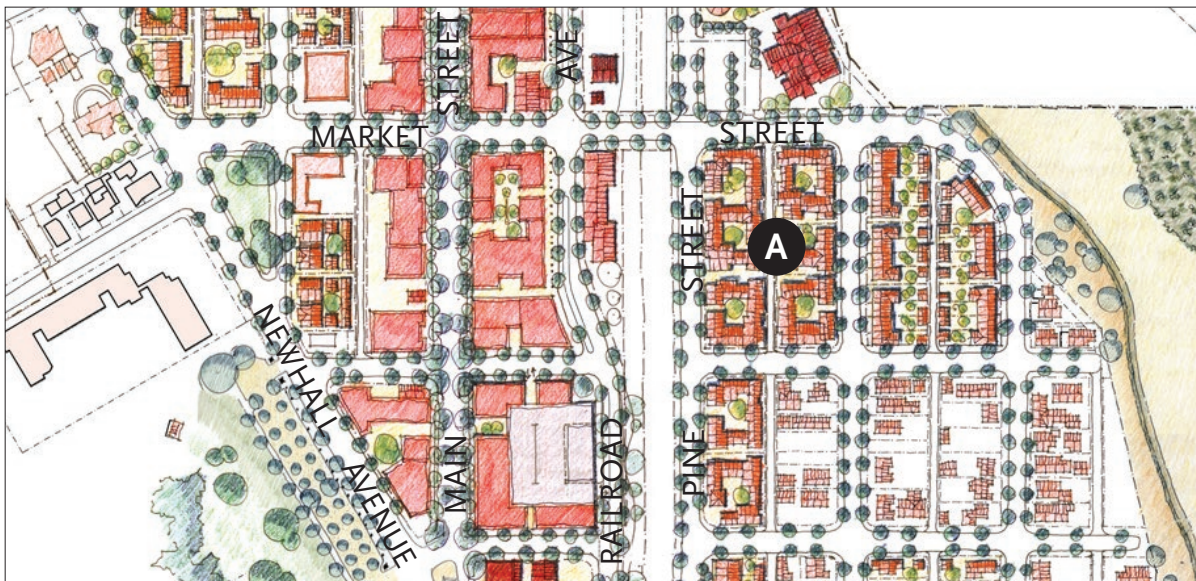
#### TRANSIT ORIENTED HOUSING, CONT'D

##### TOD-2 Blocks 28, 29

In addition, the parcels immediately east of the Metrolink station represent a critical opportunity for transit-oriented development within the neighborhood for about 100 to 200 dwellings. A growing demand for market rate housing within the Santa Clarita Valley along with the need to provide a diversity of housing stock within the market, combine to make this location a very attractive site for private investment. A diverse set of housing types such as courtyard housing or row houses, along with limited, ground floor, community-serving retail on this site will positively influence residential values throughout East Newhall and will generate ongoing activity within the downtown.

Block 28 - \$11,000,000

Block 29 - \$10,200,000



A. TOD potential near Jan Heidt Metrolink Station

#### TRANSPORTATION IMPROVEMENTS and DEMAND MANAGEMENT (TDM)

Purpose - To maximize mobility and minimize additional vehicular trips

##### TDM-3j Improved Transit

Higher frequency transit into Old Town Newhall can serve a number of needs: providing feeder transit to the rail station, serving as a park-and-ride shuttle to more remote parking areas, and taking employees and residents to work.

\$300,000



Phase 3A identifies 6 implementation projects ranging in scope and complexity to enable and/or support Specific Plan implementation that carry a cost estimate of **\$26,060,000**.

## **EAST NEWHALL REVITALIZATION (EN)**

### **EN-1 Establish Regular Communication with the Neighborhood**

**Purpose - To revitalize this historic neighborhood and provide as positive as possible a situation for its residents and the community**

This item involves engaging the neighborhood and initiating communication to begin the long process of relationship-building. Through the community outreach process, it was made clear to all that the relationship between this neighborhood and the City needed attention. This was expressed by participants in terms of derelict landlords, crime prevention and affordable housing. The City will engage the neighborhood through an initial workshop that helps the neighborhood: a) identify the neighborhood's issues and priorities; b) understand the neighborhood's role and opportunities as part of Downtown revitalization; c) work with the City and other agencies to pursue grants for specific tasks on the neighborhood's Agenda for Revitalization; and, d) establish communication for long-term relations. Subsequent to the initial workshop, the City will work with the neighborhood to follow up on the neighborhood's agenda for revitalization accordingly.

**\$45,000**

### **EN-2 Community Preservation and Support**

**Purpose - To eliminate non-compliance with requirements regarding health, safety and zoning that are negatively affecting the livability and appeal of individual buildings and properties as well as that of the entire East Newhall neighborhood as a whole**

Pursuant to all applicable codes, the City will cite landowners with substandard and deteriorated properties as identified in the community outreach process by residents. The City will identify team of dedicated staff from the Planning and Economic Development Department to address this item.

**\$45,000**

### **EN-4 Development Code-Directed Infill, supported by Formal Design Review for Quality**

**Purpose - To ensure that the qualitative aspects of development are consistent with the community's vision for Old Town**

Through careful, thorough and swift design review that raises the quality level of new projects, the investments made in East Newhall, and Old Town, will create and sustain value. This is to be accomplished by using the services of a designated staff member or architectural consultant to review proposed developments and advise the applicant and City accordingly. The cost of this measure should be incorporated into a review fee payable by those proposing development as part of the process.

**\$45,000**

## CHAPTER 3 : IMPLEMENTATION

### PHASING STRATEGY: PHASE 3A 2020-22

#### CIVIC BUILDINGS AND INITIATIVES (CIV)

**Purpose - To generate a civic realm to enhance the commercial and residential components of Old Town Newhall**

##### CIV-8 Billboard Abatement

As it relates to aesthetics, the issue of removing billboards is as important to Old Town Newhall as is the relocation of existing utilities below ground. To this end, a similar program is to be established for the Specific Plan area. The details of the program are to be developed and tailored to the City's ability to pursue the abatement of these structures. At a minimum, such a program needs to: a) provide a clear purpose and intent for the removal of billboards (including what is considered to be a billboard), b) identify all billboards within the Specific Plan area that will be subject to the program, and c) provide a financial rationale and method for pursuing and achieving the removal of billboards.

**\$500,000**

##### CIV-3 Civic Building at Lyon's and Main

**Purpose - To provide a community / civic anchor visually and socially in Downtown**

The current library located at Walnut and 9th Streets is small by today's standards. At approximately 3,000 square feet, it is operated by Los Angeles County and is used well by the Newhall community. The proposed building represents approximately 30,000 square feet of floor space which is mostly library. The idea is to substantially enhance current library service and position the new library in such a way that it announces to Newhall and the greater community of Santa Clarita the civic importance of the revitalized downtown area. Such an institution would also provide more reasons for people to visit Old Town Newhall and its varied stores, services and attractions. It is possible that this project could include other tenants (private or public) to help the financing of the project, if needed. This project is identified in phase 3 only due to funding demands on the overall implementation plan. If the opportunity to implement this project occurs prior to this phase, the project should be pursued.

As with all civic buildings designated throughout the Specific Plan area, it is not the responsibility or only option for the owners of these properties. Rather, due to the designated site's strategic location in the overall Plan area, such sites are better suited for civic buildings and uses than others. Therefore, in addition to the underlying zoning on these properties, these sites are enhanced with the designation for such buildings if the desire to implement these projects presents itself. UPDATE: The project is complete.

**\$25,000,000**



*A: Civic Building at Lyon's Avenue and Main Street*



## RELOCATION OF UTILITIES (RU)

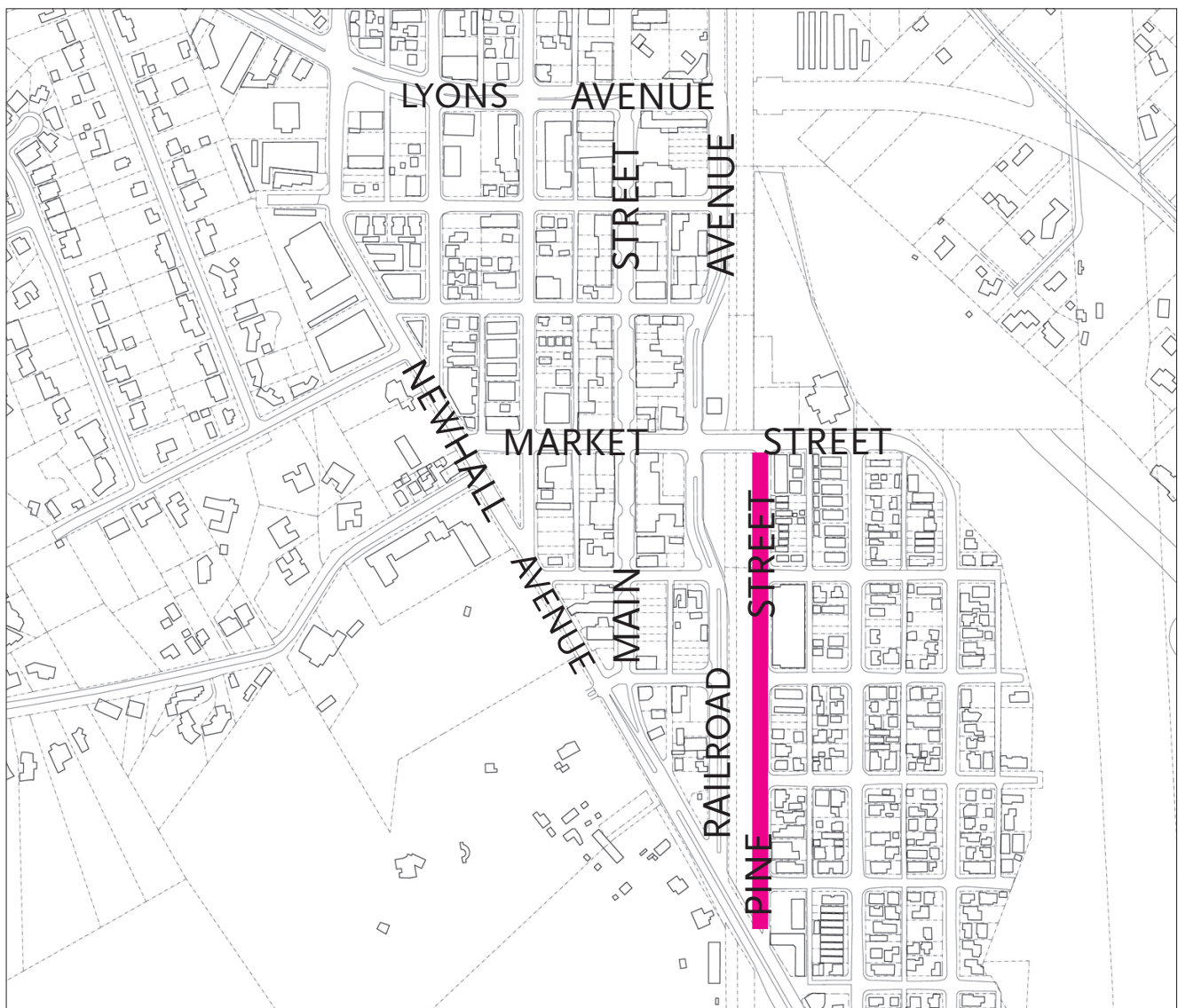
**Purpose - To relocate overhead utilities in below-grade facilities to eliminate hazards and to improve aesthetics**

The following projects are for the identified street segments but need further adjustment for specific connection and location input from the appropriate utility providers.

### **RU-6 Pine Street from Newhall Avenue to Market Street**

This project relocates the overhead utilities along both sides of this street in underground facilities. This project involves coordination with Union Pacific and MTA due to the presence of the railroad along the entire frontage of this project. This project may become combined with one or more of the TOD housing developments contemplated for the northern segment of this street. If that occurs, the timing of this project would be modified to coincide with the development.

**\$425,000**



*Project RU-6: relocation of utilities in below-grade facilities*



## CHAPTER 3 : IMPLEMENTATION

### PHASING STRATEGY: PHASE 3B 2022-25 CONT'D

Phase 3B identifies 18 implementation projects ranging in scope and complexity to enable and/or support Specific Plan implementation that carry a cost estimate of **\$38,380,502**.

#### **EAST NEWHALL REVITALIZATION (EN)**

##### **EN-1 Establish Regular Communication with the Neighborhood**

**Purpose - To revitalize this historic neighborhood and provide as positive as possible a situation for its residents and the community**

This item involves engaging the neighborhood and initiating communication to begin the long process of relationship-building. Through the community outreach process, it was made clear to all that the relationship between this neighborhood and the City needed attention. This was expressed by participants in terms of derelict landlords, crime prevention and affordable housing. The City will engage the neighborhood through an initial workshop that helps the neighborhood: a) identify the neighborhood's issues and priorities; b) understand the neighborhood's role and opportunities as part of Downtown revitalization; c) work with the City and other agencies to pursue grants for specific tasks on the neighborhood's Agenda for Revitalization; and, d) establish communication for long-term relations. Subsequent to the initial workshop, the City will work with the neighborhood to follow up on the neighborhood's agenda for revitalization accordingly.

**\$30,000**

##### **EN-2 Community Preservation and Support**

**Purpose - To eliminate non-compliance with requirements regarding health, safety and zoning that are negatively affecting the livability and appeal of individual buildings and properties as well as that of the entire East Newhall neighborhood as a whole**

Pursuant to all applicable codes, the City will cite landowners with substandard and deteriorated properties as identified in the community outreach process by residents. The City will identify team of dedicated staff from the Planning and Economic Development Department to address this item.

**\$30,000**

##### **EN-4 Development Code-Directed Infill, supported by Formal Design Review for Quality**

**Purpose - To ensure that the qualitative aspects of development are consistent with the community's vision for Old Town**

Through careful, thorough and swift design review that raises the quality level of new projects, the investments made in East Newhall, and Old Town, will create and sustain value. This is to be accomplished by using the services of a designated staff member or architectural consultant to review proposed developments and advise the applicant and City accordingly. The cost of this measure should be incorporated into a review fee payable by those proposing development as part of the process.

**\$30,000**

## CIVIC BUILDINGS AND INITIATIVES (CIV)

### CIV-4 Civic Building at 3rd and Main

Bringing families and their children to Old Town Newhall from throughout greater Santa Clarita makes the most of an area which is currently perceived as without character and without draw from the rest of Santa Clarita. A museum, and in particular, such an institution such as a Children's Museum would anchor the southern portion of Old Town Newhall in a way that normal retail or commercial activity would not. Additionally, the proposed location for such a civic and cultural site relates in a strong manner to the existing Hart Park entrance, visually repairing what is currently not a very noticeable or inviting situation. The museum itself consists of up to 26,000 square feet distributed over two stories in up to 2 buildings organized around 1 to 2 courtyards. Parking is addressed by nearby on-street spaces and the Park Once garage on the block to the north.

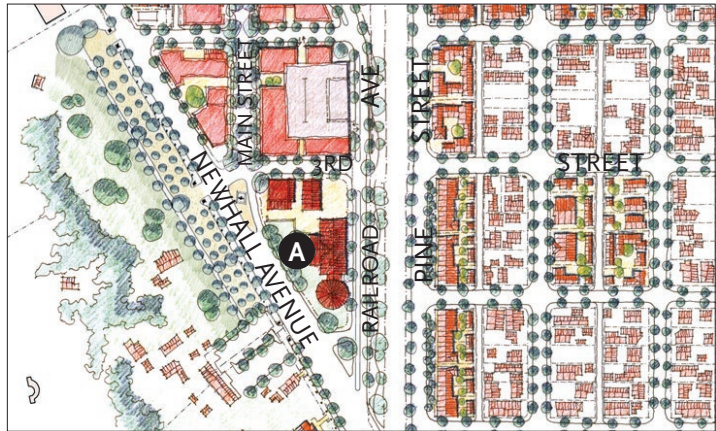
**\$5,800,000**

### CIV-5 Hart Park Gateway on Newhall Ave Frontage

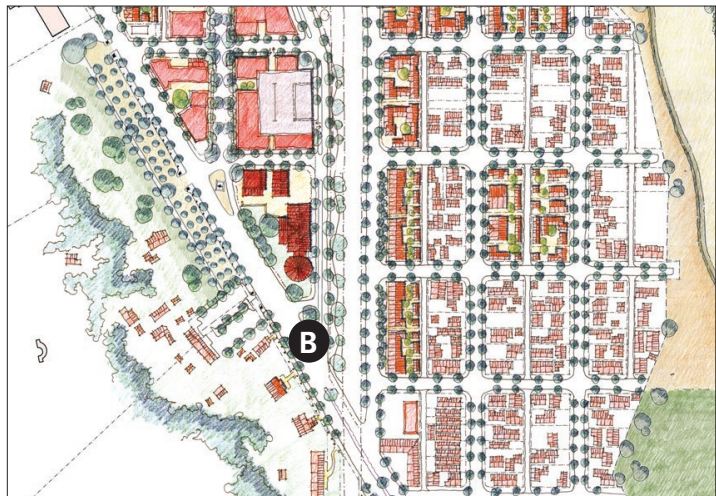
**Purpose - To reconnect Hart Park with Old Town and further enhance Old Town**

This component of the Plan is the repair visually and physically of the way that William S. Hart Park interfaces with Old Town Newhall along a portion of Main Street and along Newhall Avenue. The status of this relationship potentially affects people's perceptions, and decisions, about the real estate fronting the Park. In addition, the Park stands to benefit in the way of increased visitation from Old Town users. The scope of improvements aimed at changing the perception of William S. Hart Park as isolated a place from the rest of Old Town Newhall is minor in comparison to the other components of the Plan but would be substantive enough to effect the positive development of the entire downtown area. UPDATE: The project is complete.

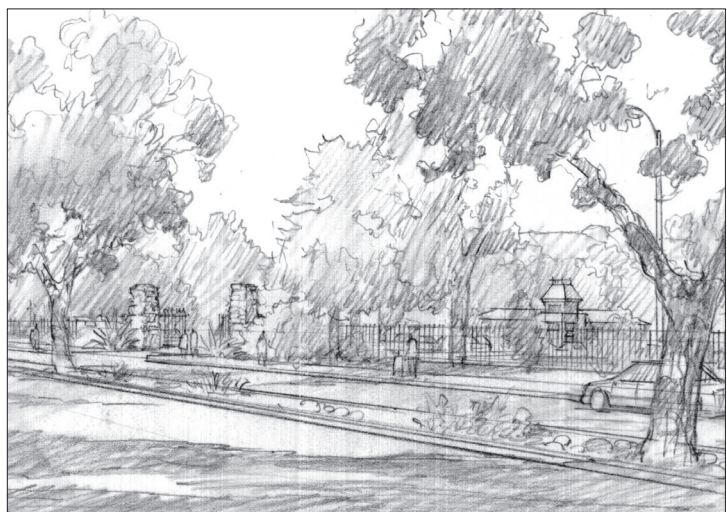
**\$275,000**



A. Civic Building at 3rd and Main Streets



B. Hart Park Gateway-Frontage



William S. Hart Park Gateway viewed from Main Street at Newhall Avenue



## CHAPTER 3 : IMPLEMENTATION

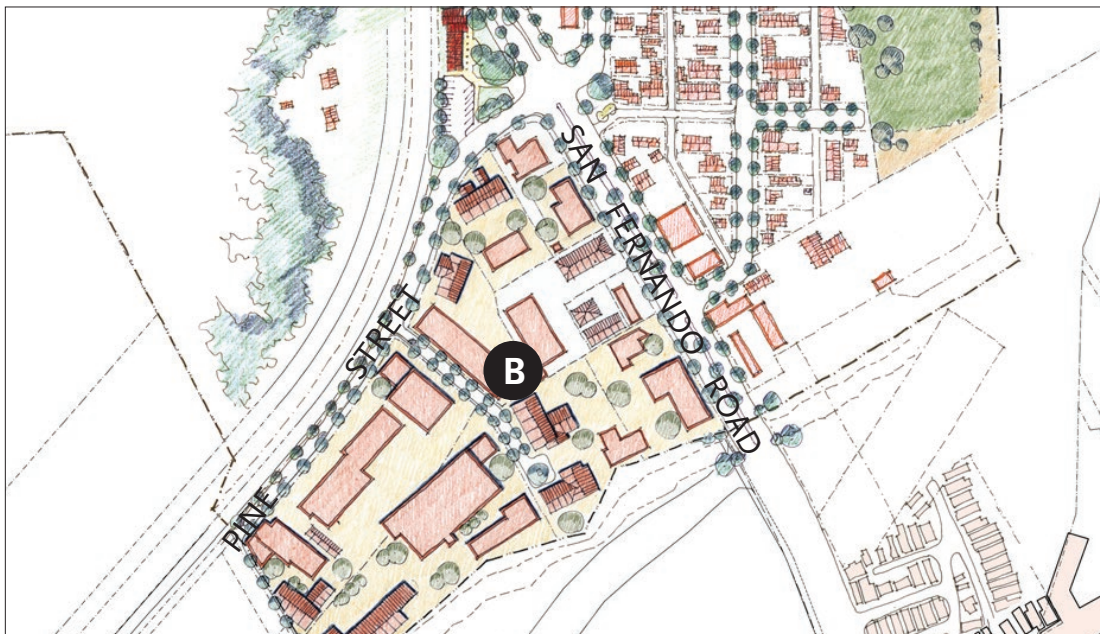
### PHASING STRATEGY: PHASE 3B 2022-25 CONT'D

#### CIV-7 Creative Industry

**Purpose - To provide the region with an environment for creative types of industry and related activities**

Production in the arts, culture and entertainment industry is one of the most dynamic segments of the Los Angeles County economy. Frequently, persons in these industries are seeking large-scale industrial live/work space that can serve flexibly as workshops, design, exhibition space and as a primary residence. Creative industries are compatible with existing industrial activities but suitable locations that recognize this as a compatible land use are scarce. The existing industrial tracts to the east of Pine Street, south of the railroad tracks, represent a key opportunity to provide space for these activities in a manner that would attract tenants from throughout the region. The recognition of the need for this space in development codes is often sufficient impetus for the development of a market for live/work space.

**\$15,000,000**



*B. Creative Industry at southwest corner of Pine Street and Newhall Avenue*

#### CIV-8 Billboard Abatement

**Purpose - To generate a civic realm to enhance the commercial and residential components of Old Town Newhall**

As it relates to aesthetics, the issue of removing billboards is as important to Old Town Newhall as is the relocation of existing utilities below ground. To this end, a similar program is to be established for the Specific Plan area. The details of the program are to be developed and tailored to the City's ability to pursue the abatement of these structures. At a minimum, such a program needs to: a) provide a clear purpose and intent for the removal of billboards (including what is considered to be a billboard), b) identify all billboards within the Specific Plan area that will be subject to the program, and c) provide a financial rationale and method for pursuing and achieving the removal of billboards.

**\$750,000**



## TRANSPORTATION DEMAND MANAGEMENT (TDM)

### TDM-3c Provide ride-sharing services

This measure establishes the program to provide such services as a carpool and vanpool incentives, customized ride-matching services, a Guaranteed Ride Home program (offering a limited number of emergency taxi rides home per employee), and an active marketing program to advertise the services to employees and residents.

**\$10,000**

### TDM-3d A Transit Resource Center

This measure establishes the program to provide a storefront office that provides personalized information on transit routes and schedules, carpool and vanpool programs, bicycle routes and facilities and other transportation options. The center would also house the Transportation Improvement District's staff, and would take responsibility for administering and actively marketing all demand management programs. Parking operations and administration could be housed here as well and could either be in City Hall or preferably on Main Street.

**\$30,000**

### TDM-3i Car-sharing

This measure establishes the program to provide companies such as “City Carshare” with the opportunity to provide car rentals by the hour, using telephone and Internet based reservations systems to allow their members to make hassle-free rentals. This strategy has proven successful in reducing both household vehicle ownership and the percentage of employees who drive alone because of the need to have a car for errands during the workday. However, because these programs work best in fully built out, mature districts, they should be seen as a longer-term strategy to be implemented later.

**\$10,000**

## TRANSIT ORIENTED HOUSING

### TOD-2 Block 33

In addition, the parcels immediately east of the Metrolink station represent a critical opportunity for transit-oriented development within the neighborhood for about 100 to 200 dwellings. A growing demand for market rate housing within the Santa Clarita Valley along with the need to provide a diversity of housing stock within the market, combine to make this location a very attractive site for private investment. A diverse set of housing types such as courtyard housing or row houses, along with limited, ground floor, community-serving retail on this site will positively influence residential values throughout East Newhall and will generate ongoing activity within the downtown.

**Block 33 - \$10,200,000**



*A. TOD potential near Jan Heidt Metrolink Station*

## CHAPTER 3 : IMPLEMENTATION

### PHASING STRATEGY: PHASE 3B 2022-25 CONT'D

#### STORMWATER MANAGEMENT (SM)

**Purpose - To improve the environmental and aesthetic performance of the frontage along William S. Hart Park**

##### **SM-6 Newhall Avenue Bioswale**

This project involves two components which, for efficiency purposes, must be done together:

###### **SM-6a Remove Existing Concrete Swale**

This project prepares the area (approximately 1,000 linear feet) for the installation of the bioswale and planting.

**\$35,000**

###### **SM-6b Install Riparian Plant Material in Bioswale**

This project completes the bioswale.

**\$80,000**

#### STREET IMPROVEMENTS

These next two street improvement projects will connect the south segment of Newhall Avenue and two pedestrian / bike paths in a north-south manner with the community.

##### **SI-8 Bike Path from Pine Street to 13th Street along Railroad Tracks**

A paved bicycle and pedestrian path (minimum 8 feet wide) will be added on the east side of the railroad right-of-way and switching to the west side of the tracks north of 13th Street. This path will link Newhall to the City's existing trail network. This 'rail-trail' will require the relocation of the existing fence to ensure that the trail is separated from the railroad tracks by an effective barrier.

**\$1,767,900**

##### **SI-9 Creekside Bike and Pedestrian Path**

A paved bicycle and pedestrian path will follow the creek, providing a quiet route which joins the neighborhood to Creekside Park, the Jan Heidt Metrolink Station and the City's wider pathway system.

**\$766,752**

##### **SI-10 Equestrian/Pedestrian Bridge over Newhall Creek at Market Street**

**Purpose - To further connect the Placerita Canyon neighborhood and Masters' College with Old Town Newhall**

This project provides an all-weather connection for the existing equestrian and pedestrian trail between Masters' College and Market Street. The difference in grades is challenging and has not been studied in precise detail. For the purposes of this Specific Plan, the following budget estimate includes acquisition of the necessary right-of-way, the installation of a pre-fabricated 'recreational' type of bridge and allowances for planting and signage.

**\$1,859,850**

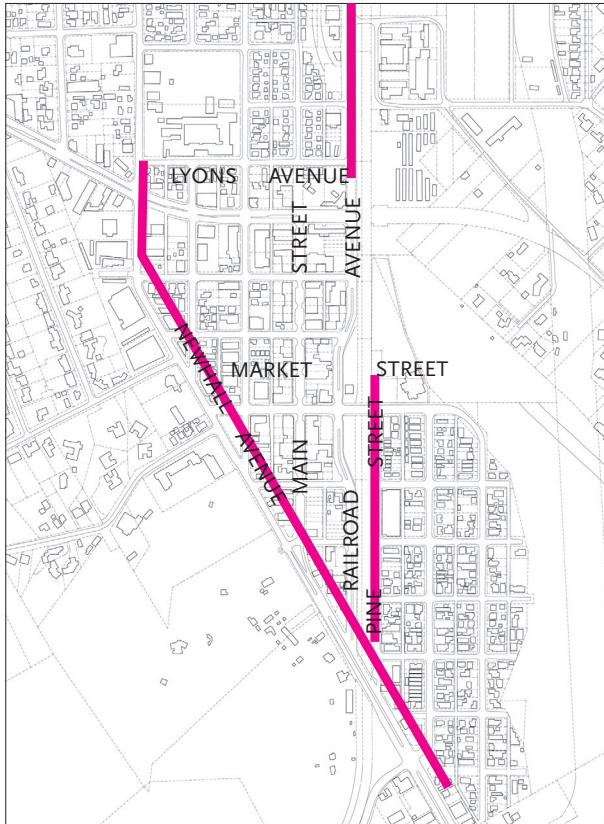


## UTILITIES (U)

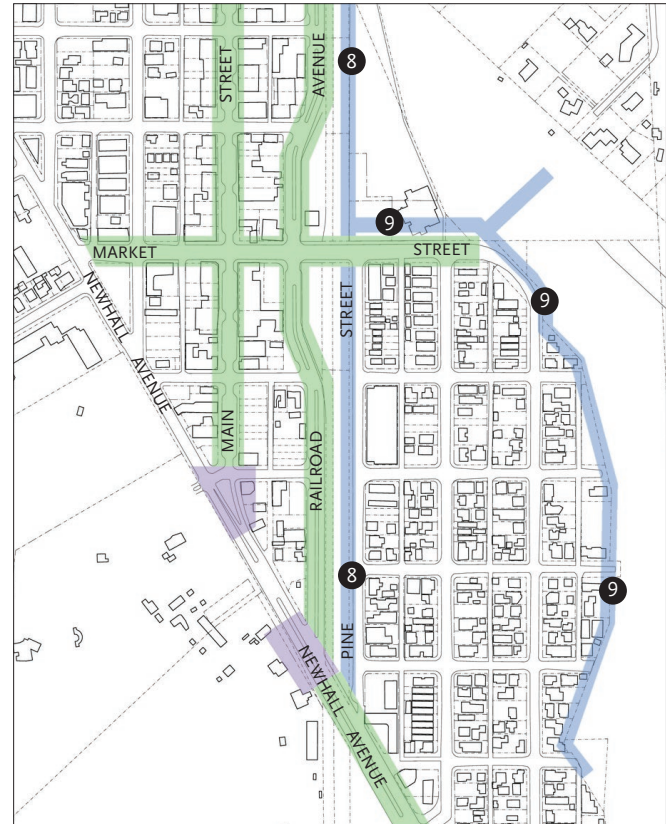
### U-4 Pine Street: Sewer from South Specific Plan boundary to Park Street

A new 15-inch sewer line will be installed in existing right of way to serve Phase 3 development and improve existing conditions.

**\$81,000**



Projects RU-3, 5: relocation of utilities in below-grade facilities



Projects SI-8, 9, and 10 to create community-wide connections

## RELOCATION OF UTILITIES (RU)

**Purpose - To relocate overhead utilities in below-grade facilities to eliminate hazards and to improve aesthetics**

The following projects are for the identified street segments but need further adjustment for specific connection and location input from the appropriate utility providers.

### RU-3 Newhall Avenue from Lyons Avenue to south Plan boundary

This project relocates the overhead utilities on both sides of this street in underground facilities. This project should be coordinated with the Hart Park Gateway and bioswale improvement projects.

**\$1,200,000**

### RU-5 San Fernando Road from 13th Street to Lyons Avenue

This project addresses the north entry to Old Town Newhall and relocates overhead utilities on both sides of this street into underground facilities. This project involves coordination with Caltrans and the Flood Control District due to the presence of facilities that each agency controls being in the project area.

**\$425,000**

## CHAPTER 3 : IMPLEMENTATION

### INFRASTRUCTURE

**Purpose** - This section describes the utility system that serves the Specific Plan area as well as identifying the necessary improvements to the system as a result of the Specific Plan. The following subjects are addressed: Water Supply, Sewage Disposal, Storm Drainage, Emergency Services, and, Energy and Resource Conservation. Additionally, the subject of incrementally installing overhead power and cable lines into underground facilities is addressed here as it relates to the utility system, although it will not need improvement in the same way that other components may require.

#### 3.2 - Water Supply

**Existing Conditions** - The Plan area is served by a series of 8- and 10-inch diameter lines which are adequate for the current demand.

**Proposed Improvements** - To support the proposed development program in the Specific Plan, the following improvements are necessary:

- (a) Main Street: 10-inch line (2,050 linear feet) from 5th to Lyons Avenue

#### 3.3 - Sewage Disposal

**Existing Conditions** - The Plan area is served by 3 major trunk lines which are located in the following rights-of-way:

- (a) Newhall Avenue: 10-inch diameter line
- (b) Walnut Street: 18-inch diameter line
- (c) Main Street: 8-inch diameter line

These lines join at the intersection of Walnut and 16th Streets, far west of the Plan area boundary. From this point, a 21-inch diameter line goes under the south fork of the Santa Clara River where it connects to a 15-inch diameter line from Los Angeles County Sewer District 32.

**Proposed Improvements** - To support the proposed development program in the Specific Plan, the following improvements are necessary:

- (a) Pine Street: southwest plan boundary to Newhall Avenue: 15-inch diameter line (along the frontage of the properties to be zoned Creative District)

#### 3.4 - Storm Drainage

The following section only addresses underground infrastructure issues. Please refer to Section 2.3.C for surface storm water strategies and policies.

**Existing Conditions** - The Plan area is served by 3 major trunk lines in the following rights-of-way which are described below:

- (a) Along Newhall Avenue
  - (a1) Main Street to Market Street: 54-inch diameter line
  - (a2) Market Street to 9th Street: 75-inch diameter line
  - (a3) 9th Street to Lyons Avenue: 78-inch diameter line
  - (a4) Lyons Avenue to 13th Street: 78-inch diameter line
  - (a5) 13th Street to South Fork of Santa Clara River: 8 x 7.5 foot, box-culvert



- (b) Along Railroad Avenue
  - (b1) 15th Street to Market Street: 18-inch diameter line
  - (b2) Market Street to Newhall Avenue: 24-inch diameter line

- (c) Along Main Street
  - (c1) Lyons Avenue to Newhall Avenue: 36-inch diameter line

**Proposed Improvements** - To support the proposed development program in the Specific Plan, the following improvements are necessary:

- (a) Main Street: 24-inch line (1200 linear feet) from Lyons Avenue to Market Street
- (b) Main Street: 18-inch line (850 linear feet) from Market Street to 5th Street

### 3.5 - Emergency Services

**Existing Conditions** - The Old Town Newhall Specific Plan area is served by Fire and Police service within the City of Santa Clarita.

- (a) Emergency Response

An emergency preparedness coordinator was hired by the City in December 1989. The coordinator's main task is to develop an emergency response plan for submittal to the State Office of Emergency Services (OES). This "Multi-Hazard Functional Plan" addresses the City's preparedness, response, recover, and mitigation in the event of a major disaster. Such disasters include a major earthquake, hazardous materials incident, flooding, dam failure, national security emergency, transportation incident, and major fires in either the wildland or urban areas.

Besides developing the City's Multi-Hazard Functional Plan, the emergency preparedness coordinator is also responsible for coordinating federal, state and local agencies in response and recovery, education and training in the City, and arranging for the City's emergency operating center which is located at City Hall.

- (b) Fire

The area is served by Fire Station 73, located at 24875 N. Railroad Avenue. this station provides a 4-person engine company and a 2-person paramedic squad. The entire Specific Plan area is within a 5-minute response time of the Fire Station. Current plans for the adjacent Gate-King development call for another Fire Station being built to serve it and the surrounding area.

**Proposed Improvements** - Through the development review process, each project proposal will be required to pay the applicable share of developer fees toward its responsibilities for emergency services, per the City of Santa Clarita's developer-fee ordinance.

- (c) Police

Through a contract with the City of Santa Clarita, the City and the Specific Plan area are served by the Los Angeles County Sheriff's Department. In Newhall, the Sheriff's Department operates a substation that serves the community. This substation is located within the Community Center located in Downtown on Main Street between 8th and 9th streets. The Community Center is being replaced by a new building which, at the time of this writing, is nearly complete. The new Community Center is located at 22421 Market Street, adjacent to the Jan Heidt Metrolink Station.

## CHAPTER 3 : IMPLEMENTATION

### INFRASTRUCTURE

**Proposed Improvements** - Sheriff Substation in Community Center-The existing Substation will be relocated to the new Community Center being built at the north end of Market Street. The new Substation will consist of 150 square feet of office space and serves the neighborhood both in physical proximity and in its combination with the community services held in the building throughout the week. The relocation is complete.

All development and land use activity proposals will be reviewed by Emergency Service staff to ensure that the appropriate requirements are applied.

### 3.6 - Energy and Resource Conservation

**Existing Conditions** - While there may be individuals taking steps in their own businesses or properties to do such conservation, it is not evident, as of this writing, as to the extent of such activity. Therefore, this discussion focuses on complying with the General Plan's provisions toward energy and resource conservation.

**Proposed Improvements** - The Specific Plan, through its individual policies and requirements, promotes the General Plan's policies about Energy and Resource Conservation as identified on page OS-36 in the City of Santa Clarita General Plan.

### 3.7 - Relocation of Utilities below Ground

**Existing Conditions** - The Specific Plan area is served almost entirely by above-ground electrical and telephone utilities with the exception of recent improvements near the Jan Heidt Metrolink Station.

#### **Proposed Improvements**

##### **(a) Plan-wide System**

No improvements to this system are needed for the Specific Plan.

##### **(b) Individual Projects (private and public)**

For several reasons, most notably the ability to better secure such utilities from damage, all new development that is subject to this Specific Plan will comply with the City's requirements for installing such utilities in underground facilities (City of Santa Clarita UDC, Section 17.15.020 D.3). Further, all such utilities would be better served by being installed below ground.

Regarding projects that do not involve private property, as the time comes to modify a portion of the street or streetscape that represents enough for efficiency purposes, the project will comply with the City's requirements for installing such utilities in underground facilities.

The above applies only to overhead utilities of 34KV or less in size. See Implementation Phases 1 and 3 for specific improvement projects.



