



City of Colton DOWNTOWN DESIGN MANUAL

A companion document to Title 18 (Zoning Code)

Resolution No. R-73-16



JULY 2016

acknowledgments

CITY OF COLTON

650 N. La Cadena Drive
Colton, CA 92324

Prepared for the
City of Colton



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Prepared by
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1 that the General Plan Update is consistent with State law and General Plan Guidelines, will promote
2 the public health, safety and welfare, and will leave the General Plan an integrated and internally
3 consistent statement of policies.

4 **SECTION 2.** The City Council has reviewed the Negative Declaration and all comments
5 received regarding the Negative Declaration and, based on the whole record before it, finds: (i) that
6 the Negative Declaration was prepared in compliance with CEQA and there is no substantial
7 evidence that the project will have a significant effect on the environment. The City Council further
8 finds that the Negative Declaration reflects the independent judgment and analysis of the City
9 Council. Based on these findings, the City Council hereby adopts the Negative Declaration
10 attached hereto as Exhibit "A."

11 **SECTION 3.** Based upon the findings set forth in Sections 1 and 2 of this Resolution, the
12 City Council hereby approves the amendments to the Land Use Map of the General Plan and
13 adoption of the Downtown Design Manual as presented in Exhibits "B" and "C" of this Resolution.

14 **SECTION 4. EFFECTIVE DATE.** The Mayor shall sign this Resolution and the City
15 Clerk shall attest hereto, and this Resolution shall take effect and be in force on the date of its
16 adoption.

17 **PASSED, APPROVED AND ADOPTED** this 19TH day of July, 2016.

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Richard A. DeLaRosa
Mayor

ATTEST:



Carolina R. Padilla
City Clerk

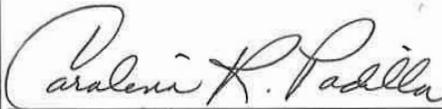
1 STATE OF CALIFORNIA)
2 COUNTY OF SAN BERNARDINO) ss
3 CITY OF COLTON)

4 CERTIFICATION

5 I, **CAROLINA R. PADILLA**, City Clerk of the City of Colton, California, do hereby
6 certify that the foregoing is a full, true and correct copy of **RESOLUTION NO. R-73-16**,
7 duly adopted by the City Council of said City, and approved by the Mayor of said City, at its
8 Regular Meeting of said City Council held on the **19th day of July, 2016**, and that it was
9 adopted by the following vote, to wit:

10 AYES: COUNCILMEMBER Toro, Jorin, Navarro, Bennett, Suchil and
11 Mayor DeLaRosa
12 NOES: COUNCILMEMBER None
13 ABSTAIN: COUNCILMEMBER González
14 ABSENT: COUNCILMEMBER None

15
16 **IN WITNESS WHEREOF**, I have hereunto set my hand and affixed the official seal
17 of the City of Colton, California, this 10th day of August, 2016.

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21 CAROLINA R. PADILLA
22 City Clerk
23 City of Colton

24 (SEAL)
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COLTON

D O W N T O W N
D E S I G N M A N U A L



1. INTRODUCTION

1.1 OVERVIEW AND PURPOSE

The Colton Downtown Design Manual is a companion document to complement the Downtown Development Code, and has been prepared to establish an achievable vision, shape future development, and implement an action plan for Downtown Colton.

The Design Manual provides a framework with which to shape future private development and public improvements based on Colton's community values and vision; expand the local economy; house new residents of all income levels; create community gathering and recreational places; and address relationships between land use, transportation, and the environment. The ultimate goal is to create a vibrant and lively downtown that will serve the needs of the community and create a destination to attract visitors.

1.2 DESIGN MANUAL AREA

The Design Manual area, also referred to herein as the Downtown area, is located in the heart of Colton as shown in **Figure 1.1 – Design Manual Area**. It covers 258 acres of Downtown Colton and includes about 1,400 residents, 450 homes, and important cultural and civic uses such as Fleming Park, City Hall, Colton Public Library, Colton Area Museum, and the Police and Fire Departments. The Downtown area is bound to the north and south by C Street and Interstate 10, respectively.

The eastern and western boundaries are not as linear: the eastern boundary starts at the Colton Avenue/B Street intersection following Colton Avenue to E Street, where the boundary meanders to the south through residential lots, to H Street where it jogs to the east ending at Mt. Vernon Avenue; and the western boundary generally follows the BNSF Railroad, and includes the Amko Recycling property at the southwest end.

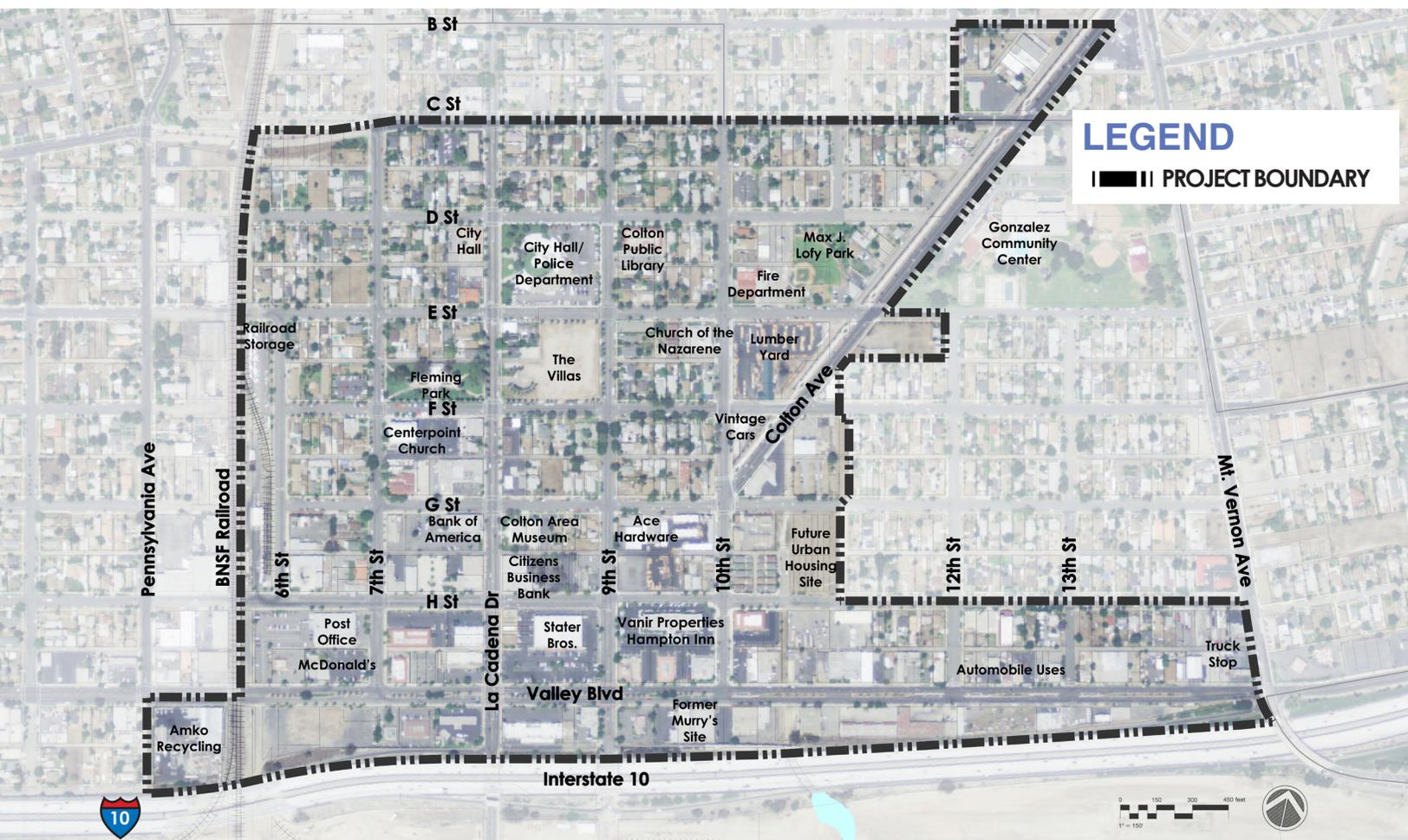


FIGURE 1.1 - DESIGN MANUAL AREA

1.3 ORGANIZATION, CONTENT, AND USE

The Design Manual is intended to be used by property owners, design professionals, developers, city staff, and review bodies to provide a clear set of guidelines serving as a mutual footing for developing design concepts and evaluating quality of design. It is separated into six chapters, summarized briefly in the text box, including how each chapter is intended to be used.

In addition, the user guide diagram provides an overview regarding how to apply the contents of this Design Manual to a proposed development project within the Downtown.

USER GUIDE DIAGRAM



DOWNTOWN DESIGN MANUAL SUMMARY AND USER GUIDE

1. Introduction

Provides an overview and purpose, describes the area affected, states who the intended users are, outlines the organization and content, describes how the design manual is intended to be used, and provides summaries of how the manual relates to other planning documents.

2. Vision and Planning Principles

Provides a history of public input received in developing the Design Manual, lists the planning principles established from community outreach efforts, and includes a vision poster paired with descriptions of the community's vision that guided the development of the Design Manual.

3. Urban Form and Design Guidelines

Addresses elements of design for specific land uses, including Downtown Colton Mixed-Use, Multi-Family Residential, Single-Family Residential, and Valley Boulevard Corridor. Crime Prevention Through Environmental Design (CPTED) guidelines that apply to all land uses are provided. This chapter is intended to be used by those planning and reviewing future development projects in the Colton Downtown area outlined in this Design manual area.

4. Complete Streets

Addresses multi-modal circulation including roadway typology, street classification, transit, bicycle, and pedestrian networks and improvements, to be used by designers, developers, City staff, and decision-makers for improvements to public mobility spaces.

5. Streetscapes and Placemaking

Addresses streetscapes, public spaces, gateways, public signage, and public art, to be used by designers, developers, City staff, and decision-makers for improvements to public community spaces.

6. Implementation

Provides strategies and an action plan with which to implement the concepts described within the Design Manual, to be used by designers, developers, private businesses, and City staff, as a guide to find funding sources for improvements identified in the Design Manual.

1.4 RELATIONSHIP TO OTHER PLANNING DOCUMENTS

This section discusses local and regional planning documents that are already in place. The Design Manual will conform with, and further implement, these existing plans and policies previously identified by the community.

1.4.1 General Plan Land Use Element

The General Plan is the guiding planning document for the City of Colton. The Land Use Element was updated in 2013 and a vision for how Colton is developed today and into the future was established. This element provides policy guidance to meet Colton’s vision for the development, use, and maintenance of public and private lands.

It seeks to promote high-quality design, provide opportunities for revenue and employment generating businesses, and accommodate new, more urban approaches to development while protecting Colton’s traditional suburban development pattern and respecting its heritage and historic resources.

The Land Use Element calls for policies for Downtown Colton to create high-quality streetscapes and design requirements; revitalize areas which merit special attention; and create new mixed-use, walkable districts with pedestrian amenities that are great places to live and are attractive destinations. The Design Manual has been crafted to further this vision and support its policies.

Planning Focus Areas

The General Plan provides specific policies and action programs for several “Planning Focus Areas,” as shown in **Figure 1.2 – General Plan Focus Areas**. The General Plan identifies these areas due to their “distinguishing characteristics, common issue(s), architectural styles or form, and/or development patterns.”

Two of the General Plan’s focus areas are within the Design Manual area, the Downtown Colton and Valley Boulevard Corridor Focus Areas. The Design Manual is intended to bring forward the City’s vision for these focus areas, guiding property owners, designers, architects, City staff, and decision-makers in the design and review process.



The Colton Library roots Downtown Colton as a community focal point.



Businesses in Valley Boulevard Corridor Focus Area.



Bicyclist in Downtown Colton Focus Area.

Downtown Colton Focus Area

This area focuses on mixed-use and commercial development north of the I-10 freeway, south of C Street, west of Mt. Vernon Avenue, and east of railroad tracks. The following excerpt identifies the City's vision for this area:

"The City aims to encourage a mix of civic, office, commercial, and residential uses in the geographic center of the City. This area will function as a Central Business District for Colton, re-establishing downtown as a community focal point. Delineating a business district can help focus efforts to revitalize and bring new energy into the area...

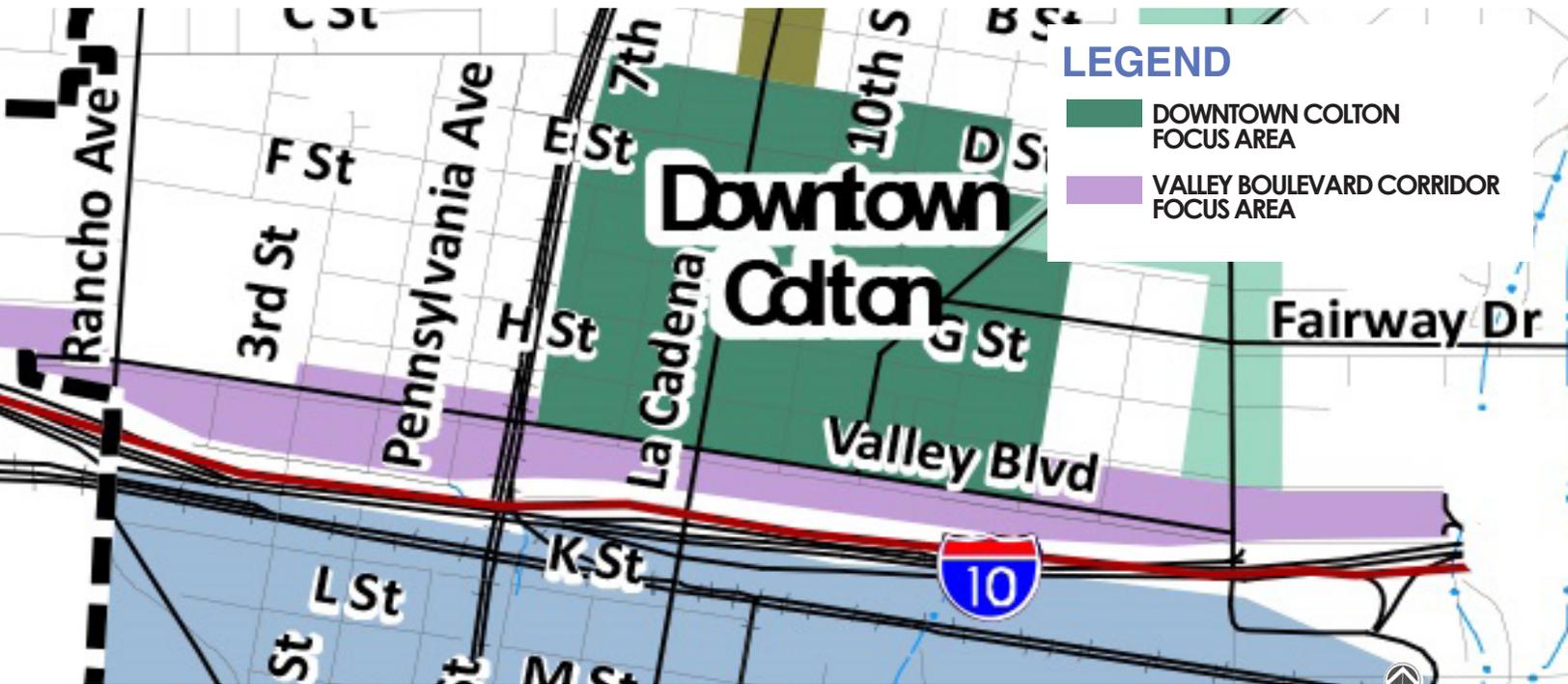
The intent of the business district will be to create opportunities for small-scale office and professional uses in a vibrant, walkable downtown setting. Residential uses will create the opportunity for activity in the area after business hours and will support the commercial uses along Valley Boulevard Gateway. Signage at downtown entry locations, particularly along Valley Boulevard, will help to create and enhance the downtown identity as a historic and attractive destination. In addition to civic uses, some of the most distinctive features of this area are the historic homes surrounding the Civic Center... Development in Downtown Colton will respect and build upon the historic structures and character, and new development will complement this character."

Valley Boulevard Corridor Focus Area

This area focuses on commercial and industrial development generally following Valley Boulevard. The following excerpt identifies the City's vision for this area:

"Valley Boulevard is Colton's main east-west corridor, with excellent frontage along I-10 and freeway access at Rancho Avenue, 9th Street, and Mount Vernon Avenue... Many commercial and industrial buildings exhibit deferred maintenance, and design quality has not been a priority... This busy commercial corridor presents opportunities for enhanced and new commercial development.

The corridor has the potential to support regional-serving commercial uses given its freeway visibility and orientation. Underutilized and aging industrial properties should be encouraged to transition to uses that can increase tax revenues and attract regional customers. The goal is to attract and facilitate more intense commercial development that is currently lacking in the City and that would provide mid-level, sit-down restaurants and commercial uses with a regional appeal... The visual appeal of a major corridor like Valley Boulevard is important... By coupling property redevelopment initiatives with more vigorous code enforcement activity, the City will help transform the use and appearance of private properties along this critical corridor."



Source: City of Colton General Plan Land Use Element Figure LU-9. (Not to scale)

FIGURE 1.2 - GENERAL PLAN FOCUS AREAS

1.4.2 General Plan Cultural Resources Preservation Element

This General Plan element ensures that cultural resources are protected, which are the backbone of Colton's heritage and Downtown character. The element, adopted in 2000, was not included in the 2013 round of updates, as cultural resources tend to be more static than other issues. The element seeks to ensure effective preservation, protection and management of significant historic resources; ensure future development is compatible with existing structures and district characteristics, and educate the public about Colton's heritage and resources.

There are several historic districts in Colton, three of which overlap the Downtown area: Citrus Park, La Cadena, and 9th Street Historic Districts as shown in **Figure 1.3 – Historic Districts**.

Citrus Park - Within the Design Manual area, this district overlays the BNSF Railroad property and properties southwest of the H and 7th Street intersection. This district is significant because citrus processing was the principal industry and employer in Colton for nearly 40 years, women and children worked at the plants, and the industry gave Colton a distinctive place in the Inland region.

La Cadena Drive - Within the Design Manual area, this district overlays a handful of properties north of D Street on either side of La Cadena Drive. This district is significant to the history of regional transportation and for the various architectural styles and early social class, ethnic, and religion-based residential patterns represented.

9th Street - Within the Design Manual area, this district overlays a handful of properties north of D Street on either side of 9th Street. This district is primarily residential in nature featuring a number of Craftsman style homes, and is significant because of its variety of architectural styles of residential dwellings.

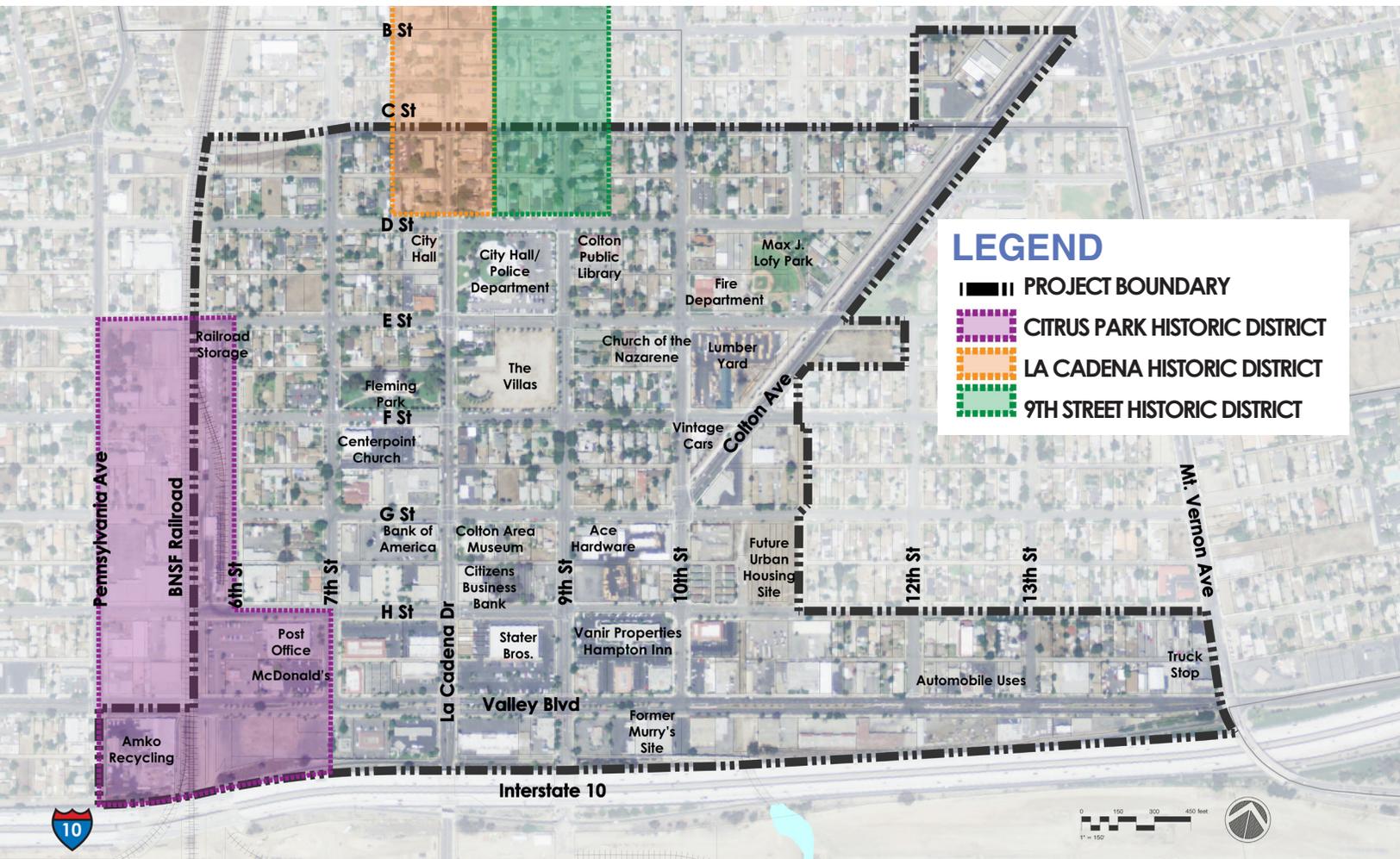


FIGURE 1.3 - HISTORIC DISTRICTS

1.4.3 General Plan Mobility Element

This element provides policy guidance to ensure that all circulation needs are addressed and accommodated consistent with growth allowed by the Land Use Element. To this end, the Mobility Element specifically calls for policies to provide an integrated and balanced multi-modal transportation network of Complete Streets to meet the needs of all users and transportation modes; provide amenities and improve safety, access, and mobility for all travelers in Colton; and support Omnitrans' expansion of Bus Rapid Transit (BRT). The recommendations in the Design Manual are based on those found in the Mobility Element.

1.4.4 Zoning Code

Title 18 of the Colton Code of Ordinances is the Zoning Code, which defines zoning districts and provides development and performance standards including regulations for land use, setbacks, lot coverage, parking, landscaping, and signs. The Zoning Code will be the regulating document for future development while the Design Manual is to be used as a companion document.

1.4.5 Historic Preservation Ordinance

Chapter 15.40 of the Colton Code of Ordinances is the Historic Preservation Ordinance. The ordinance establishes rules and regulations governing the designation and preservation of historic resources. In adopting this ordinance, the City acknowledged that encouraging the preservation of historic resources contributes to the livability and beauty of the community. Specifically, the ordinance stimulates economic revitalization; improves property values; fosters architectural creativity; increases neighborhood stability and conservation; fosters public appreciation of and civic pride in the beauty of the City and the accomplishments of its past; reinforces the distinctive character of the community; adds to the community's understanding of its history and connection with the life and values of the past; and ensures that Colton's cultural, historical, and architectural heritage will be imparted to future generations.

There are 17 designated historical landmarks within the Design Manual area, refer to **Figure 2.1 – Existing Conditions** in Chapter 2. The ordinance authorizes the Historic Preservation Commission to make recommendations, decisions, and determinations concerning the designation, preservation, protection, enhancement, and perpetuation of historic resources and districts which contribute to the historical, cultural and aesthetic values of the City.

1.4.6 Draft Homeless Action Plan

The Institute for Urban Initiatives prepared this plan in 2014 for Colton, though it has not been formally adopted. The plan provides information to design and implement housing and social service

strategies for residents experiencing, or at-risk of experiencing, homelessness, with the tools and means to achieve housing stability and the next steps to be taken to develop a comprehensive strategy to end the cycle of homelessness in Colton.

1.4.7 Draft Public Facilities Needs Assessment

The City has analyzed the need for Civic Center expansion facility with a draft assessment submitted in January 2015 by Griffin Structures. This assessment is an important and high level study; making recommendations for facilities such as City Hall and the City-owned Civic Center Annex on La Cadena and Library property across from City Hall on 9th Street. The assessment includes site requirement needs with approaches for improvements to these facilities.

1.4.8 Draft Economic Development Strategies

This document, which has not been formally adopted, outlines strategies including: increasing the tax base, jobs development, business retention, economic diversification, productive use of property, utilizing the chamber of commerce, development opportunities, quality of life, local consumption/buying, and broadening of dining and entertainment options.

1.4.9 SANBAG/SCAG RTP/SCS

The City is included in the San Bernardino Associated Governments (SANBAG), which is the council of governments and transportation planning agency for San Bernardino County. SANBAG participates in the regional planning activities of the Southern California Association of Governments (SCAG). One of the principal activities of SCAG is the development of the 2012-2035 Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS).

The RTP/SCS includes regional goals and polices that guide transportation planning, such as maximizing mobility and accessibility and ensuring travel safety and reliability for all people and goods; preserving and ensuring a sustainable regional transportation system; and encouraging active transportation, transit and non-motorized transportation. The Design Manual respects the goals and policies of the RTP/SCS, and provides specific guidelines, based on community feedback, for projects within Colton's Downtown.

1.4.10 Omnitrans

Omnitrans provides bus service in the area, discussed in further in Chapter 4. Coordinated regional transportation planning and design efforts are guided by their FY2015-2020 Short-Range Transit Plan and Transit Design Guidelines. The Design Manual includes guidelines on public transit bus services that are provided by Omnitrans.

2

vision and planning principles



COLTON DOWNTOWN DESIGN MANUAL



CITY OF COLTON



Cadena DR



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ST
CIVIC CENTER

2. VISION AND PLANNING PRINCIPLES

2.1 INTRODUCTION

In 2014, the City of Colton was awarded a California Sustainable Communities Planning Grant from the State of California Strategic Growth Council. The grant was awarded for the preparation of the City of Colton Downtown Development Code and Design Manual to revitalize and reestablish the historic Downtown area as the City's Downtown urban center. Consistent with grant goals, the Design Manual provides guidelines and strategies for the Downtown to:

- Increase infill and compact development;
- Provide incentives for development of affordable housing (moderate to very low income categories);

- Encourage a mix of uses, pedestrian linkages and public facilities that encourage walking, bicycle mobility, and use of transit (Omnitrans BRT and local routes);
- Establish design criteria that will guide development and redevelopment to facilitate a unique and attractive downtown identity that respects Colton's historic heritage;
- Create innovative incentives to meet the objectives of the grant to develop opportunities for a sustainable development pattern.

This chapter discusses existing conditions, community engagement efforts, planning principles, and the vision for the Design Manual.



Reinvigorating Downtown Colton to be a unique and attractive area encouraging livability.

A.



B.



C.



D.



E.



F.



2.2 EXISTING CONDITIONS

1.2.1 Downtown Colton History and Character

Colton's Downtown has a long heritage, largely associated with "Colton Crossing," the crossing of the Burlington Northern Santa Fe (BNSF) and Union Pacific railroads. The railroads were the primary reason for Colton incorporating in 1887, and they have been the underpinning of its economy since. A formal town was laid out on a traditional grid street pattern, evidenced today in Colton's Downtown. Activity associated with the railroad and citrus orchards made Colton a busy place, often referred to as "Hub City," with many businesses and residents working to support railroad operations, such as:

- A. Klueter Building, a four-story brick commercial building, was formerly located across the street from the Hub City Theater on La Cadena Drive.
- B. Union block, a two-story brick mixed-use building with large commercial frontages on the ground level.
- C. Anderson Hotel, a three-story brick building, formerly located on the southeast corner of the La Cadena Drive and Valley Boulevard Intersection.
- D. Former city hall building, a three-story brick building, as formerly located east of the Anderson Hotel on Valley Boulevard.
- E. Arcade building, a two-story building, was formerly located on La Cadena Drive, and featured a prominent open-air arcade.
- F. During these years, the downtown urban form, especially within the Downtown Core, was much denser than what exists today, with two-, three-, and four-story buildings lining the streets. This photograph is taken on Valley Boulevard facing east towards the La Cadena Drive intersection.

Construction of Interstates 10 and 215 through the City, further defining the crossroads nature of the community, attracted transportation-based industries. However, the freeway construction also resulted in the loss of much of the City's architectural heritage, including buildings in the Downtown area. As such, much of the original commercial buildings built in the early part of the 20th century have been demolished, and while they are no longer standing, photographs of these former Downtown buildings add to the record of Colton's historic heritage and provide inspiration for design concepts that respect the heritage of the Downtown area.

Eventually, the waning of the citrus industry led to other businesses dependent on rail for materials delivery and shipment were established along the rail lines, creating large tracts of land devoted to industrial

operations, many of which continue today. Following the 1920s and Great Depression, Colton again experienced a development boom during the frenzied residential building period of post-World War II. A modest amount of commercial activity remained in the Downtown area to support demand for goods and services. Explosive subdivision was seen in the 1950s throughout the Inland Empire, leading to the creation of many new neighborhoods with their own commercial centers. All of these factors added to the transition that Colton saw from a crossroads commercial hub, to industries and people moving to other commercial centers within and outside of the Inland Empire, leading to vacancies and demolition in the Downtown area.

One of the first steps in the visioning process was to identify existing conditions in the Downtown area, and the map shown in **Figure 2.1 – Existing Conditions** was part of the result of that effort.

2.2.1 Market Study

A market study was prepared by The Natelson Dale Group for the Design Manual to forecast demand for future retail, restaurant, and office development in Downtown; to discuss potential roles of housing/mixed-use development; and to determine local and regional demand. Conducting a market study for this process was important in order to provide a realistic basis for the preparation of the Design Manual and for marketing information for developers.

Analysis conducted for the market study included an inventory of existing land use conditions in and around Downtown; existing taxable sales in Colton and surrounding cities; demographic analysis/growth forecasts; models to project Downtown shares of demand by land use; and stakeholder and developer interviews.

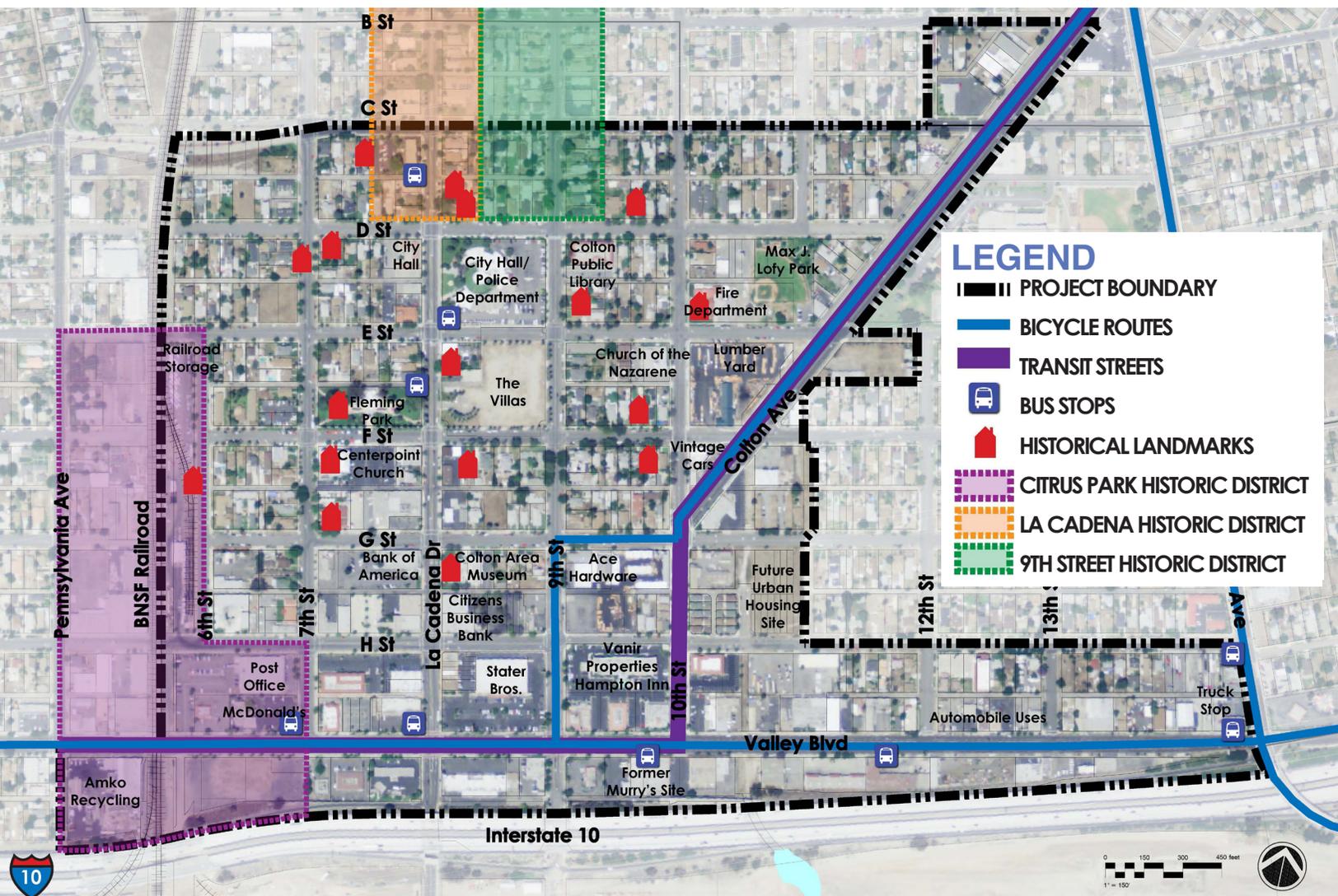


FIGURE 2.1 - EXISTING CONDITIONS



The Market Study found key opportunities and challenges and corresponding implementation strategies, outlined further in Chapter 6 of the Design Manual. These findings and recommendations were taken into consideration when creating the vision for the Design Manual. Further discussion on the Market Study can be found in Chapter 6 of the Design Manual.

2.3 COMMUNITY ENGAGEMENT

Several community outreach efforts were conducted in 2015 to assist the Design Manual team in identifying and prioritizing issues and ideas to create a vision for Downtown Colton:

- Key Stakeholder Meetings – February 26
- Community Workshop, Introduce the Project – March 19
- City Council/Planning Commission Study Session – April 23
- Community Workshop, Present Key Concepts – September 24

To encourage comments and dialogue, the attendees of the outreach efforts were asked to comment on the following issues and identified their top priorities:

- What is the essence/identity of Colton?
- Why do you spend time in Downtown? What works?
- What keeps you from spending time in Downtown? What is needed?
- How do you envision beautification/public spaces?
- What are your thoughts on mobility?

The community provided thoughtful and constructive comments throughout the engagement process. This feedback was the foundation used to develop the planning principles outlined in the next section. All of the comments received were important and considered during this process, and those that stood out as the most crucial to the community are reflected in the planning principles and throughout the Design Manual.

2.4 PLANNING PRINCIPLES

Each of the 10 planning principles, that were crafted from community input, plays a key role in the guidelines provided in this Design Manual. Based on the public input received during community outreach efforts, the following Downtown planning principles were drafted in order to guide the preparation of the Design Manual.



Historic Heritage

Emphasize Colton's historic heritage (such as Southern Pacific Railroad, Earp family, WW II homes, agricultural industries) to promote historic attractions, tourism and celebrate community pride.



Streetscape Beautification

Catalyze the beautification of public spaces such as La Cadena Drive and Valley Boulevard, the La Cadena railroad underpass, transit stops, and parks through the planting of more drought resistant street trees and landscaping.



Mix of Commercial Uses

Foster a vibrant mix of uses to create an existing and dynamic downtown experience, including uses such as eating and drinking establishments, entertainment venues, and a range of retail and service shops.



Sustainability and Healthy Living

Integrate sustainable design practices and green building policies that reduce reliance on non-renewable resources. Support healthy living practices including access to healthy foods, walkability, recreational amenities, and a safe environment.



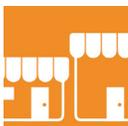
Downtown Identity

Establish branding and cohesive signage, including a gateway sign visible from Interstate 10 that encourages tourists-commuters-passers-by to stop and directs them to key businesses and attractions, secondary gateways to welcome residents from adjacent neighborhoods and a downtown wayfinding program.



Gathering Spaces

Provide a network of gathering spaces that provide a range of sizes and functions including plazas, parks, paseos, and visual focal points. Public spaces will be enhanced by landscaping, furnishings, and public art.



Small Businesses

Support small business owners to invest within Colton's Downtown core area through incentives, education, resources, and programs.



Expanded Mobility

Allow for a multi-modal transit station to support the future Omnitrans Holt Bus Rapid Transit (BRT) Line service. Integrate a network that includes a variety of mobility modes including public transit, bicycle facilities, pedestrian corridors and links, as well as vehicle circulation.



Link South Colton

Extend and connect the Downtown experiences on the north and south sides of Interstate 10. Commercial areas and neighborhoods south of the railroad tracks provide future opportunities to improve mobility, provide cultural events, and enhance Colton's integrated identity.



Revitalize and Maintain

Encourage and facilitate resources/incentives for the upkeep and enhancement of properties including facade improvements, lot consolidation, graffiti abatement, and infill of underutilized parcels.



VILLAGE PAPERERY
— FINE PAPER & INVITATIONS FOR ALL OCCASIONS —

2.5 VISION

A wide range of comments were documented and integrated into the comprehensive vision for the Design Manual from all of the community outreach efforts, to fulfill the vision as defined by the citizens and stakeholders. The vision poster resulting from this effort is reflected in **Figure 2.2 – Vision Poster**, key features of which are listed on the following pages and supported by photographic examples and graphics.

LEGEND

Existing	Proposed	
		Mixed-Use Downtown
		General Commercial
		Medium Residential
		Class II Bike Lane
<hr/>		
Proposed		
		Public/Institutional
		Single-Family Residential
		Multiple Family Residential
		Class I Bike Path
		Class III Bike Route
		Core Opportunity Area
		Restaurant Row
		Pedestrian Corridor
		Pedestrian Corridor (Diagonal Parking)
		Bus Rapid Transit (Holt Line)
		Paseo
		Streetscape Improvements (Street furnishings & trees)
		Primary Gateway/Enhanced Intersection
		Secondary Gateway
		Concept Paseo Sketch
		Opportunity Sites
		Multi-modal Transit Station
		Rail Car
		Pocket Park/Plaza



FIGURE 2.2 - VISION POSTER

■ ■ ■ ■ A “Core Opportunity Area” is called out, which is referred to herein as the “**Downtown Core,**” and is focused on the key commercial and mixed use areas along and abutting La Cadena Drive and Valley Boulevard.

■ ■ ■ ■ **Mixed-Use Downtown** existing (light pink) and proposed (dark pink) land uses are located mainly within the Downtown Core, but also extend east of the Core towards and along Colton Avenue, including two mixed-use opportunity sites.

■ ■ ■ ■ **General Commercial** existing (light red) and proposed (dark red) land uses are located on either side of Valley Boulevard east of 10th Street, with a few spots south of Valley to the west. Several opportunity sites are proposed south of Valley that are mostly associated with the proposed “Restaurant Row.”

■ ■ ■ ■ **Medium Residential** existing (light orange) and proposed (dark orange) land uses are sprinkled in different areas of Downtown, including northwest of the Downtown Core, on the same block as the Public Library and Fire Department, and north of the commercial buildings on Valley Boulevard east of the Downtown Core. The only opportunity site proposed is a currently vacant lot northwest of the E and 7th Street intersection.

■ ■ ■ ■ **Public/Institutional** land uses are reflected in light blue, reflecting existing development only, as there are no proposed opportunity sites recommended. Existing development includes the Chamber of Commerce, Civic Center, Public Library, Fire Department, and Colton Area Museum.

■ ■ ■ ■ **Single-Family Residential** development is reflected in light yellow, reflecting existing development only, as there are no proposed opportunity sites recommended. Existing development is located on four blocks between C and D Streets, La Cadena Drive and Colton Avenue at the northern end of Downtown.

■ ■ ■ ■ **Multiple Family Residential** development is reflected in light brown, reflecting existing development only, as there are no proposed opportunity sites recommended. The only existing development is The Villas, a 120-unit affordable senior housing complex located between E Street, F Street, La Cadena Avenue, and 9th Street adjacent to the Civic Center.

★ ■ ■ ■ **Mixed-use commercial opportunity sites** are identified that are currently developed with more intensive industrial-natured uses that are not draws for residents and visitors to come into the Downtown area. One site is a lumber yard, spanning two properties, the first bound by E, 10th, and F Streets and Colton Avenue and the second located at 370 N 9th Street. The other site is land east of Max J. Lofy Park on the block bound by D, 10th, and E Streets and Colton Avenue.



■ ■ ■ ■ Valley Boulevard was identified as an opportunity area for expanded commercial development, and specifically for restaurant use south of Valley Boulevard, between 7th and 10th Streets. This area is identified as “**Restaurant Row.**” The row is visible from Interstate 10, making it a prime location to capture local and regional commuter and visitor traffic.



■ ■ ■ ■ **Existing and proposed Class I, II, and III bike facilities** are identified. The Downtown area already has an established bicycle network, and the proposed facilities would further improve connectivity, especially linking residential to commercial areas so that employees can commute to and from work via bicycle. See Chapter 4 for details.

■ ■ ■ ■ **Pedestrian corridors** are associated with improved walkability through enhancements such as site furnishings, widened sidewalks, and crosswalks. Pedestrian corridors are proposed along H Street between 7th Street and the proposed “Cottage Lane Paseo” and along La Cadena Drive between D Street and Restaurant Row, extending to the southern edge of the Design Manual area, linking to south Colton.



■ ■ ■ ■ **Diagonal parking** allows for more parking spaces in front of key commercial frontages, where the right-of-way width allows. Diagonal parking is proposed along La Cadena Drive from F to H Street and along H Street from La Cadena Drive to 9th Street.



■ ■ ■ ■ The proposed **Omnitrans Bus Rapid Transit (BRT) Holt Line** runs along the extent of Colton Avenue within the Downtown area, turns south along 10th Street, then turns west along Valley Boulevard extending west of the Design Manual area. The proposed Holt Line is identified in the Mobility Element, as well as in Omnitrans transportation planning documents. See Chapter 4 for details.

■ ■ ■ ■ **Paseos** are proposed with enhancements and an outdoor dining concept, providing landscaped and well lit areas that are intended for pedestrians only, connecting people to places in a relaxed and pleasant atmosphere. One paseo location would extend Cottage Lane south to Valley Boulevard and north to Colton Avenue. Improvements to an existing paseo are also identified, which is located on both sides of La Cadena Drive in between H Street and Valley Boulevard, extending west to 7th Street and east to 9th Street.



■ ■ ■ ■ **Streetscape improvements** are identified for all streets within the Downtown Core. Streetscape sections reflecting existing and proposed conditions are provided in Chapter 5 of the Design Manual and show how improvements can create a beautified, walkable, and inviting atmosphere in the Downtown.



Ⓐ ■ ■ ■ A **primary gateway** is proposed to be located at the Valley Blvd/La Cadena Drive intersection. The gateway is intended to stand out from other secondary gateway areas, and does so by proposing enhanced paving, public art, historic lighting, facade improvements, crosswalks and a decorative metal overhead gateway crossing La Cadena Drive on the north side of the intersection, welcoming residents, workers, and visitors to the Downtown Core. The placement of this primary gateway is also intended to connect Downtown to south Colton, and to encourage visitors to visit south Colton businesses. See Chapter 5 for details, including a larger version of the proposed primary gateway sketch.



Ⓑ ■ ■ ■ Three **secondary gateways** are proposed at locations where it is also important to welcome residents, workers, and visitors to the Downtown Core. These locations are at the intersections of Valley Blvd/12th Street, Valley Blvd/9th Street, Valley Blvd/BNSF Railroad, and La Cadena Drive/D Street. These gateways include monument signage, consistent with the primary gateway design. See Chapter 5 for details.



Ⓒ ■ ■ ■ At the proposed **pocket park** located at the block where Colton Avenue terminates to the south, the design theme is intended to honor Colton’s railroad heritage. This could consist of placing a historic rail car, installing public art celebrating Colton Crossings and the “Hub City” moniker that Colton is known for. It is an opportunity to celebrate Colton’s unique past as a western frontier town.



Ⓓ ■ ■ ■ A **multi-modal transit station** is proposed to be located south of Ken Hubbs Park on E Street. The proposed placement of the station is intended to be centrally-located, and easily accessible by pedestrians, bicyclists, motorists, and transit users. The new station is identified in the Mobility Element, as well as in Omnitrans transportation planning documents. See Chapter 4 for details.



Ⓔ ■ ■ ■ **South Colton Connection** is emphasized south of Valley Boulevard on La Cadena Drive through the Interstate 10 underpass. This is an important connection that the community feels strongly about. The placement of the primary gateway and associated improvements, and the related action item in the Chapter 6 of the Design Manual, are intended to provide opportunities to tie south Colton to the Downtown area.

■ ■ ■ ■ **Community gathering places** are proposed for residents to enjoy together in a relaxing environment. Such a gathering place is proposed at southeast corner of the Valley Blvd/9th Street intersection.



■ ■ ■ ■ **Two pocket parks/plazas** are proposed, one located on the block bound by G, 10th, H, and 9th Streets and the second located across Valley Boulevard from the southern terminus of the proposed Cottage Lane Paseo. In developed areas, pocket parks can provide a link to the larger recreation system where larger parks are not feasible to implement.



■ ■ ■ ■ **Wayfinding signs** are proposed to be located at key areas throughout the Downtown and will present a unified and user-friendly guide to move around the Downtown. See Chapter 5 for details.



■ ■ ■ ■ **Facade improvements** mostly along Valley Boulevard, but also La Cadena Drive, are identified to beautify the two main commercial areas to create an inviting environment to draw in visitors and residents to Downtown businesses.

3

urban form and design guidelines



COLTON DOWNTOWN DESIGN MANUAL

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HOME OF THE COLTON MUSEUM

3. URBAN FORM AND DESIGN GUIDELINES

3.1 INTRODUCTION

This chapter sets the stage for development by identifying design concepts that fulfill the community’s vision for Downtown Colton. Key areas of the Downtown have been identified to focus the intent of guidelines on differing neighborhood characteristics and correlate to the underlying zoning designation. These areas, as reflected in **Figure 3.1 – Design Manual Guideline Areas** are:

- Downtown Colton Mixed-Use
- Multi-Family Residential

- Single-Family Residential
- Valley Boulevard Corridor

The properties in Figure 3.1 that are not associated with a guideline area are civic, park, and railroad properties that the Design Manual does not apply to. In addition to providing guidelines by key areas, Crime Prevention Through Environmental Design (CPTED) guidelines are included that can generally be applied to all areas. The Design Manual is intended to support the Development Code regulations as its companion document, in order to provide specific design guidelines and incentives to revitalize the Downtown.

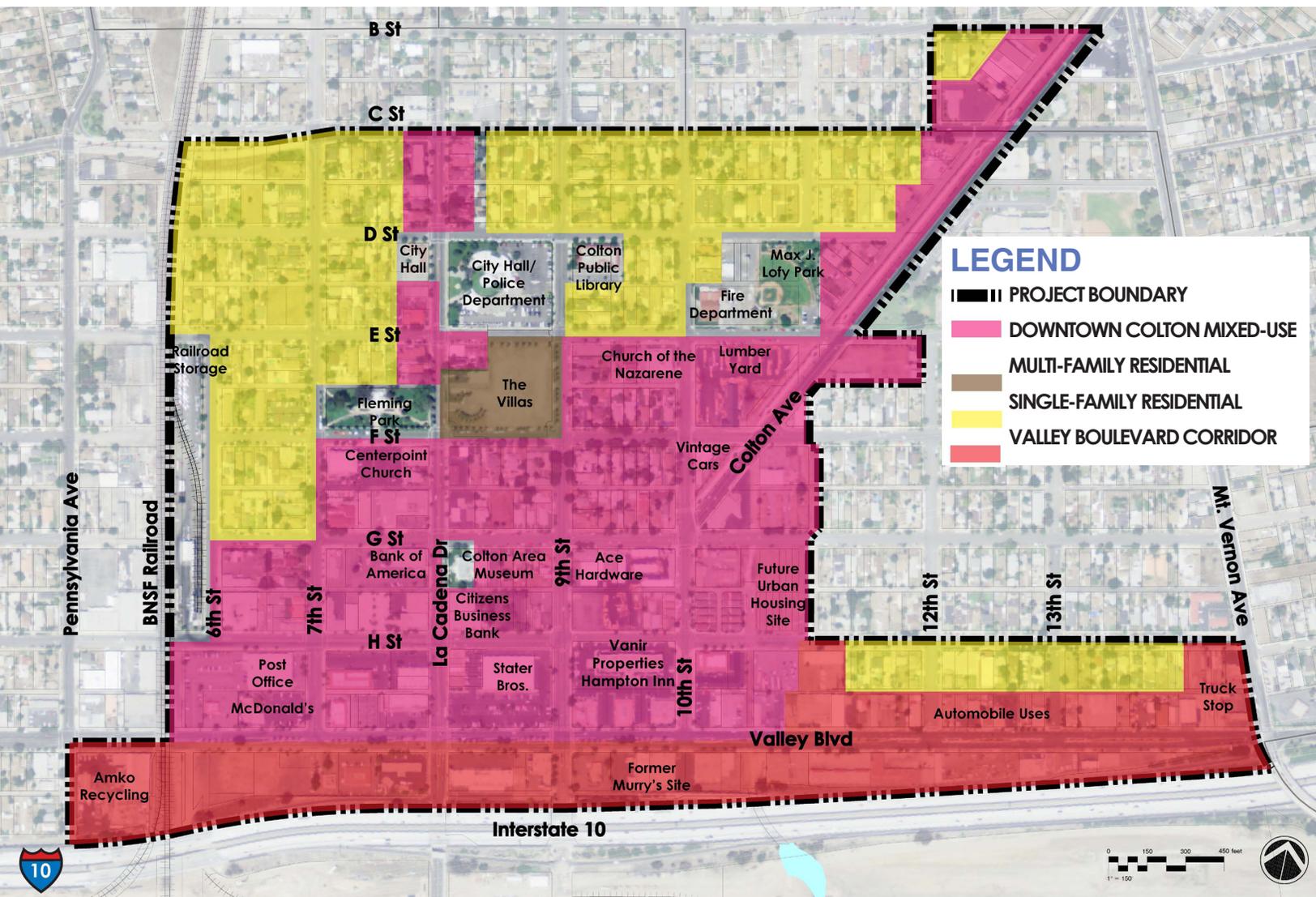
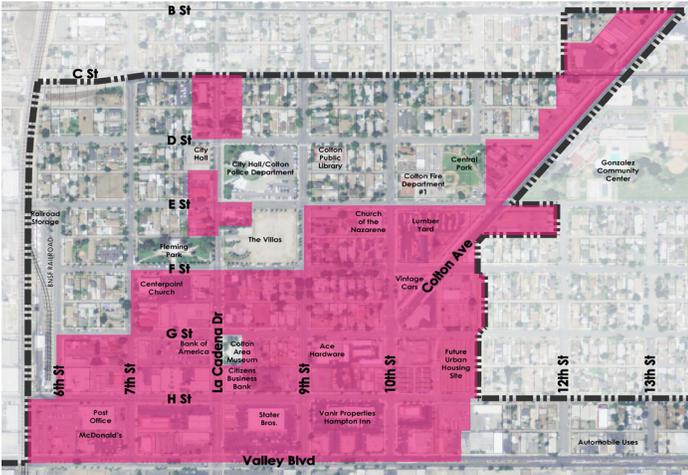
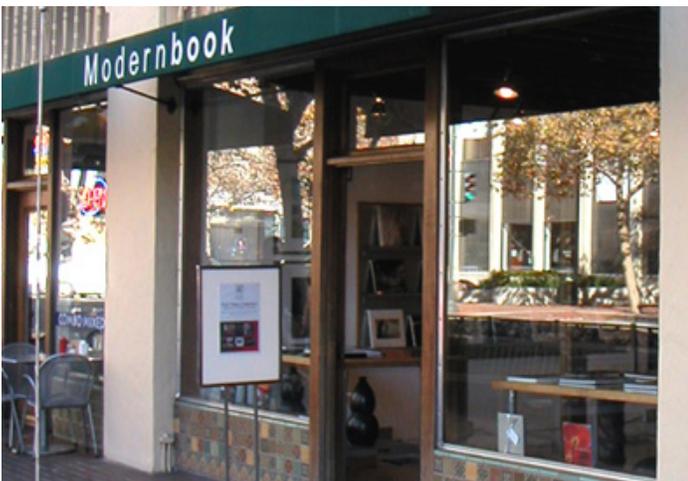


FIGURE 3.1 - DESIGN MANUAL GUIDELINE AREAS



Areas where Downtown Colton Mixed-Use guidelines should be applied are highlighted in pink.



Clear glass windows at the street level allow for spaces to feel welcoming to pedestrians walking through the Downtown.



Reflective glass is strongly discouraged as it creates a source of glare and a barrier, and does not welcome passersby to enter.

As with the Zoning Code, the Design Manual provides development policies of the City. The Design Manual does not necessarily prescribe a certain style of design or development but focuses on site planning, building form, articulation, and design direction. The guidelines in the Design Manual supplement the zoning standards, by creating qualitative guidance for future development in line with the community's vision for Downtown Colton.

3.2 DOWNTOWN COLTON MIXED-USE GUIDELINES

3.2.1 Site Planning and Design

- A. Buildings should be located adjacent to and oriented toward La Cadena Drive and H Street to enhance the pedestrian nature of the street and promote activity.
- B. Mixed-use projects should be designed to create a pedestrian-scale environment through appropriate street and sidewalk widths, relationships of buildings to streets, and use of public spaces.
- C. Open spaces and amenities should be provided to support residential and commercial uses.
- D. Site amenities, entries, and features should be coordinated to complement one another, for example, by applying similar colors, styles, and design themes, to create a unified appearance.
- E. Easily-understandable circulation should be organized so that drivers and pedestrians can move through the Downtown without confusion and minimal conflict.
- F. Outdoor storage areas, including trash and recycling enclosures, should be located to the rear or sides of a building and screened from public view to the maximum extent possible. Wall screening should be of similar materials as the primary buildings. Chain link gates or fences are not appropriate for screening.
- G. Shared parking strategies are encouraged to optimize parking capacity.

3.2.2 Building Form and Articulation

- A. Buildings located within the Downtown are encouraged to incorporate an arcade to provide shade, expand the pedestrian zone, and add visual interest.
- B. Recessed or projecting entries and articulation in the storefront mass is encouraged.

- C. Similar and complementary front facade massing, materials, and details should be incorporated into side and rear facades, especially those that are visible from a public space.
- D. Clear glass is encouraged on the street level to draw pedestrians into storefronts and restaurants.
- E. Restaurants fronts are encouraged to have open air seating.
- F. Reflective, mirrored, opaque, or tinted glass is strongly discouraged.
- G. Blank walls are strongly discouraged. Consider utilizing windows, trellises, wall articulation, arcades, changes in materials and wall planes, or other features to improve the visual character of a building.
- H. Murals, trellises, or vines should be placed on large expanses of walls at the rear or sides of buildings to create visual interest.
- I. Buildings should have at least one primary entrance facing a street.
- J. For buildings with rear entrances, awnings, landscaping, and small wayfinding wall signs are encouraged to welcome visitors and customers.
- K. All awnings on the same building should be uniform in material, color, size, and style regardless of a difference in tenant or use.
- L. Awnings should not be wrapped around buildings in continuous bands. Awnings should only be placed on top of doors, on top of windows, or within vertical elements when the facade of a building is divided into distinct structural bays.

3.2.3 Exterior Lighting

- A. Building entrances should be well lit.
- B. Lighted roof panels, internally illuminated awnings, and other methods of illuminating buildings are discouraged.
- C. The latest lighting technology should be used to conserve energy and minimize light pollution.
- D. Parking and security lighting fixtures should not project above the fascia or roof line of the building, and should be shielded to avoid impacts on surrounding properties.

3.2.4 Landscaping

- A. Parking areas should be landscaped to minimize summer glare, heat buildup and negative visual impact.
- B. Drought tolerant plants should be used wherever possible.
- C. Irrigation systems are required to be designed in compliance with the City's Water Efficient Landscape Ordinance.



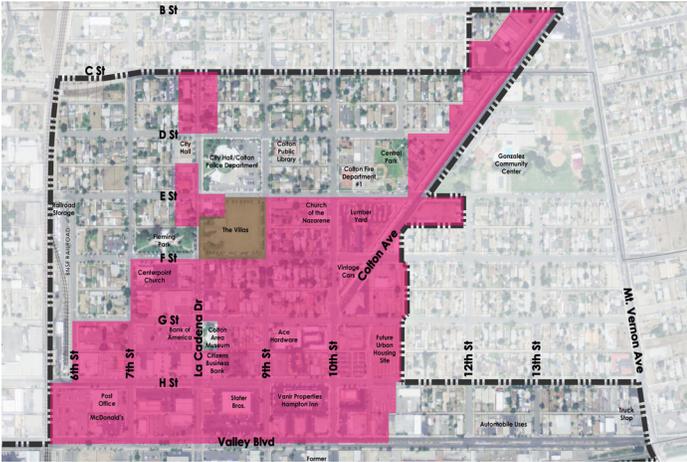
Signs on entry awnings above businesses are encouraged.



Placement of vines on walls can create visual interest.



Decorative mounting brackets are encouraged.



Areas where Multi-Family Residential guidelines should be applied are highlighted in brown and pink.



Porches are architectural features that can extend the living area.



Clustered structures can create plazas and common areas for residents to enjoy

3.2.5 Signage

- A. Signs on entry awnings above businesses are encouraged.
- B. Primary signs are encouraged to be either located on an awning or wall, but not on both.
- C. Sign mounting materials and design should complement the sign and building design, and decorative brackets are encouraged.
- D. Sign illumination is required to be designed in compliance with the design standards included in the City's Sign Ordinance.
- E. Joint use of signs shall be encouraged in compliance with the standards included in the City's Sign Ordinance.

3.2.6 Historic Structures

- A. Rehabilitation and preservation of existing structures representing the historic character of the area is encouraged, rather than demolition and rebuilding.
- B. Windows on historic structures should be repaired when possible, and if replaced, materials and design should match the original.
- C. New construction and additions should respect and reflect the original period of existing buildings in the neighborhood.

3.3 MULTI-FAMILY RESIDENTIAL GUIDELINES

3.3.1 Site Planning and Design

- A. Buildings should be placed close to, and oriented toward, the street.
- B. Structures should be clustered to create plazas and common areas to prevent long continuous rows of structures.
- C. Long rows of parking spaces or garages should be avoided, and parking facilities should be located behind buildings, away from the street where feasible.
- D. The number of vehicular access points front the street should be minimized.
- E. Areas for bicycle and motorcycle parking should be provided.

3.3.2 Building Form and Articulation

- A. Architectural features such as porches, trellises, and landscaping should be used to extend the living area towards the street, soften the transition between the street and dwelling, and provide shade.
- B. Larger projects should incorporate various heights and architectural features to break up massing and add articulation

such as balconies, porches, arcades, dormers; provide variations in roof lines and second story setbacks; and utilize different materials to break up the massing.

- C. Similar and complementary front facade massing, materials, and details should be incorporated into side and rear facades, especially those that are visible from a public space or street.

3.3.3 Utilitarian Features

- A. Trash enclosures should be designed similarly to the buildings they serve and screened using landscaping to reduce their visual impact.
- B. Enclosures should be unobtrusive and conveniently located for trash disposal by tenants and collection by service vehicles, however they should not be visible from primary entry drives or the public right-of-way.

3.3.4 Exterior Lighting

- A. Light fixtures should be architecturally compatible with the building design.
- B. All building entrances should be well lit.
- C. The latest lighting technology should be used to conserve energy and minimize light pollution.

3.3.5 Landscaping

- A. Trees and shrubs should be spaced to allow for mature and long-term growth. Trees and shrubs that create minimal root problems should be selected.
- B. Accent planting should be used around entries and key activity hubs.
- C. Trees that drop flowers and fruit should be avoided in high pedestrian zones and parking areas.
- D. Parking lots shall be landscaped with drought-tolerant shade trees consistent with the City's Water Efficient Landscape Ordinance.
- E. A landscaping buffer should be provided between public spaces and parking lots, with breaks for pedestrian access.
- F. Turf installation should be limited due to high water needs.
- G. Landscaping should be used to screen trash enclosures, loading areas, and mechanical equipment from view.
- H. Irrigation systems are required to be designed in compliance with the City's Water Efficient Landscape Ordinance.



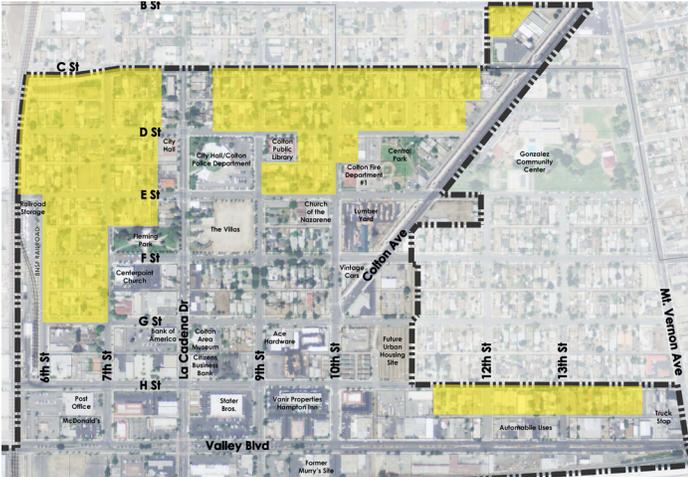
Accent planting should be used around entries.



Turf installation should be limited due to high water needs.



Landscaping provides a visual screen for trash enclosures.



Areas where Single-Family Residential guidelines should be applied are highlighted in yellow.



Adaptive re-uses should be compatible with the character of the site.



Signage for adaptive re-uses should be designed and scaled to complement the residential character of the building.

3.4 SINGLE-FAMILY RESIDENTIAL GUIDELINES

3.4.1 Adaptive Re-Use

- A. Uses should be compatible with the character of the site and building, so that the structure still can be recognized as primarily a single-family residential use.
- B. Major alterations to buildings that significantly detract from the single-family nature of the building are discouraged.
- C. Signage should be designed and scaled to complement the residential character of the building.
- D. Architecture, color, materials, construction, and lighting of the exterior of the structure should represent those typically found in a residential neighborhood.
- E. Historic structures and details should be maintained and enhanced.
- F. Materials and/or supplies associated with a non-residential use should be stored indoors, so that exterior views are not impeded.

3.4.2 Site Planning and Design

- A. Additions should be designed to provide maximum privacy to neighboring living and private outdoor space. Strategies include offsetting window placement from neighboring residences, providing buffers between outdoor patio areas, and thoughtful placement of second story additions.
- B. Remodels/additions should reflect parking, setbacks, landscaping and other site design features that respect the original site design.
- C. Remodels/additions should be designed to provide maximum daylight for homes.
- D. Site layouts and design techniques that reduce noise are encouraged for single-family residential properties abutting commercial development. Strategies include increased setbacks, landscape buffer areas, and sound insulation in building construction.
- E. Maximum driveway widths should not exceed the garage door width.

3.4.3 Building Form and Articulation

- A. Architectural elements adding visual interest should be integrated, such as porches, balconies, trellises, recessed windows, and changes in materials and textures.
- B. Building facades should be well-articulated with windows, moldings, pilasters, exposed chimneys, etc.
- C. Materials and articulation used on the front facade should be incorporated into side and rear facades that are visible from a street or similarly important view shed.
- D. When changes are to occur in siding, materials, and/or colors, they shall wrap around the outside corner and end at the inside corners of the structure.

3.4.4 Landscaping

- A. Trees and shrubs should be spaced to allow for long-term growth.
- B. Existing mature trees should be preserved where feasible.
- C. Irrigation systems are required to be designed in compliance with the City's Water Efficient Landscape Ordinance.



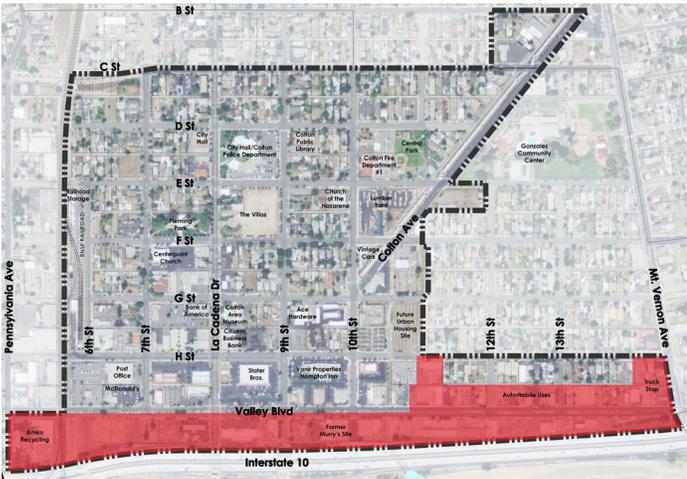
Buffers between single-family additions can provide privacy between residences.



Architectural elements add visual interest to frontages.



Changes in materials should occur at interior corners.



Areas where Valley Boulevard Corridor guidelines should be applied are highlighted in red.



Pedestrian-oriented plazas are strongly encouraged.



Frontages should be articulated to create visual interest.

3.5 VALLEY BOULEVARD CORRIDOR GUIDELINES

3.5.1 Site Planning and Design

- A. Parking facilities should be located behind buildings when feasible.
- B. Paving in areas should be limited, unless required for circulation, service/loading, and/or parking.
- C. Landscaping or pedestrian-oriented plazas are strongly encouraged.
- D. Service/loading areas should be designed as an integral and discreet part of the building(s) served and for easy access by service vehicles, for convenient access by each tenant, and to minimize circulation conflicts with other site uses.
- E. Reciprocal access and shared parking lots are strongly encouraged on shallow lots to maximize building area adjacent to the street.

3.5.2 Building Form and Articulation

- A. Blank walls are strongly discouraged. Consider utilizing windows, trellises, wall articulation, arcades, changes in materials, or other features to improve the visual character of the building.
- B. Clusters of smaller buildings with pad buildings at the street edge, or at the back of sidewalk, are strongly encouraged to define the street frontage and pedestrian areas.
- C. Similar, and complementary massing, materials, and details should be incorporated into side and rear facades, especially those that are visible from a public space or Valley Boulevard.
- D. For buildings with rear entrances, awnings, landscaping, and small wayfinding wall signs are encouraged, to welcome visitors and customers.
- E. Pedestrian walkways should connect to nearby residential neighborhoods.
- F. New development should be clustered to create small plazas/pocket parks to provide community gathering spaces featuring landscaping, fountains, public art, and textured pavement when possible.

3.5.3 Utilitarian Features

- A. Trash enclosures should be designed similarly to the buildings they serve and screened using landscaping to reduce their visual impact.
- B. Enclosures should be unobtrusive and conveniently located for trash disposal by tenants and collection by service vehicles, however they should not be visible from primary entry drives or the public right-of-way.

3.5.4 Exterior Lighting

- A. Building entrances and parking areas should be well lit.
- B. Lighted roof panels, internally illuminated awnings, and other methods of illuminating buildings are discouraged.
- C. The latest lighting technology should be used to minimize light pollution and conserve energy.
- D. Parking and security lighting fixtures should not project above the fascia or roof line of the building, and should be shielded to avoid impacts on surrounding properties.

3.5.5 Landscaping

- A. Parking areas should be landscaped to minimize summer glare, heat buildup and negative visual impact.
- C. Irrigation systems are required to be designed in compliance with the City's Water Efficient Landscape Ordinance.

3.5.6 Signage

- A. Signs should not cause unnecessary distractions to motorists.
- B. Primary signs are encouraged to be either located on an awning or wall, but not on both.
- C. Sign illumination is required to be designed in compliance with the design standards included in the City's Sign Ordinance.
- D. Joint use of signs shall be encouraged in compliance with the standards included in the City's Sign Ordinance.

3.5.7 Special Considerations

3.5.7.1 Shopping Center/Large Scale Retail Development

- A. Uninterrupted facades are strongly discouraged. For every linear 50 feet of wall, the building articulation should be varied with a projection, offset, or change in material or color.
- B. On the block north of Valley on either side of 12th and 13th, where abutting residential uses, a buffer should be provided such as a solid fence, shrubs or hedges.



Landscaped screening reduces the visual impact of utilities.



Building entrances and parking areas should be well lit.



Parking lot buffer with low maintenance landscaping.



Walkways between drive aisles create safer pedestrian access.



Valley Boulevard street presence should be inviting and pedestrian oriented.



Auto related uses can be found along Valley Boulevard.

- C. Vehicle access/entries should be minimized to reduce curb cuts and increase pedestrian safety.
- D. Provide access between adjacent lots to facilitate circulation, and reduce the amount of driveways.
- E. Walkways should connect detached building and adjacent uses to allow for easy pedestrian access.
- F. Where feasible, provide walkways between drive aisles to separate vehicles and pedestrians.

3.5.7.2 Auto Related Uses

These guidelines apply to existing legal non-conforming auto-related uses. Typically, a use is considered legal non-conforming because it was developed prior to current regulations being adopted that don't allow the use. Such an instance is commonly referred to as being 'grandfathered in'. While these uses themselves may be restricted through zoning regulations, the below design guidelines will help to ensure that exterior modifications to existing buildings and structures with such legal-nonconforming auto related uses are in keeping with the intent of the Design Manual.

- A. Valley Boulevard street presence should be inviting and pedestrian oriented. Buildings should not back onto the street nor should parking be located at the frontage. Landscaping and building entries are encouraged along Valley Boulevard.
- B. Auto loading/unloading areas should be located behind buildings allow for effective on-site vehicular circulation.
- C. Vehicle storage areas should be located behind buildings when feasible, and/or screened to avoid unsightly parking lots of vehicles awaiting repair.
- D. Fencing or screening should be solid and decorative and no more than eight feet in height, except at the front property line, where it should be no more than six feet in height.
- E. Chain link fencing should not be used.

3.5.7.3 Freeway Adjacency

- A. Rooftop equipment visible from the freeway should be shielded with screening matching the materials and design of the rest of the building.
- B. Consider installing rooftop gardens, to soften the appearance of roof lines from the freeway, provide insulation from freeway noise, and keeping buildings cooler.

3.6 CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN (CPTED)

General Plan Policy LU-1.10 states that “Crime Prevention Through Environmental Design (CPTED) approaches be used in the design and development of all new projects and substantial remodeling projects.” The CPTED approach has been established over the last several decades and the International CPTED Association (ICA) is a widely recognized organization that publishes the “CPTED Guidebook for Professionals.”

The intent behind CPTED strategies is to positively influence offender decisions preceding criminal acts, and ideally deter such acts. The four most common of these strategies are natural surveillance, natural access control, natural territorial reinforcement, and maintenance. Natural surveillance and access control strategies limit the opportunity for crime, while territorial reinforcement promotes social control through a variety of measures, and maintenance shows an intolerance for disorder.

Implementation of CPTED principles improves overall quality of life resulting from safer communities and environments. CPTED strategies are typically universal in nature. The following Design Manual guidelines are based on those in the ICA’s Guidebook, customized for Downtown Colton.

3.6.1 Natural Surveillance

Natural surveillance results from designing the placement of physical features, activities and people to maximize visibility and foster positive social interaction among users of private and public space. Natural surveillance strategies increase the perception that people can be seen, thereby increasing a threat of apprehension. As such, potential offenders feel increased scrutiny and limitations on their escape routes, so that criminal acts are deterred. The following strategies can be applied for natural surveillance in Downtown Colton:

- A. Strengthen security along street frontages by incorporating pedestrian-oriented activities.
- B. Introduce uses which generate pedestrian-oriented activities, such as outdoor sidewalk restaurants and cafes, into the Downtown Core.
- C. Encourage retail and entertainment uses at street level, especially those located in the Downtown Core, that are open late, such as restaurants.



Pedestrian-oriented activities provides natural surveillance.



Retail and entertainment uses that are open late helps maximize visibility.



Outdoor sidewalk cafes foster positive social interaction in public spaces.

- D. Place windows overlooking sidewalks and parking lots.
- E. Leave window shades open.
- F. Use passing vehicular traffic as a surveillance asset.
- G. Trim trees and bushes to allow unobstructed lighting and observation.
- H. Use the shortest, least sight-limiting fence appropriate for the situation.
- I. When creating lighting design, avoid poorly placed lights that create blind spots for potential observers and miss critical areas. Ensure potential problem areas are well-lit such as pathways, stairs, entrances/exits, parking areas, ATMs, phone kiosks, mailboxes, bus stops, children's play areas, recreation areas, pools, laundry rooms, storage areas, dumpster and recycling areas, etc.
- J. Avoid too-bright security lighting that creates blinding glare and/or deep shadows, hindering the view for potential observers. Eyes adapt to night lighting and have trouble adjusting to severe lighting disparities. Using lower intensity lights often requires more fixtures.
- K. Use shielded or cut-off luminaires to control glare.
- L. Place lighting along pathways and other pedestrian-use areas at proper heights for lighting the faces of the people in the space and to identify the faces of potential attackers.

3.6.2 Natural Access Control

Natural access control limits the opportunity for crime by taking steps to clearly differentiate between public space and private space. By selectively placing entrances and exits, fencing, lighting and landscaping to limit access or control flow, natural access control occurs. The following strategies can be applied for natural access control in Downtown Colton:

- A. Use a single, clearly identifiable, point of entry.
- B. Place structures strategically so that people are naturally directed towards reception areas.
- C. Incorporate maze entrances in public restrooms. This avoids the isolation that is produced by a waiting room or double door entry system.
- D. Use low, thorny bushes beneath ground level windows.
- E. Eliminate design features that provide access to roofs or upper levels.

- F. In the front yard, use waist-level, picket-type fencing along residential property lines to control access and encourage surveillance.
- G. Use a locking gate between front and backyards.
- H. Use shoulder-level, open-type fencing along lateral residential property lines between side and back yards. They should be sufficiently unencumbered with landscaping to promote social interaction between neighbors.

3.6.3 Natural Territorial Reinforcement

Natural territorial reinforcement promotes social control through increased definition between private and public spaces, showing an improved proprietary concern for private spaces. An environment designed to clearly delineate private space does two things. First, it creates a sense of ownership. Owners have a vested interest and are more likely to challenge intruders or report them to the police. Second, the sense of owned space creates an environment where "strangers" or "intruders" stand out and are more easily identified. By using buildings, fences, pavement, signs, lighting and landscaping to express ownership and define public, semi-public and private space, natural territorial reinforcement occurs. Additionally, these objectives can be achieved by assignment of space to designated users in previously unassigned locations. The following strategies can be applied for natural territorial enforcement in Downtown Colton:

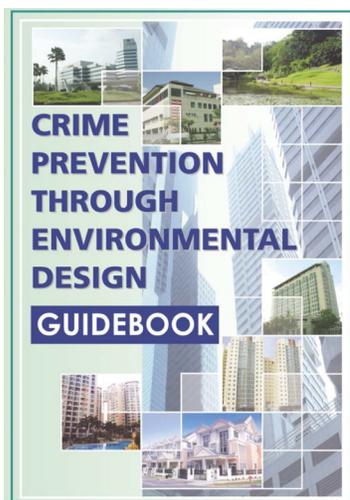
- A. Maintain premises and landscaping such that it communicates an alert and active presence occupying the space.
- B. Provide trees in residential areas. Research results indicate that outdoor residential spaces with more trees are seen as significantly more attractive, safer, and more likely to be used than similar spaces without trees.
- C. Display security system signage at access points.
- D. Avoid cyclone fencing and razor-wire fence topping, as it communicates the absence of a physical presence and a reduced risk of being detected.
- E. Place amenities such as seating in common areas in a commercial or institutional setting helps to attract larger numbers of desired users.
- F. Schedule activities in common areas increases proper use, attracts more people and increases the perception that these areas are controlled.

3.6.4 Maintenance

Maintenance is an expression of ownership of property. Deterioration indicates less control by the intended users of a site and a greater tolerance of disorder. The 'broken windows theory' is a valuable tool in understanding the importance of maintenance in deterring crime. Broken windows theory proponents support a zero tolerance approach to property maintenance, observing that the presence of a broken window will entice vandals to break more windows in the vicinity. The idea is that the sooner broken windows are fixed, the less likely it is that such vandalism will occur in the future. The following strategies can be applied for continued maintenance in Downtown Colton:

- A. Keeping properties maintained by mowing grasses; trimming trees and landscaping; picking up trash; repairing broken windows, lights, fences, and similar features; and removing or painting over graffiti.
- B. Routinely monitor locations prone to graffiti and implement rapid removal policies.
- C. Hold community education events, such as a community paint-out or information session to get the community invested.
- D. Use graffiti-resistant materials and surface colors to the extent possible.

You can find the National Crime Prevention Council's CPTED Guidebook on their website at: <http://www.ncpc.org.sg/cpted.html>. Appendix A of the Guidebook consists of a checklist of questions to use when reviewing projects, that provides an initial CPTED review for the project.



Using a single, clearly identifiable point of entry assists with natural access control.



The broken windows theory states that keeping properties maintained deters crime, because it shows that the community cares for the space.



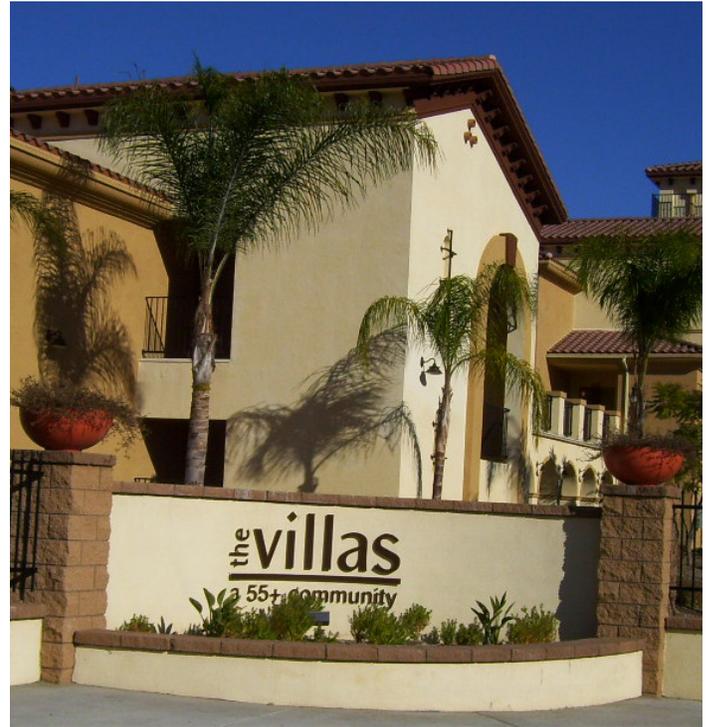
Use the least sight-limiting fence appropriate for the situation.

3.7 AFFORDABLE HOUSING INCENTIVES

The City of Colton currently accommodates a range of affordable housing. According to the 2013 Housing Element of the General Plan, low rents, low purchase prices, and the age of existing housing stock have created entire neighborhoods where virtually any unit is an affordable to lower-income household.

3.7.1 Colton General Plan Housing Element

Within the Downtown area, the Housing Element identifies four vacant sites and seven underutilized residential sites as shown in **Figure 3.2 – General Plan Residential Sites Inventory**. Two of the identified underutilized residential sites are called out as mixed-use opportunity sites (see Figure 2.2). One of the vacant sites identified is the site of the Villas, a 120-unit mixed-income senior housing complex located east of La Cadena Drive, between E and F streets, that was completed in early 2014. The Downtown area provides opportunities to implement some of the Housing Element goals, as a part of this, incentives are an important factor in seeing those come to fruition. The Housing Element calls out the following areas with incentives to develop affordable housing:



The Villas brought 120 affordable housing units to Colton.



Source: City of Colton General Plan Housing Element Figure H-4. (Not to scale)

FIGURE 3.2 - GENERAL PLAN RESIDENTIAL SITES INVENTORY

- Create opportunities for the development of higher-density housing, through homeownership programs, density bonuses, and mixed-use development zoning.
- Provide adequate housing sites, through recycling of underutilized properties, lot consolidation assistance, and updating the Zoning Code development standards to encourage higher density development.
- Remove governmental constraints, through updating the Zoning Code to encourage higher-density development and allow flexibility to encourage a variety of housing types, amending the Zoning Code and providing initiatives for extremely low-income and special needs housing, streamlining of permit processing, amending the Zoning Code to ensure that parking requirements do not constrain the development of housing, and continuing to monitor sites to accommodate affordable housing.

3.7.2 Colton Density Bonus Ordinance

Substantial incentives are provided under the Density Bonus Ordinance (Section 18.48.170 of the Colton Municipal Code), and include the following:

- Reductions in site development standards or modifications to architectural design requirements including but not limited to a reduction in setback and square footage requirements and in the ratio of vehicle parking spaces that would otherwise be required and that results in identifiable, financially sufficient, and actual cost reductions.
- Approval of Mixed-Use zoning in conjunction with the housing development if the nonresidential land uses will reduce the cost of the housing development and the nonresidential land uses are compatible with the housing development and existing or planned development in the area in which the housing development will be located.
- Other regulatory incentives or concessions proposed by the applicant or the City, potentially including utility-related incentives, that result in identifiable, financially sufficient, and actual cost reductions.
- Priority processing of a housing development that qualifies for a density bonus based on income-restricted units.

The purpose of the Density Bonus Ordinance is to carry out the legislative requirements and comply with State density bonus law, California Government Code (CGC) Section 65915. The State law includes certain quantified incentives, such as those outlined for parking in the following section.

3.7.3 State Law on Parking Incentives

CGC Section 65915, the State density bonus law, includes incentives for affordable housing. Section 65915(p) provides specific parking incentives, allowing for reduced on-site parking compared to what would typically be required by the Zoning Code:

- (1) Upon the request of the developer, no city, county, or city and county shall require a vehicular parking ratio, inclusive of handicapped and guest parking, of a development meeting the criteria of subdivision (b) [of CGC Section 65915], that exceeds the following ratios:
 - o (A) Zero to one bedroom: one on-site parking space.
 - o (B) Two to three bedrooms: two on-site parking spaces.
 - o (C) Four and more bedrooms: two and one-half parking spaces.
- (2) If the total number of parking spaces required for a development is other than a whole number, the number shall be rounded up to the next whole number. For purposes of this subdivision, a development may provide “on-site parking” through tandem parking or uncovered parking, but not through on-street parking.
- (3) This subdivision shall apply to a development that meets the requirements of subdivision (b) [of CGC Section 65915] but only at the request of the applicant. An applicant may request parking incentives or concessions beyond those provided in this subdivision pursuant to subdivision (d) [of CGC Section 65915].

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4

complete streets



COLTON

DOWNTOWN
DESIGN MANUAL



4.0 COMPLETE STREETS

4.1 INTRODUCTION

An important factor in the Downtown is mobility, and identifying how improvements can be made to existing mobility facilities in a manner that fulfills the goals and vision of the General Plan, regional plans, and the community. This chapter focuses on providing a broader complement of mobility options and better integration of land use and mobility concepts. Beautification is also a key companion element in the revitalization of the Downtown area, which is addressed in Chapter 5.0, Streetscapes and Placemaking.

4.2 COMPLETE STREETS

Complete streets is a nationwide movement that began in the early 2000s, intended to integrate pedestrian, bicycle, motorist, and transit use in the planning, design, construction, operation, and maintenance of transportation networks. According to the Colton General Plan Mobility Element, "Complete Streets is that the overall street system

provides an integrated network that connects all parts of the City by all transportation modes, and that allows all users to move safely and conveniently." The priority of use can be different for individual streets and even street segments, depending on location, primary use, and other factors. For example, the Design Manual recommends pedestrian improvements are given the priority on La Cadena Drive and H Street, whereas bicyclist circulation is emphasized on 7th, 9th, and G Streets. La Cadena Drive and Valley Boulevard are identified as multi-modal, as is the rail trail portion of Colton Avenue.

This concept can be seen in the General Plan Mobility Element, with different roadways identified by typology as multi-modal, transit, bicycle, pedestrian, or regional access. The Design Manual provides a detailed lens on the Downtown area, beyond what is reflected in Figure M-1 of the Mobility Element. **Figure 4.1 – Complete Streets Network** illustrates existing and future circulation facilities including the vehicular network with street typology and classification, including alleys, bicycle networks, pedestrian networks including paseos, and transit networks within the Design Manual area.

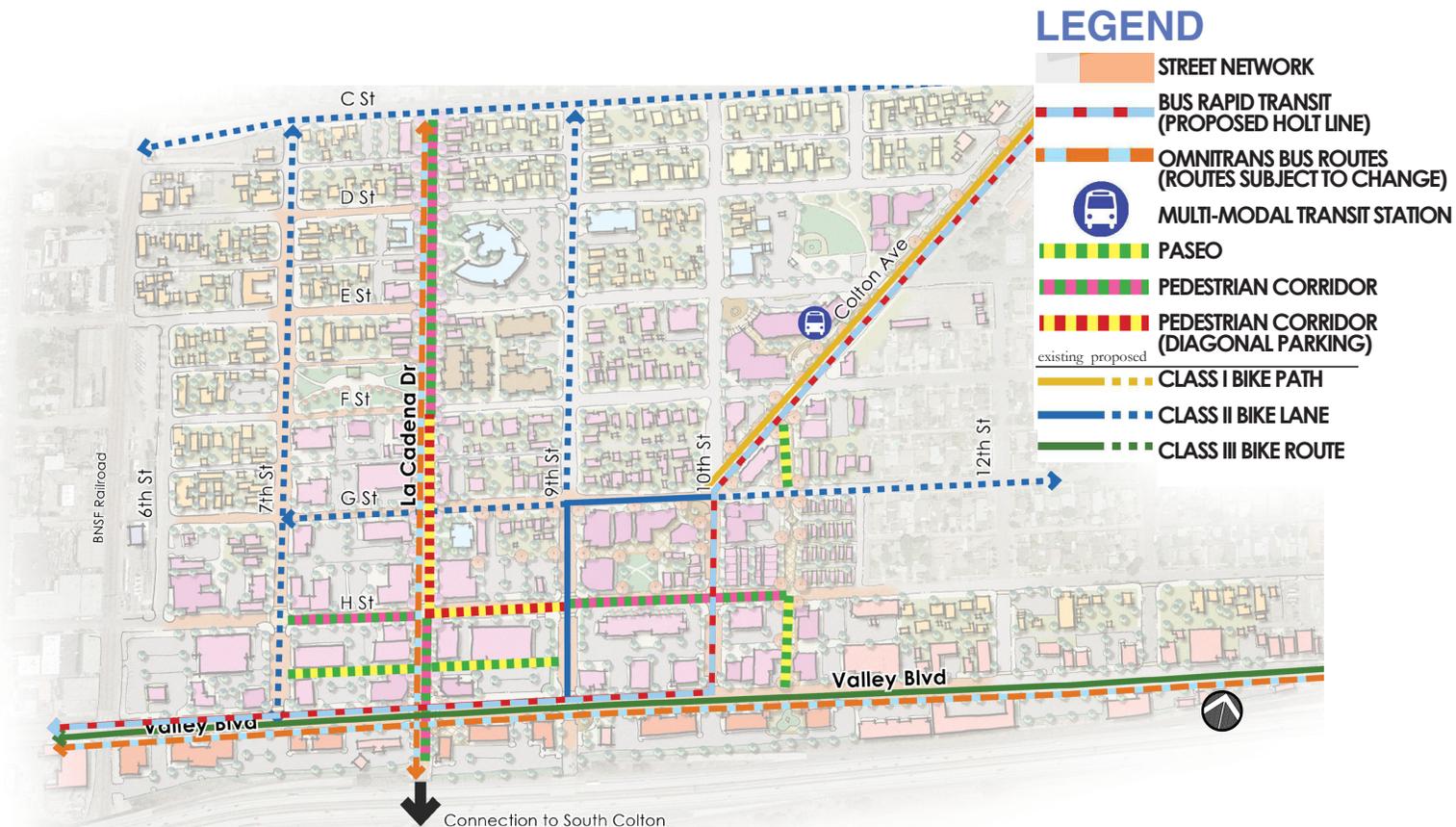


FIGURE 4.1 - COMPLETE STREETS NETWORK



Omnitrans currently provides two bus routes in the Downtown.



Omnitrans bus stop by the Civic Center.

4.2.1 Bus Facilities

Existing bus routes include Omnitrans' Routes 1 and 19. Route 1 has multiple stops along Mt. Vernon Avenue and Valley Boulevard. Route 19 has one stop at the La Cadena/Valley Boulevard intersection. These bus stops and routes allow residents and workers to access neighboring communities for work, shopping, and other purposes.

Proposed Omnitrans Bus Rapid Transit (BRT) Holt Line is planned to run through the Downtown, along Colton Avenue, turning south on 10th Street, then west on Valley Boulevard. The addition of the Holt Line will further connect Downtown Colton to other parts of Colton and neighboring communities, making it easier for Downtown residents to access employment and for neighboring community residents to gain employment at Downtown Colton businesses.

Proposed Omnitrans multi-modal transit station is recommended to be located on the west side of 10th Street, between G and H Streets. This location is recommended as it is centrally-located and adjacent to existing and identified future pedestrian and bicycle facilities, and the proposed BRT Holt Line.

In addition, the Mobility Element calls for a possible **Metrolink rail station** as a part of Colton's vision for mobility, and shows the location to be on La Cadena Drive south of Fogg Street in South Colton. Bus service from the multi-modal station could link to this future rail station, providing further mobility options.

Implementation of a multi-modal transit station, potentially providing access to major railways, would greatly improve access to and from Colton, and specifically would provide a nexus for the Downtown area to blossom again into a bustling hub of urban activity.

4.2.2 Bicycle Facilities

Existing bike facilities include a Class II Bike Lane, a lane with on-street striping, on 9th Street from Valley Blvd to G Street and on G Street from 9th Street to 10th Street as well as a Class III Bike Route running the length of Valley Boulevard Corridor.

Proposed Class II Bike Lanes are on 7th, 9th, G, and C Streets. These roadways have been identified for bike lanes as they create a grid pattern connecting existing and proposed bike facilities, as well as providing access to Downtown commercial areas, residential neighborhoods, and to proposed transit facilities. Additional bicycle facilities will provide additional, safer access between residential neighborhoods and Downtown, where connections to bus service are available. Some recommendations for bicycle facilities differ from what is called for in the General Plan as follows:

- Addition of planned Class II Lane along 9th Street between C and G Streets. The intent behind this recommendation is to provide an additional connection between the planned Class II Lane along C Street and the Class III Routes in the southern portion of the Downtown area.
- Deletion of planned Class III Route along La Cadena Drive between C Street and Valley Boulevard. The intent behind this recommendation is to focus La Cadena Drive as a pedestrian corridor, and the adjacent streets as Class III Routes with connections at C and G Streets and Valley Boulevard.
- Some of the planned facilities within the Downtown area identified in the General Plan have been implemented since adoption, including the Class III Route along 9th Street between G Street and Valley Boulevard and the Class III Route along G Street between 9th and 10th Streets.



CLASS I BIKE PATH 



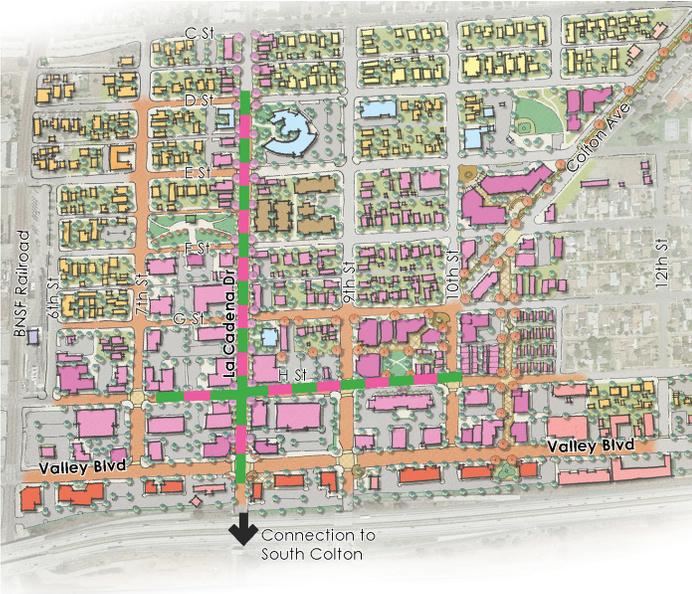
CLASS II BIKE LANE 



CLASS III BIKE ROUTE 

Illustrative renderings of bicycle facility classes.

 Pedestrian Corridor



Pedestrian corridors focus on providing a safe and pleasant environment for walking around Downtown.

4.2.3 Pedestrian Corridors

Pedestrian corridors are proposed along the length of La Cadena Drive in the Downtown and H Street between 7th Street and Cottage Lane. Imagine walking down tree-lined streets with plenty of shade, benches for resting along the way, and safe crosswalks for moving around Downtown. Ride your bike into Downtown and leave it safely locked to a bike rack to stroll the sidewalks and enjoy an evening meal at one of the outside dining restaurants, with live acoustic music playing past sunset. This is the vision for the proposed pedestrian corridors identified in the Design Manual.

Paseo improvements and associated features are proposed along Cottage Lane between Colton Avenue and 12th Street and between H Street and Valley Boulevard; and on both sides of La Cadena Drive in between H Street and Valley Boulevard, extending west to 7th street and east to 9th street. Paseos should be designed solely for pedestrian use in a manner that deters vandalism and loitering. **Figure 4.2 – Conceptual Paseo Sketch** shows paseo improvements that could be implemented to the existing Cottage Lane paseo near Valley Boulevard.



FIGURE 4.2 - CONCEPTUAL PASEO SKETCH

4.2.4 On-Street Parking

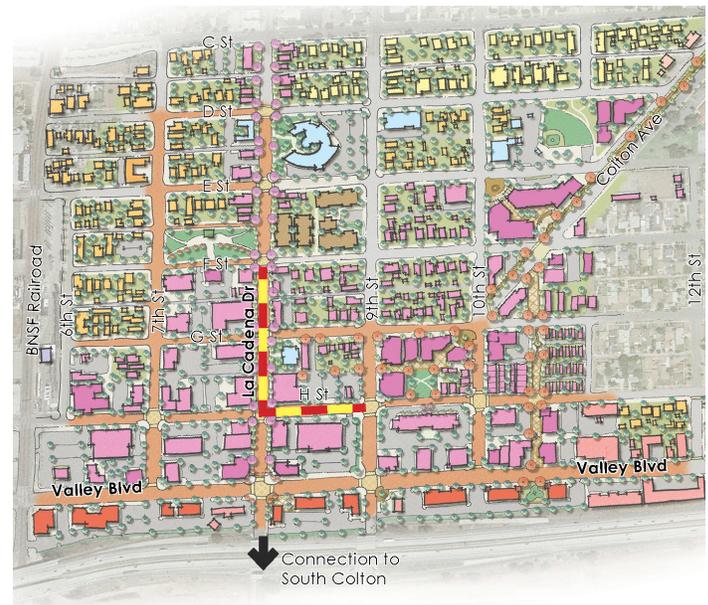
Diagonal parking is proposed along La Cadena Drive between F and H Streets and along H Street between La Cadena Drive and 9th Street. The benefits of diagonal parking are additional parking spaces for more access to Downtown businesses.

 Paseo Improvements



Paseo improvements proposed in the Downtown.

 Pedestrian Corridor
(Diagonal Parking)



Diagonal parking proposed in the Downtown.



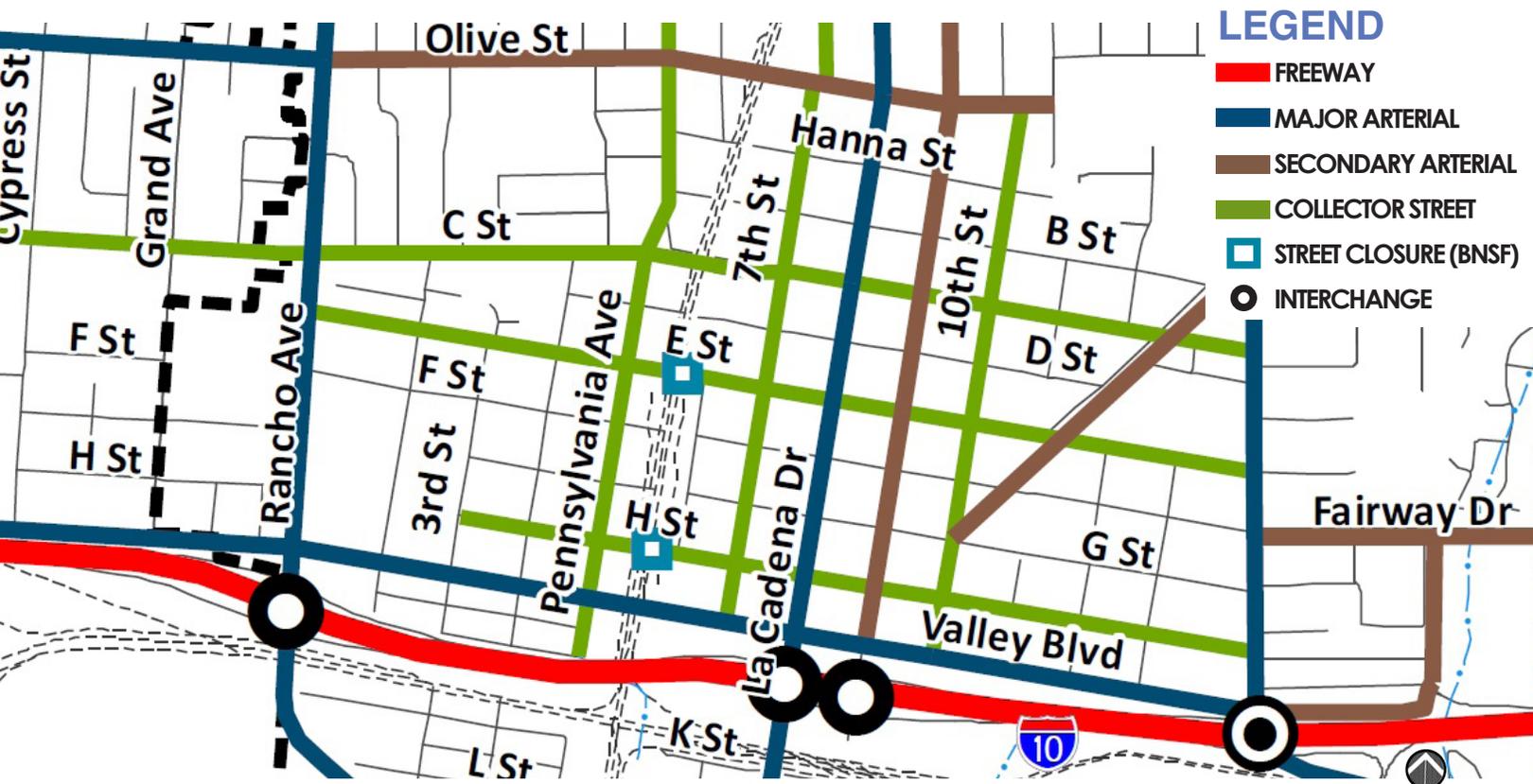
Diagonal parking and pedestrian corridors create improved access to Downtown amenities, parks, and businesses.

4.3 STREET CLASSIFICATION

Within the Downtown area, there are streets that have differing functions, such as arterials and collectors. These street classifications and their primary functions are detailed below, in keeping with the Mobility Element, and can be seen in **Figure 4.3 – General Plan Street Classifications**. No changes to any street classifications are proposed.

- **Arterial** - Designed to move large volumes of traffic, linking freeways with local streets and providing access between cities and subregions. They carry high traffic volumes and are designed for high speeds, and provide routes for regional transit. Major arterials may also serve as primary truck routes. On-street parking may be prohibited during peak periods or continuously to allow the street to perform as planned. Secondary Arterials provide access within the City, connecting traffic to districts and neighborhoods in Colton. Designed for intermediate speeds, secondary arterials accommodate on-street parking during most of the day. Within the Downtown area, primary arterials include La Cadena Drive, Valley Boulevard, and Mt. Vernon Avenue and secondary arterials include Colton Avenue and 9th Street.

- **Collector** - Provide a transition between local streets and higher-speed arterial roadways. These roadways are often designed for low speeds and generally provide on-street parking. Within the Downtown area, collectors include C, E, H, 7th and 10th Streets.
- **Local** - Neighborhood roadways designed to provide vehicular, pedestrian, and bicycle access throughout the City. They are intended to carry low volumes of traffic at low speeds and allow on-street parking. Traffic-calming measures can be implemented to discourage or prevent through traffic. The Zoning Code defines a local street as “any street serving as the principal means of access to property, other than a major or secondary highway or major traffic street.” Within the Downtown area, local streets include D, F, G, 6th, 12th and 13th Streets.
- **Alley** - The Zoning Code defines an alley as “a public or private way, at the rear or side of property, permanently reserved as a means of vehicular access to abutting property.” Within the Downtown area, alleys are often not named; however are typically located in the middle of blocks running east-west.



Source: City of Colton General Plan Mobility Element Figure M-2. (Not To Scale)

FIGURE 4.3 - GENERAL PLAN STREET CLASSIFICATIONS

5

streetscapes and placemaking



COLTON DOWNTOWN DESIGN MANUAL



5.0 STREETSAPES AND PLACEMAKING

5.1 INTRODUCTION

Streetscapes are a vital part of any community and have an important impact on communal spaces where people come together. Downtown Colton has strong bones to improve upon in order to make places that are comfortable, inviting, and current - establishing a sustainable and healthy environment for visitors and residents alike to enjoy.



Streetscapes are a vital part of any community and have an important impact on communal spaces where people come together.

5.2 STREETS AS SHARED PUBLIC SPACES

Street corridors are the heart of a community, the most fundamentally shared public space, and provide an opportunity to celebrate individual neighborhood characteristics, develop a comprehensive 'shared public space' concept, and support a varied-array of multi-modal transportation options. Functioning corridors enhance the quality of adjacent neighborhoods, walkability, connectivity, and accessibility to goods and services. The following sections describe proposed streetscapes for the areas defined within **Figure 5.1 – Perspective Location Map**. The streetscape perspectives illustrate street to building relationships, pedestrian corridors including walkable paseos and sidewalks, bicycle facilities, and verge areas. A verge is typically a narrow strip of grass or landscaping located between the roadway and sidewalk, also commonly referred to as a parkway.

For the purposes of the Downtown area, four different perspectives are illustrated and include typical plant palettes, design features, and identify specific areas such as those for dining, walking, parking, bicycling, and planting. The perspectives apply to different roadways depending on the function and intended use of the corridor so that each has a specific role and identity, and so that it contributes to the neighborhood's character while supporting specific, functional requirements. Included in each of the following sections are two perspectives for each corridor, an existing and a proposed perspective, reflecting a typical treatment recommended for improvements appropriate to the function of the individual roadway.

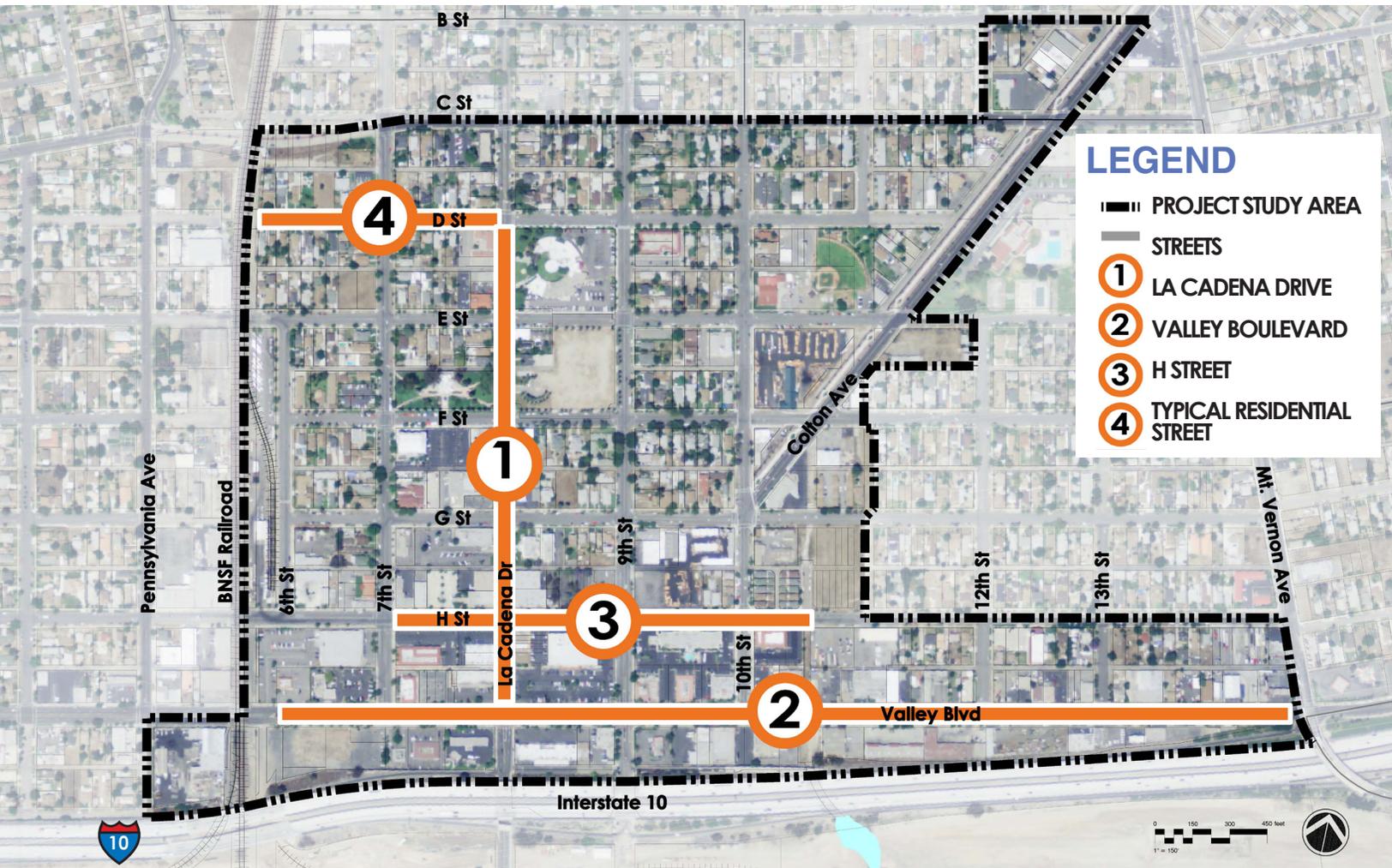
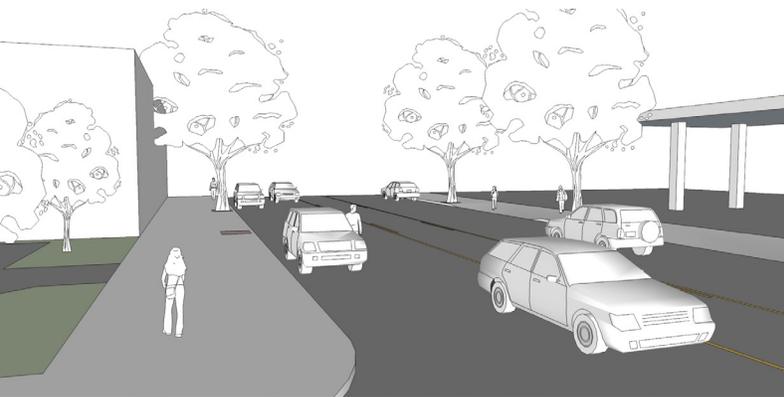


FIGURE 5.1 - PERSPECTIVE LOCATION MAP

5.2.1 La Cadena Drive (Valley Blvd to D Street)

La Cadena Drive is envisioned as the primary Downtown shopping and dining street that promotes pedestrian activity. This perspective reflects the section of La Cadena Drive between G and the mid-block alley before H Street. The existing roadway includes one-lane of vehicular travel in both directions, parallel parking on both sides, minimal tree planting, and no landscaping. The following improvements will create a pleasant human-scale experience:

- Enhanced pedestrian crosswalks and bulbouts at intersections and/or midblocks to reduce the travel distance for pedestrians that are crossing at intersections, improve safety, and provide additional opportunities for landscaping;



Existing perspective sketch of La Cadena Drive.

- Bulbout lengths that are at least equal to the width of the crosswalk, but optimally extended to the advanced stop bar;
- Where application of a curb extension adversely impacts drainage, curb extensions may be designed as edge islands with a 1-2 foot gap from the curb or a trench drain;
- Street trees of various colors in bulb out wells to create an enclosed and softened feel and provide shade for pedestrians;
- Diagonal parking on the west side of the street, to allow for easy access to businesses and services;
- Landscaping in bulb outs, around trees, and at key access points for visual interest;
- Streetscape amenities such as benches, trash receptacles, lighted bollards, and enhanced crosswalks;
- Historical markers at the La Cadena Drive/Valley Boulevard intersection to celebrate Colton's rail and packing heritage; and
- Sidewalk dining to create a lively downtown atmosphere, accompanying retail, civic, and cultural activities, thereby improving the Downtown business climate.



Proposed perspective sketch of La Cadena Drive.



5.2.2 Valley Boulevard (6th Street to Mt. Vernon Avenue)

While Valley Boulevard is primarily dominated by the vehicle, the proposed enhancements will humanize the street and make it more attractive for all types of users including pedestrians and cyclists. This perspective reflects the section of Valley Boulevard between 9th and 10th Streets, which is a two-way double-lane roadway, with no on-street parking. The existing public area includes a tapered median with various tree types including palm trees, sidewalks on both sides of the street, and a large paved corner area west of the La Cadena intersection. The proposed improvements include:

- Replacement of palm trees with a flowering tree species that provide color and shade;
- Additional streets trees on both sides of the street, with differing colored flowering species to add visual interest and enhanced pedestrian environment;
- Streetscape amenities such as benches, bicycle parking facilities, lighted bollards, and trash receptacles;
- The corner lot at Valley and La Cadena Drive should be improved with a community gathering space, with seating areas, trees and landscaping. This could also be an opportunity site for a public art installation and/or a historical marker, potentially celebrating the railroad and frontier history of Colton;
- Sidewalk dining to create a lively atmosphere along Valley Boulevard, accompanying retail activities, thereby improving the business climate; and
- The placement of gathering spaces shall be discouraged adjacent to vacant lots and blighted properties.



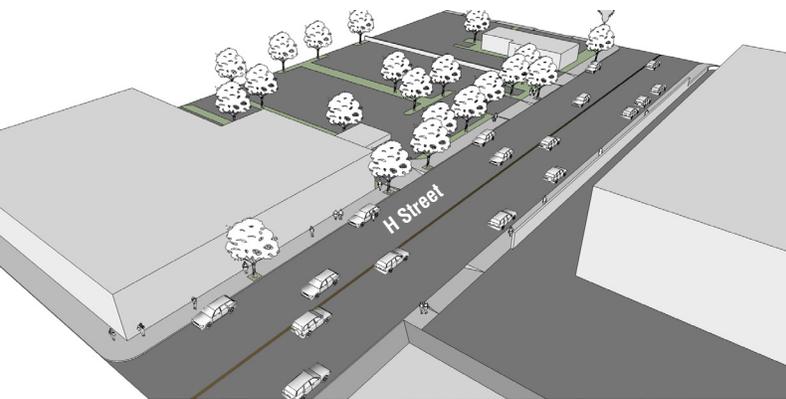
Existing perspective sketch of Valley Boulevard.



Proposed perspective sketch of Valley Boulevard.

5.2.3 H Street (7th Street to Paseo east of 10th Street)

H Street is envisioned as an east-west pedestrian corridor that will connect the multi-use trail to the Downtown core. This perspective reflects the section of H Street between La Cadena Drive and 9th Street. The existing condition includes one-lane of vehicular travel in both directions, parallel parking and narrow sidewalks on both sides of the street, limited tree plantings on the north side of the street, no trees on the south side, no landscaping on either side, and a short masonry wall between the south side sidewalk and Stater Brothers parking lot. The proposed improvements include:



Existing perspective sketch of H Street.

- Reduction of roadway width to allow for one lane of traffic in each direction and parallel parking on the south side of the street;
- New diagonal parking on the north side of the street, including diagonal parking pockets separated by parking lot entrances enhanced with planted bulb outs and bicycle parking facilities;
- A landscaping strip on the south side of the street and new tree wells and landscaped bulb outs on the north side;
- Enhanced pedestrian crosswalks and bulbouts at intersections and/or midblocks to reduce the travel distance for pedestrians that are crossing at intersections, improve safety, and provide additional opportunities for landscaping;
- Bulbout lengths that are at least equal to the width of the crosswalk, but optimally extended to the advanced stop bar;
- Where application of a curb extension adversely impacts drainage, curb extensions may be designed as edge islands with a 1-2 foot gap from the curb or a trench drain; and
- Streetscape amenities such as benches, bicycle parking facilities, lighted bollards, and trash receptacles.



Proposed perspective sketch of H Street.

5.2.4 Downtown Neighborhood Streets

Residential streets within Downtown are wide, vehicle dominated and many lack trees and pedestrian enhancements. The illustration reflects a typical Downtown neighborhood street section and it represents D Street between the BNSF Railroad and 7th Street. As shown in the perspective, public rights-of-way in these single-family residential areas tend to be wider than what is typical of residential single and medium density residential neighborhoods. The existing condition typically contains one-lane of vehicular travel in both directions, parallel parking on both sides of the street, and paved areas between

the sidewalk and edge of roadway on both sides of the street. The proposed improvements include features to create an enhanced street with a more pleasant pedestrian environment, including the following:

- An increase of drought-tolerant landscaping in verges;
- An increase of street trees to provide privacy and a softening of the public areas;
- Crosswalks to provide safe pedestrian circulation;
- A traffic circle at intersections, to slow vehicular traffic and provide a feature for tree planting and landscaping; and
- Curb bulbouts to reduce the curb-to-curb width of the roadway to reduce the travel distance for pedestrians that are crossing at intersections and provide additional opportunities for landscaping.



Existing perspective sketch of a typical Downtown neighborhood street.



Proposed perspective sketch of a typical Downtown neighborhood street.



5.2.5 Streetscape Elements

Streetscape elements are also an important piece of the puzzle when it comes to developing an identity and enhanced pedestrian experience for a community. Elements such as lighting, street furnishings, and landscaping features can enhance a space so that it can be used to its fullest potential. The streetscape elements identified for the Downtown area are intended to celebrate the historic character of Downtown Colton, and are reflective of existing fixtures found in the Downtown. Replacements/substitutions of streetscape elements are acceptable if substantially similar alternatives are used.

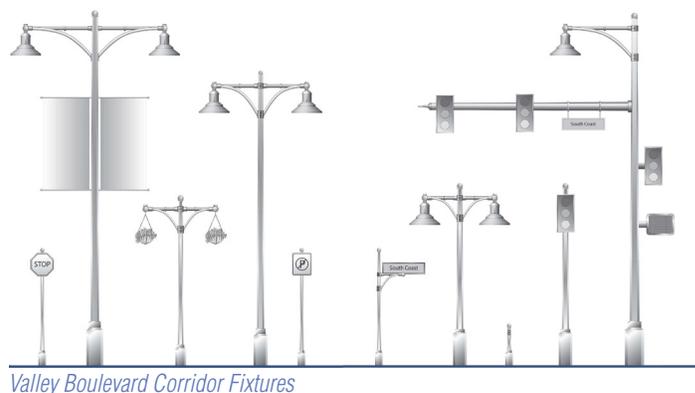
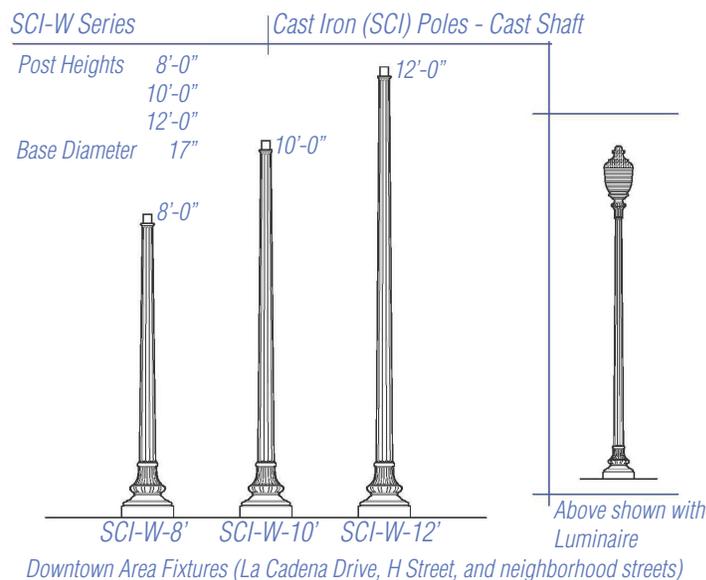
Lighting

Reminiscent of historic lighting, similar to the fixtures along Mount Vernon Avenue, with one and two luminaires depending on the location. Energy-efficient and hooded to the extent feasible.

The fixtures to the top right, that are reminiscent of a historic design aesthetic, are intended to be implemented on all streets in the Downtown area, and the fixtures to the right are intended for use along the Valley Boulevard corridor.

Lighting Fixtures

South Coast Lighting & Design: Newhall Family, Sentry Electric: SCI-W Series.



Existing light fixtures should inspire models used for new and replacement fixtures, matching their historic nature.



Street Furnishings

Street furnishings such as benches, trash receptacles, bike racks, and bollards can reinforce a theme or character of place. Furnishings in Downtown should capture the desired historic rail theme.

Bench

Victor Stanley Classic Collection CBF-10.

- Steel slats with cast iron ends.
- Available in 4, 6, or 8 foot lengths.
- Surface Mount.
- Dark colors such as black, green, bronze.
- Optional intermediate armrests.

Trash Receptacle

Victor Stanley Protone Collection PSA-32 Steel.

- Available in 23 or 36 gallon receptacles.
- Variety of lid options.
- Dark colors such as black, green, bronze.

Bike Rack

Victor Stanley Sentry Collection BRNS-301.

- Tubular steel pipe with central steel plaque with optional design.
- Recommended for u-locks.
- 2 bike capacity.
- Dark colors such as black, green, bronze.
- Surface or in-ground mount.

Bollard

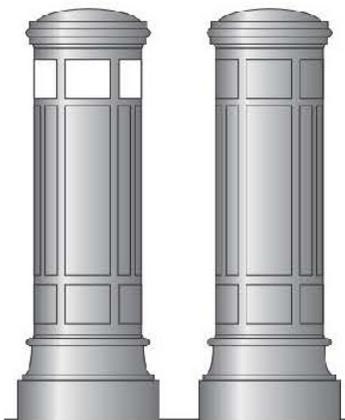
South Coast Lighting & Design: Nevada BOL305NL.

- Dark colors such as black, green, bronze.

Newspaper Rack

Custom-fabricated.

- Uniform design to consolidate newspapers, real estate flyers, and other newsletters.
- Paper storage area to be designed to hold a prefabricated newspaper dispenser.
- Dark colors such as black, green, bronze.



Public space furnishings will maintain the historic theme, with fixtures such as benches, bike racks, waste bins, and bollards tying spaces together to create a unified aesthetic.

5.2.6 Landscape Design and Maintenance

Landscaping creates a unified theme and an identity for the City and its various Downtown streets. Plant species can also provide beautification, stormwater management, improve air quality, reduce the heat island effect, create habitat, and create micro-climates.

Recommendations for streetscape landscaping are provided here and on the following pages, including tree and shrub and groundcover species. The following policies should be followed when approaching a landscape design and managing maintenance:

- Landscaping should be installed between the street and/or sidewalk edge and building face.
- Parkways should be a minimum of six feet wide, where feasible, to provide an adequate width for tree growth.
- Utilizing drought-tolerant and low-maintenances species are required pursuant to the City's Water Efficient Landscape Ordinance.
- Irrigation systems are required to be designed in compliance with the City's Water Efficient Landscape Ordinance.
- Irrigation equipment should regularly be checked by landscape maintenance crews to ensure optimal operations.
- Plant materials near crosswalks and driveways should be low-growing to maximize pedestrian visibility.
- Accent planting should be used around entries and key activity hubs.
- Median and parkway trees should have a high branching structure to avoid interference with vehicular traffic.
- Root barriers should be used in all planter locations at sidewalk edge to maximize root growth in the designated planter area.
- Trees and shrubs should be located and spaced to allow for mature and long-term growth.
- Trees should be evaluated on health and aesthetic quality. Trees which do not pass evaluation and do not contribute to the future vision for Colton, should be phased out and replaced at the time of streetscape improvements.
- Canopy trees are encouraged throughout the study area to provide shade.

- Plant species should be placed in areas with optimal conditions for growth to encourage lush landscapes.
- Landscape maintenance should be approached with the utmost care to ensure proper growth and longevity in the plant.
- Landscape maintenance should be considered during the design phase. For example, an 18-inch buffer should be established at all median edges for maintenance crew safety.
- Landscape maintenance should only be performed when necessary to avoid over pruning.
- Landscape maintenance should include a fertilization and mulching schedule and pest and disease control.
- Existing historical California Pepper trees shall be preserved.

It should be noted that in 1996 the City Council designated *Schinus molle* (California Pepper) trees over 50 years old located in the City rights-of-way as a historical resource. While the planting of new pepper trees is not recommended, the above policy applies to existing historic California Pepper trees located in public rights-of-way within the Downtown.

5.2.7 Landscape Palette

The landscape design for the Design Manual area incorporates several complementary tree, shrub, and groundcover palettes that will create a distinctive character and unified theme for each corridor. **Figure 5.2 – Landscape Palette Areas** shows landscape palette area locations that correspond to recommended species outlined later in this section. In addition to landscape improvements, the following improvements should be considered: pedestrian and streetscape lighting, wayfinding signage, pavement, and building facades. Generally, these improvements apply to all streetscape corridors in the Downtown.

As shown in the before and after images in **Figure 5.3 – Valley Boulevard Landscape Simulation**, a consistent plant palette should be implemented to create character and cohesion along the streetscape. Valley Boulevard has an existing median, small street tree wells, and inconsistent plantings. Some parkways have been paved over and filled in with asphalt.

Canopy trees with a high branching structure are recommended to create shade along the roadway. Street tree wells should be elongated to allow more planting and more root space for trees, as well as creating a softer edge. Parkways which have been paved over should be re-established as a landscape planter. A landscape buffer should

be maintained in the median, but should be updated to a more current material such as mulch, cobble, or decomposed granite.

Table 5.1 – Tree Palette and **Table 5.2 – Shrub and Groundcover Palette** on the following pages list permitted trees, shrubs, and groundcovers with corresponding height, spread, spacing, recommended location, and recommended corridors.

The palettes should be used to reference existing plants as well as allocate proposed plants along each corridor. Plant species should be selected appropriately for height, spread, and use, and should be placed where optimal growth conditions will ensure growth and longevity. Proposed plant species are recommended, but need to be further examined during review of future projects in street corridors.

Figure 5.4 – Tree Palette and **Figure 5.5 – Shrub and Groundcover Palette** show examples of recommended species.

Certain existing tree and shrub and groundcover species in the Design Manual area should be removed at the time of landscape improvements for various reasons. These include but are not limited to: destructive root qualities, weak branching structures, poisonous, messy characteristics, high water use, and does not represent the vision for Downtown Colton.

Trees that are existing and should be removed at time of landscape improvements are: *Chamaerops humilis* (Mediterranean Fan Palm), *Cupaniopsis anacardiodes* (Carrotwood Tree), *Erythrina caffra* (Coral Tree), *Eucalyptus sideroxylon* (Red Ironbark Eucalyptus), *Ficus spp.* (Fig), *Syagrus romanzoffiana* (Queen Palm), *Washingtonia filifera* (California Fan Palm), and *Washingtonia robusta* (Mexican Fan Palm).

Shrubs and groundcover that are existing and should be removed at time of landscape improvements are: *Buxus japonicus microphyllus* (Japanese Boxwood), *Juniper spp.* (Juniper), *Nandina domestica* (Heavenly Bamboo), *Rhaphiolepis indica* (Indian Hawthorne), and *Tulbaghia violacea* (Social Garlic).

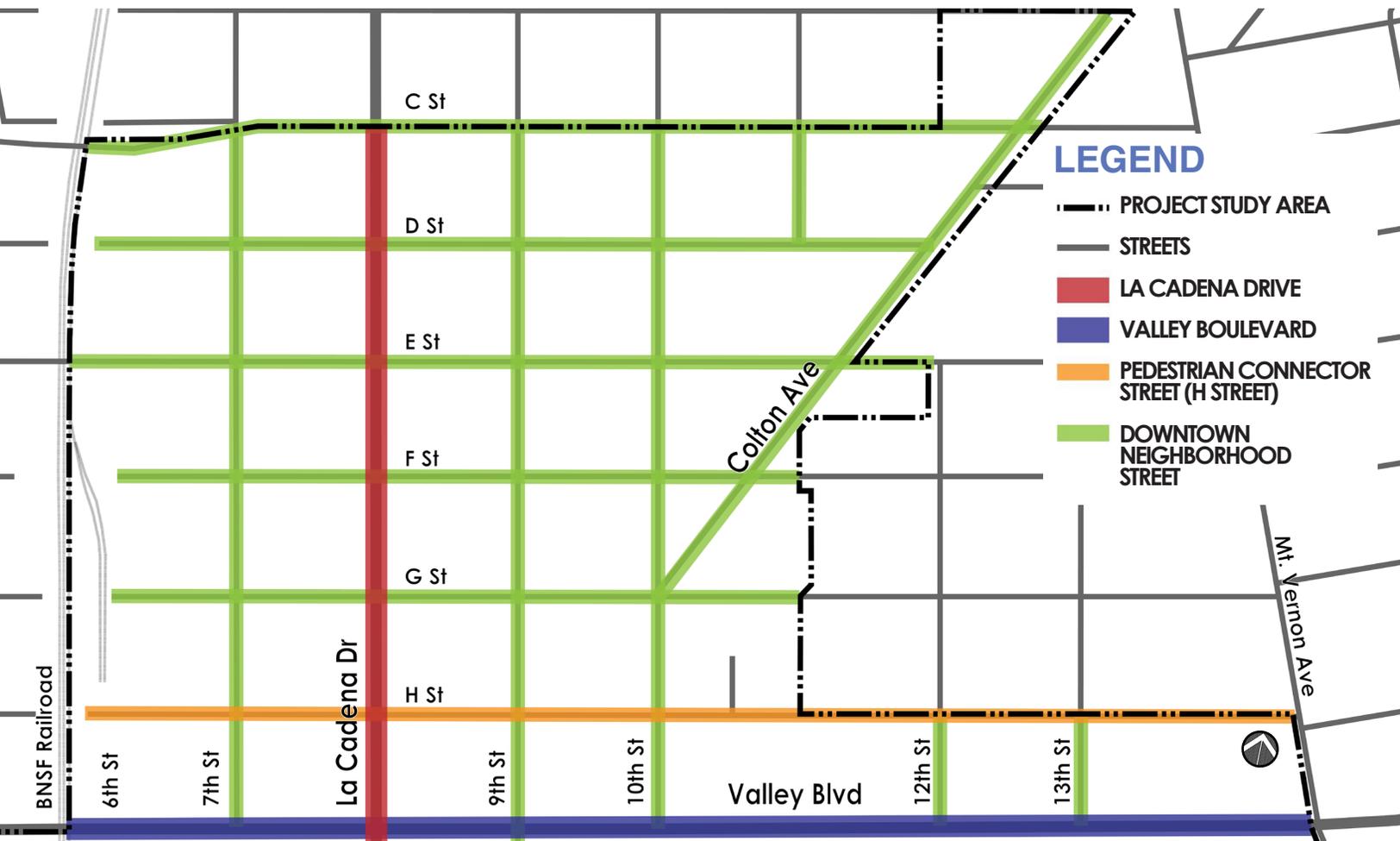


FIGURE 5.2 - LANDSCAPE PALETTE AREAS

EXISTING PERSPECTIVE



PROPOSED PERSPECTIVE



FIGURE 5.3 - VALLEY BOULEVARD LANDSCAPE SIMULATION

PRIMARY TREES



Cassia leptophylla
Golden Medallion Tree



Cercis canadensis
Eastern Redbud



x Chitalpa tashkentensis
Chitalpa



Jacaranda mimosifolia
Jacaranda



Koeleruteria bipinnata
Chinese Flame Tree



Lagerstroemia indica
Crape Myrtle



Platanus racemosa
California Sycamore



Magnolia grandiflora
Southern Magnolia



Pistacia chinensis
Chinese Pistache



Pyrus calleryana
Flowering Pear



Tabebuia impetiginosa
Pink Trumpet Tree



Quercus agrifolia
Coast Live Oak

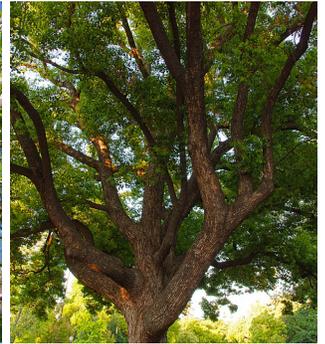


Ulmus parvifolia
Chinese Elm

SECONDARY TREES



Chilopsis linearis
Desert Willow



Cinnamomum camphora
Camphor Tree



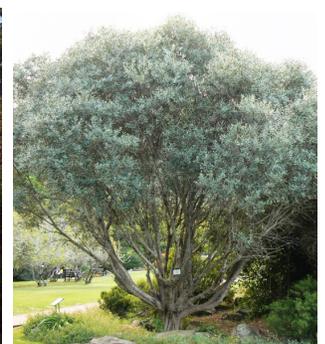
Ginkgo biloba
Ginkgo



Hymenosporum flavum
Sweetshade



Liquidambar styraciflua
Sweetgum



Olea europaea
Fruitless Olive



Quercus ilex
Holly Oak



Quercus suber
Cork Oak

FIGURE 5.4 - TREE PALETTE

TABLE 5.1 - TREE PALETTE

Tree Species <i>Botanical Name</i> Common Name	SPECIFICATIONS											LOCATION						
	Height		Spread			Spacing			Median	Parkway	Accent	Gateway	Paseo	La Cadena Dr	Valley Blvd	Pedestrian Connector Street	Downtown Neighborhood Street	
	<40'	>40'	<20'	20'-40'	>40'	20-30' O.C.	30-40' O.C.	40-60' O.C.										
<i>Cassia leptophylla</i> Golden Medallion Tree	●			●			●			●	●	●	●	Ⓟ				
<i>Cercis canadensis</i> Eastern Redbud	●			●			●		●	●	●	●		X	Ⓟ			
<i>Chilopsis linearis</i> Desert Willow	●		●			●			●	●		●					○	
<i>x Chitalpa tashkentensis</i> Chitalpa	●			●		●			●	●		●			Ⓟ	Ⓟ		
<i>Cinnamomum camphora</i> Camphor Tree		●			●		●		●	●			X					
<i>Ginkgo biloba</i> Ginkgo		●			●		●			●				X	○	○	○	
<i>Hymenosporum flavum</i> Sweetshade	●		●			●				●	●	●			○	○		
<i>Jacaranda mimosifolia</i> Jacaranda	●			●			●			●		●	X	Ⓟ	X	Ⓟ	X	Ⓟ
<i>Koelreuteria bipinnata</i> Chinese Flame Tree	●			●			●			●			Ⓟ		Ⓟ	Ⓟ		
<i>Lagerstroemia indica</i> Crape Myrtle	●		●			●			●	●	●	●	X	X	Ⓟ	Ⓟ	X	
<i>Liquidambar styraciflua</i> Sweetgum		●		●			●		●					○	X	X		
<i>Magnolia grandiflora</i> Southern Magnolia		●			●		●			●		●	X	Ⓟ	X	X	Ⓟ	
<i>Olea europaea</i> Fruitless Olive	●			●			●		●	●	●	●					X	
<i>Pistacia chinensis</i> Chinese Pistache	●			●			●			●		●		Ⓟ				
<i>Platanus racemosa</i> California Sycamore		●		●			●		●	●		●	Ⓟ		Ⓟ	X		
<i>Pyrus calleryana</i> Gallery Pear	●		●				●		●	●	●	●		○	Ⓟ	Ⓟ		
<i>Quercus agrifolia</i> Coast Live Oak		●			●		●		●	●		●	Ⓟ			Ⓟ		
<i>Quercus ilex</i> Holly Oak		●			●		●		●	●		●	X				○	
<i>Quercus suber</i> Cork Oak		●			●		●		●	●		●	○				○	
<i>Tabebuia impetiginosa</i> Pink Trumpet Tree	●			●			●		●	●	●	●	Ⓟ					
<i>Ulmus parvifolia</i> Chinese Elm		●			●		●		●	●		●		Ⓟ				

Legend: X = Existing Shrubs and Groundcover To Remain, Ⓟ = Primary Shrubs and Groundcover, ○ = Secondary Shrubs and Groundcover

TABLE 5.2 - SHRUB AND GROUNDCOVER PALETTE

Shrubs & Groundcover Species Botanical Name Common Name	SPECIFICATIONS										LOCATION						
	Height		Spread			Spacing			Median	Parkway	Accent	Gateway	Paseo	La Cadena Dr	Valley Blvd	Pedestrian Connector Street	Downtown Neighborhood Street
	<3'	>3'	<3'	3-5'	>5'	0-3' O.C.	3-5' O.C.	5-10' O.C.									
<i>Agave spp.</i> Agave	●	●	●	●	●	●	●		●	●	●		Ⓟ	Ⓧ Ⓟ			
<i>Aloe spp.</i> Aloe	●	●	●	●	●	●	●		●	●	●		○	●	○		
<i>Anigozanthos x 'Bush Ranger'</i> Big Red Kangaroo Paw	●		●			●			●	●	●	●	Ⓟ	Ⓟ	Ⓟ		
<i>Arctostaphylos 'Emerald Carpet'</i> Emerald Carpet Manzanita	●			●			●		●	●		●	Ⓟ	Ⓟ	Ⓟ	Ⓟ	
<i>Arctostaphylos 'Pacific Mist'</i> Pacific Mist Manzanita	●				●		●		●	●		●					○
<i>Bougainvillea spp.</i> Bougainvillea		●		●			●		●	●	●	●	●	Ⓧ Ⓟ	Ⓧ Ⓟ	Ⓧ Ⓟ	Ⓧ Ⓟ
<i>Carissa macrocarpa</i> Natal Plum	●			●			●		●	●		●		○			
<i>Ceratostigma plumbaginoides</i> Dwarf Plumbago	●		●			●			●	●		●	○	●	○		○
<i>Cistus purpureus</i> Purple Rockrose		●		●			●		●	●		●			○		
<i>Cuphea hyssopifolia</i> Mexican Heather	●		●			●			●	●		●	Ⓟ	Ⓟ	Ⓟ		
<i>Dietes bicolor</i> Fortnight Lily	●		●			●			●	●		●		Ⓧ	Ⓧ	Ⓧ	Ⓧ
<i>Festuca idahoensis 'Siskiyou Blue'</i> Siskiyou Blue Fescue	●		●			●			●	●	●	●	○	●	○		
<i>Hemerocallis spp.</i> Day Lily	●			●			●		●	●	●	●		Ⓧ	Ⓧ	Ⓧ	Ⓧ
<i>Hesperaloe parviflora</i> Red Yucca		●		●			●		●		●	●	Ⓧ ○	○	○		
<i>Lantana montevidensis</i> Lantana	●			●			●		●	●	●	●	○		Ⓧ	Ⓧ	
<i>Lavandula spp.</i> Lavandar	●		●			●			●	●	●	●	○	●	○		
<i>Leucophyllum frutescens 'Compacta'</i> Compact Texas Ranger		●		●			●		●	●		●					○
<i>Mimulus 'Pumpkin'</i> Orange Monkey Flower	●		●			●			●	●	●	●	○	○	○		
<i>Muhlenbergia lindheimeri</i> Big Muhly		●		●			●		●	●		●	○	○	○		
<i>Muhlenbergia rigens</i> Deer Grass		●		●			●		●	●		●	○	○	○	○	
<i>Phormium tenax</i> New Zealand Flax		●		●			●		●	●		●	Ⓧ				
<i>Pittosporum tobira 'Turner's Variegated Dwarf'</i> Variegated Mock Orange	●			●			●		●	●		●	Ⓧ	Ⓧ	Ⓧ	Ⓧ	Ⓧ
<i>Rosa x 'Noaschnee'</i> Flower Carpet White Groundcover Rose	●		●			●			●	●	●	●	Ⓟ	Ⓟ	Ⓟ		
<i>Rosmarinus officinalis</i> Rosemary		●		●			●		●	●		●	○	○	○	○	○

Legend: x = Existing Shrubs and Groundcover To Remain, Ⓟ = Primary Shrubs and Groundcover, ○ = Secondary Shrubs and Groundcover

TABLE 5.2 - SHRUB AND GROUNDCOVER PALETTE

Shrubs & Groundcover Species Botanical Name Common Name	SPECIFICATIONS									LOCATION							
	Height		Spread			Spacing			Median	Parkway	Accent	Gateway	Paseo	La Cadena Dr	Valley Blvd	Pedestrian Connector Street	Downtown Neighborhood Street
	<3'	>3'	<3'	3-5'	>5'	0-3' O.C.	3-5' O.C.	5-10' O.C.									
<i>Salvia clevelandii</i> Cleveland Sage		●			●			●	●			●	○			○	
<i>Salvia mellifera</i> Black Sage		●			●			●	●			●	●	●		○	
<i>Senecio serpens</i> Blue Chalksticks	●		●			●			●	●	●	●	○		○		
<i>Trichostema lanatum</i> Woolly Blue Curls		●		●			●		●	●	●	●	Ⓟ	Ⓟ	Ⓟ	○	
<i>Verbena spp.</i> Verbena	●			●			●		●	●	●	●	X	X	X	X	
<i>Yucca filamentosa</i> Adam's Needle	●			●			●		●				○	○	○		
<i>Zauschneria californica</i> California Fuschia		●		●			●		●	●	●	●			○	○	

Legend: X = Existing Shrubs and Groundcover To Remain, Ⓟ = Primary Shrubs and Groundcover, ○ = Secondary Shrubs and Groundcover

PRIMARY SHRUBS & GROUNDCOVER



Agave spp.
Agave



Bougainvillea spp.
Bougainvillea



Cuphea hyssopifolia
Mexican Heather



Rosa x 'Noaschnee'
Flower Carpet White Groundcover Rose



Trichostema lanatum
Woolly Blue Curls

SECONDARY SHRUBS & GROUNDCOVER



Arctostaphylos 'Emerald Carpet'
Manzanita



Muhlenbergia rigens
Deer Grass



Salvia mellifera
Black Sage



Senecio serpens
Blue Chalksticks



Yucca filamentosa
Adam's Needle

FIGURE 5.5 - SHRUB AND GROUNDCOVER PALETTE

5.3 PUBLIC SPACES

5.3.1 Public Space Hierarchy and Connectivity

Public spaces can take different forms that serve different functions; for example, parks are typically the largest public spaces, ranging in size from small pocket parks to much larger passive open space parks that can cover many acres. Plazas are also a unique type of public space that are typically a central meeting spot located generally in an urban setting. Paseos are yet another form of public space that are linear in nature. Paseos are pedestrian corridors that typically are located within a block and provide opportunities to connect streets, parking areas, plazas, parks, and other public spaces.

Policies

- Public and private development should look for opportunities to provide additional parks, plazas, paseos, and other public spaces to foster connectivity, community interaction and gathering spaces, and providing outdoor recreation and circulation facilities.



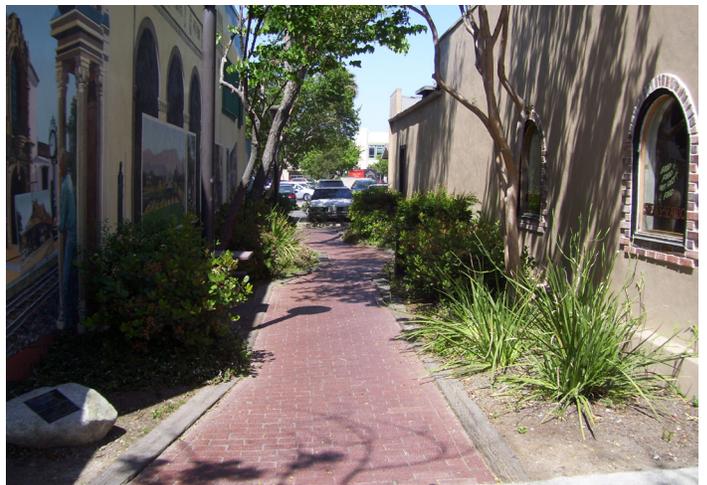
Features such as Fleming Park, outside dining, and nicely landscaped walkways bring the community together, creating gathering spaces for events and beautifying the Downtown core.

5.3.2 Tactical Urbanism

Tactical urbanism is a term used for often temporary and inexpensive community-based interim uses for public areas, private businesses, and community buildings. Examples include conversion of on-street parking to a parklet often used for outdoor dining seats, or a barklet, which some cities have implemented for use as a small dog park. With the popularity of pop-up events, many cities are implementing programs to benefit the community by allowing under-utilized properties to host temporary events, such as pop-up restaurants or retail fairs. This concept should be encouraged within the Downtown to promote activity and social engagement.

Policies

- Underutilized and/or blighted properties should be used for the City to pilot temporary projects such as pop-up events and non-profit and/or community advertising.
- Consider use of parking spaces for temporary and/or long-term use as a parklet.



5.3.3 Community Events

Community events are a time when friends can come together, families can enjoy their neighborhoods, and new connections can be made. By implementing the vision of the Design Manual, the stage can be set for new community events to be hosted Downtown, as well as expanding already occurring events, such as the summer concerts in Fleming Park.

Policies

- The City should coordinate with local non-profits, the Chamber of Commerce, and other organizations to add more community events Downtown, such as a farmer's market, car cruise, local food tasting, art walk, and other similar events.



Fleming Park provides a beautiful, central space for community events.



Farmer's markets are one type of community event to bring people together and celebrate local businesses.

5.4 GATEWAYS AND PUBLIC SIGNAGE

5.4.1 The Importance of Identity

Establishing the community character/theme, gateway locations, and incorporating wayfinding signage is important to Downtown Colton so that a connected and uniform identity can surface. This identity allows people to easily find their way around Downtown. Additionally, uniform signage can draw people into the Downtown and facilitates easy navigation to local businesses, parks, tourist-destinations, and other uses that may be secondary to their visit. This has the potential to have a positive economic benefit on the Downtown and businesses. **Figure 5.6 – Gateway Location Map** illustrates the recommended locations for the primary gateway and secondary gateways.



Easily-understandable signage can draw people into Downtown.

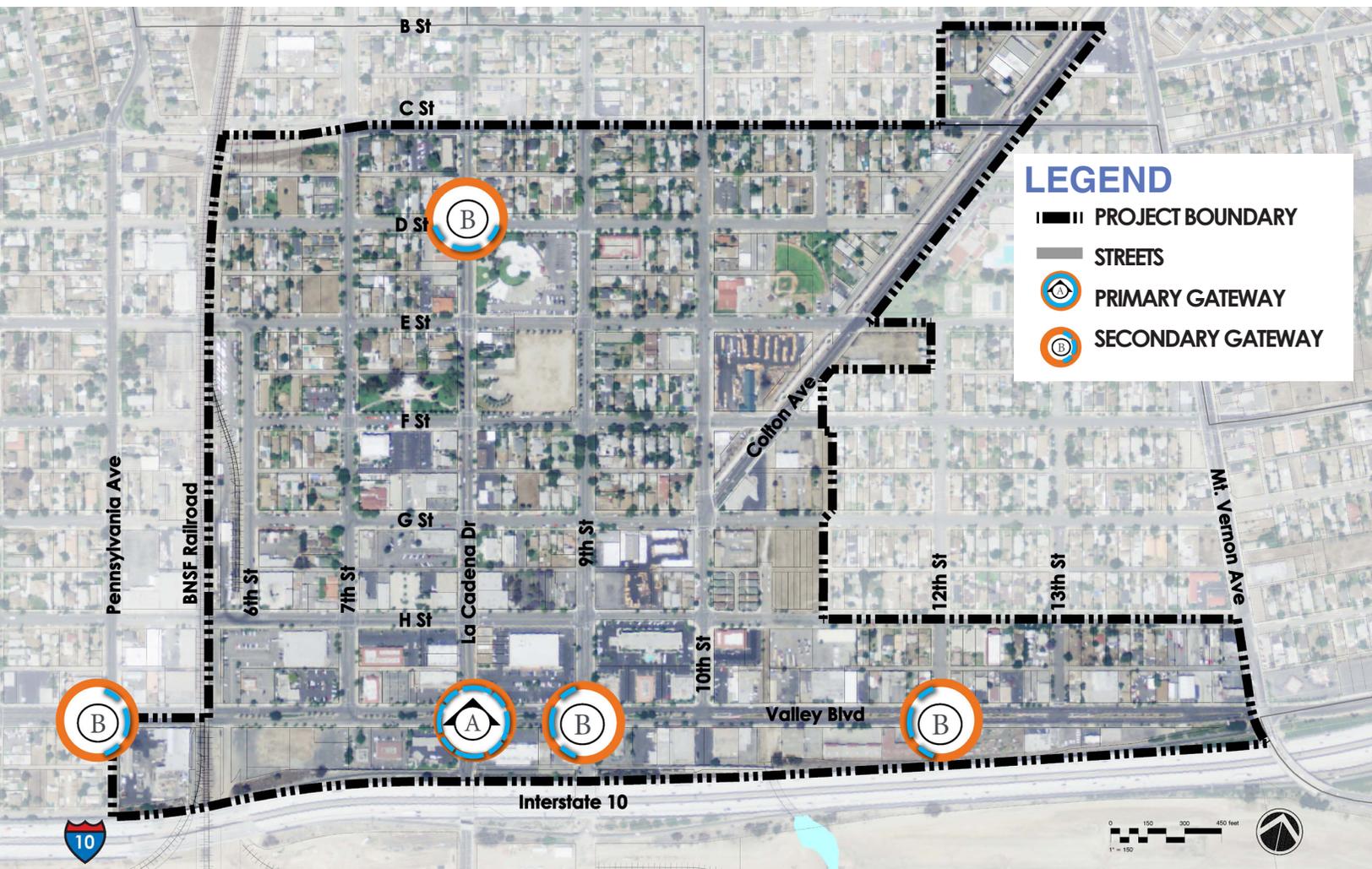


FIGURE 5.6 - GATEWAY LOCATION MAP

5.4.2 Proposed Gateways

Primary Gateway

A primary gateway will welcome residents and visitors alike, and should be designed in a way to be visible from the freeway and to clearly let drivers know that they are entering Downtown Colton.

Figure 5.7 – Conceptual Primary Gateway Sketch illustrates a conceptual design for the gateway, which is intended to be installed with enhanced paving, public art, historic lighting, and improved crosswalks located at La Cadena Drive on the north side of the Valley Boulevard intersection.

This intersection is the main entry point where visitors will drive into the Downtown area, after existing Interstate 10 at 9th Street and Valley Boulevard, or Rancho Avenue and Valley Boulevard, where residents will mainly head into the Downtown area from Valley Boulevard from the east and west, and from South Colton.

As this location is also the primary connection to south Colton from the Downtown. As such, the south facing side of the gateway provides an opportunity to welcome residents and visitors to south Colton. Many Colton residents feel that there has historically been a divide between south Colton and the rest of the city, and have expressed the desire to link south Colton and the Downtown. A gateway and wayfinding signs placed at key points provide an opportunity to bridge these areas.



FIGURE 5.7 - CONCEPTUAL PRIMARY GATEWAY SKETCH



The intersection of Valley Boulevard and 9th Street is a potential location for a secondary gateway.

Secondary Gateways

There are four secondary gateways, recommended to be located at the intersections of Valley Boulevard and the BNSF Railroad, La Cadena Drive and D Street, Valley Boulevard and 12th Street, and Valley Boulevard and 9th Street. These gateways are also of great importance to indicate when people are entering the Downtown Core. **Figure 5.8 – Conceptual Secondary Gateways Sketch** illustrates a conceptual design for the gateways reflecting monument signage consistent with the primary gateway design.



FIGURE 5.8 - CONCEPTUAL SECONDARY GATEWAY SKETCH

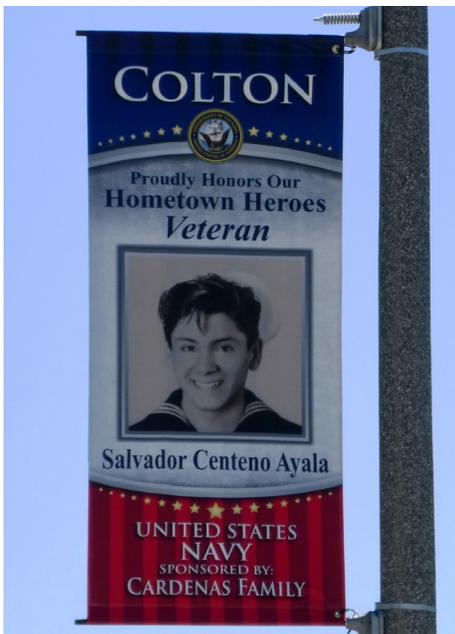
Wayfinding and Other Public Signage

A comprehensive signage program should be established for the Downtown incorporating the following items:

- Custom street signs to reinforce the Downtown theme and identity. Design should be consistent with other Downtown signs, such as those for Arrowhead Regional Medical Center and the Hub City Centre, and may have a unique color.
- Signs should have common symbols that are easy to understand, denoting key shopping areas, public parking, civic buildings, senior facilities, and tourist destinations.
- Directional signs should be oriented to drivers, with primary wayfinding signs being lit and landscaped at key locations.
- The City currently has a street banner program. Additional banners could be located along La Cadena Drive to advertise special events or reinforce the Downtown theme and identity.
- The City should coordinate with community organizations such as the Chamber of Commerce and Historical Society in developing points of interest and monumentation.



An example of monumentation that can be found at Dominguez Plaza, just north of Valley Boulevard on the east side of 9th Street.



Banners, wayfinding, and gateway signage add to Downtown identity.



Public art is an opportunity to portray Colton's unique heritage.



Railroad paraphernalia such as this caboose celebrates Colton's railroad heritage.



Public art can be two-dimensional, such as this mural on the side of a building abutting the railroad right-of-way in Redlands.

5.5 PUBLIC ART

Colton has developed around the transcontinental railroads that cross paths just outside of the Downtown Area. As such, the City still has remnants of its historic western and frontier roots. By investing in public art, Colton can show its pride in its cultural heritage, bring back its hometown connections with the railroad and packing industries, as well as its Earp family heritage. Public art is an investment in the cultural vitality and economic development of a community, and can be established as place makers, landmarks, and to foster culturally dynamic, economically vibrant communities. The City should consider establishing a public art program. Public art within the Downtown should adhere to the following guidelines:

- Art should be utilized to portray Colton's unique railroad, frontier, crossroads, and packing house heritage.
- Art should complement buildings and landscaping to present a unified design.
- Art should not create blind spots that could result in safety concerns.
- The ability to provide suitable maintenance of art over the long-term should be provided.
- Appropriate material should be selected for art that is to be located outdoors, to resist outdoor conditions such as sun exposure, wind, and rain.
- Art should complement its surroundings in scale and design, providing a visual and cultural benefit to the site and surrounding properties.
- Art should be located in areas of high pedestrian traffic, in community gathering places and where people can congregate, such as parks, plazas, paseos, arcades, and along roadways.
- Art can be either two-dimensional or three-dimensional, with two-dimensional art possibly located on walls, paved areas, staircases, and other underutilized flat surfaces.
- Temporary art installations may be appropriate for underutilized sites linked to seasonal events, or during construction or improvement activities.

6

i m p l e m e n t a t i o n



COLTON

D O W N T O W N
D E S I G N M A N U A L



6. IMPLEMENTATION

6.1 INTRODUCTION

This chapter outlines the implementation program for the Design Manual and includes the following components:

- An overview of the ways the Downtown Design Manual and Development Code can facilitate economic investment in the Design Manual area;
- A review of existing economic conditions influencing current and future development potentials in Downtown Colton;
- A summary of the types of new development that are likely to be successful in the Downtown area;
- A discussion of priority development areas (key “opportunity sites”) that should be targeted for catalyst development projects;
- Recommended high-priority action items for Design Manual implementation;
- A review of potential funding sources/mechanisms for implementation of key Design Manual initiatives; and
- An overview of the Community Revitalization Authority legislation (Senate Bill 2) recently enacted by the State of California. This legislation provides local jurisdictions with many of the development tools previously associated with redevelopment agencies, and may play an important role in implementation of the Design Manual.

Note that within this chapter there are numerous strategies and other entries that are universally applicable to many different communities. However, the ways in which they are ultimately adapted to Colton will be somewhat unique and will depend on unique specific conditions including available resources, the interrelationship of various programs, preferences of the applicable stakeholder groups, and other considerations.



Strategies in this chapter are intended to bolster the economic activity in Downtown Colton, to create a lively and appealing destination for the community to enjoy.

6.2. HOW THE DESIGN MANUAL/ DEVELOPMENT CODE CAN FACILITATE PRIVATE INVESTMENT

Effective implementation of a development plan typically involves both the public and private sectors. Whereas development of envisioned land uses is often “kick started” by various public sector initiatives, the ultimate goal of this type of planning effort is to attract desired private investment. Broadly speaking, there are two major ways that a municipality can facilitate private development:

- A. By creating a “conducive development environment” that is consistent with prevailing market demand for various land uses. This may include the following types of actions or policies:
 - Zoning, design guidelines, etc. that are responsive to market needs at the individual-establishment level, while maintaining the overall character of the area that preserves and enhances its general marketability;
 - Communication about the concepts, intent, etc. of the Design Manual area to prospective investors/tenants;
 - Streamlined permitting and entitlement processes (i.e., minimizing the need for discretionary approval processes);
 - Area-wide “amenity” investments, including landscape and streetscape improvements;
 - Marketing programs to enhance the area’s identity and recognition among consumers; and
 - Clearinghouse roles (e.g., coordination of funding resources and dissemination of information related to investment in the Design Manual area).
- B. By providing focused development support to area businesses, property owners, and key development projects. This can involve the following types of initiatives:
 - Facilitating financing of area-wide and/or project specific infrastructure requirements;
 - Assembling land for key “opportunity sites”; and
 - Providing loans and/or grants for various business and property improvement purposes such as building facade renovations.

6.3 ECONOMIC CONDITIONS INFLUENCING DEVELOPMENT POTENTIALS IN DOWNTOWN COLTON

Effective implementation of the Design Manual needs to be based on a realistic understanding of the market conditions affecting the Design Manual area. A summary of the major favorable and challenging conditions affecting development potentials in Downtown Colton is provided below.

6.3.1 Advantageous Factors

Downtown Colton is advantaged by the following geographic and socioeconomic factors:

- Frontage along Interstate 10 (I-10)
- Historic character of Downtown
- Well-maintained residential neighborhoods within walking distance of Downtown
- Mix of housing types, including some newer relatively high density products
- Recent/current investment in Downtown, including several restaurants and a major renovation/rebranding of the former Hampton Inn
- Indications of interest from other targeted restaurant chains
- Civic Center and other community gathering places (e.g., Center Point Church) generate activity/visitation throughout the week
- Strong population growth is projected both for Colton and the surrounding region
- Available opportunity sites (although with some challenges, as noted below)
- Close proximity to other planned/potential investment areas in Colton, most notably the Hub City Centre to the west

6.3.2 Challenging Factors

Downtown Colton also faces several notable challenges:

- Available opportunity sites require clearing/assembly and tend to have narrow lot depths

- Although the project area has I-10 frontage, freeway visibility and access are not ideal due to the low elevation (relative to the freeway) of Valley Boulevard
- Existing development (within and adjacent to Downtown) includes unattractive land uses, most notably the older automobile/truck service facilities to the east and recycling facility located to the west
- Challenges to creating walkability (due to length of Valley Boulevard corridor)
- High retail vacancy rate
- Limited existing market for Class A office facilities
- Untested market for mixed-use development
- Demographics are unfavorable for attracting higher-end retail/restaurant uses (as discussed further below)

6.3.3 Potential Synergies with Adjacent Development Areas

The planned Hub City Centre – adjacent to Arrowhead Regional Medical Center (approximately 1.5 miles to the west of the Downtown) – is an especially significant development area for the City of Colton. The City anticipates that development in the area will begin within the next two years. The overall project area encompasses approximately 373 acres and will ultimately be developed with the following land uses:

- Up to 1.2 million square feet of retail space;
- 546,000 square feet of office space;
- 1.2 million square feet of business park space; and
- 275 dwelling units.

These totals include a recently-announced medical school planned for a site adjacent to the Arrowhead Regional Medical Center. The medical school is being developed by the California University of Science and Medicine (CUSM) and is scheduled to open in the fall of 2016. Other projects within the Hub City Centre include a medical office building, a non-profit employment training center, retail, and a hotel.

Although the Hub City Centre project will in some respects be competitive with the Downtown area (in the sense that some of the land uses targeted for Downtown will also be developed in Hub City Centre), on the whole, Hub City Centre will enhance the Downtown's long-term development potentials. This conclusion is premised on two

points: 1) the scale of retail development planned for Hub City Centre includes regional-scale (e.g., big box) facilities that are not likely to be feasible or desirable in the Downtown, and 2) the Hub City Centre project will introduce types and scales of development (including regional-serving retail, Class A office, and mixed-use residential) not currently well represented in Colton. As such, the project stands to substantially “raise the bar” with respect to the types of land uses that the development community considers feasible in Colton. In these regards, the Hub City Centre can be viewed as complementary to, rather than competitive with, the Downtown planning efforts. The key will be to effectively link the two areas (in terms of marketing, way-finding, etc.) so that the Downtown can effectively capitalize on the potential synergies. These conditions suggest the following major conclusions about the types of opportunities that are likely to apply to existing or future development in the Design Manual area:

- Most future development in the Downtown area will be in the nature of infill development and/or redevelopment of previously developed sites. This type of development can often present economic feasibility challenges to private developers. The City's strategic roles should focus on mitigating these challenges to the extent practical, in order to facilitate private investment in the Design Manual area. Specific recommendations are outlined later in this chapter.
- Given that a substantially larger scale of development is planned to the west of Downtown, it will be critical for the Downtown to define a unique market niche that complements (rather than attempting to compete with) the larger project. The concept of a restaurant row would be an excellent starting point for expanding Downtown's visibility as a unique destination for local (and potentially regional) residents.
- Development of housing (either in mixed-use or stand-alone formats) can play an important role in increasing Downtown's overall vitality and would also increase resident-based demand for local retail and service businesses.
- The area would greatly benefit from an overall branding effort to achieve place recognition and effective leveraging of the area's locational strengths (as noted under “advantageous factors”). Part of the branding effort could focus on a wayfinding program that physically and thematically links downtown to the regional-scale development areas to the east and west (e.g., signage and gateways promoting the Downtown brand could encourage visitors to the larger development projects to include a stop in Downtown as part of their visit to Colton).

6.4 SUMMARY OF MARKET POTENTIALS FOR NEW DEVELOPMENT

As part of the background research for this Design Manual, The Natelson Dale Group, Inc. (TNDG) prepared a market study to identify long-range demand for various types of development in the Downtown area. TNDG's demand projections (through the year 2035) are briefly summarized in **Table 6.1 – Market Demand for Downtown Colton**.

Given the importance of storefront retail uses in creating the type of destination environment envisioned for the Downtown, TNDG's market study placed considerable emphasis on identify the specific types of retail businesses likely to be supportable. These are summarized in **Table 6.2 – Supportable Retail Space For Downtown Colton (in square feet)**.

TABLE 6.1 – MARKET DEMAND FOR DOWNTOWN COLTON

Land Use	Demand for New Development in Downtown Colton (through 2035)
Retail/restaurant space	206,000 square feet
Office space	140,000 square feet
Multi-family housing (20-30 units/acre)	200-300 units

TABLE 6.2 – SUPPORTABLE RETAIL SPACE FOR DOWNTOWN COLTON (IN SQUARE FEET)

Retail Category	Year				
	2018	2020	2025	2030	2035
GAFO*	65,722	72,587	86,504	101,131	116,368
Food and Beverage (grocery)	5,377	7,224	10,257	13,455	16,816
Food Services and Drinking (restaurants)	11,869	14,848	20,570	26,588	32,871
Hardware	7,476	8,776	11,273	13,899	16,641
Auto Parts	1,407	1,655	2,130	2,631	3,153
Services Space	17,873	20,503	25,556	30,871	36,419
Grand Total	102,057	116,767	145,259	175,226	206,498

*GAFO = General Merchandise, Apparel and Accessories, Furniture and Other Sales

6.5 PRIORITY DEVELOPMENT AREAS

In order to catalyze private development investment in the Downtown, the City's marketing efforts should initially focus on key development areas where the need for revitalization is most urgent and on other opportunity sites that can potentially accommodate sizable development projects. As described in Section 2.5 of the Design Manual, the priority development areas are as follows:

- The **"Downtown Core,"** focused on the commercial and mixed use areas along and abutting La Cadena Drive and Valley Boulevard. The most urgent areas within this core would include the dilapidated and mostly vacant buildings on the south side of

Valley (east of La Cadena) and the mostly vacant commercial/office building on north side of Valley just west of La Cadena.

- Within the Downtown Core, a potential **"Restaurant Row"** area has been identified for Valley Boulevard, approximately between 7th Street and 10th Street. This row is visible from the I-10, making it a prime location to capture local and regional visitor traffic.
- Mixed-use commercial opportunity sites are identified that are currently developed with more intensive industrial-natured uses that are not draws for residents and visitors to come into the Downtown area. One site is a lumber yard, spanning two properties, the first bound by E, 10th, and F Streets and Colton Avenue and the second located at 370 N 9th Street. The other site is land east of Max J. Lofy Park on the block bound by D, 10th, and E Streets and Colton Avenue.

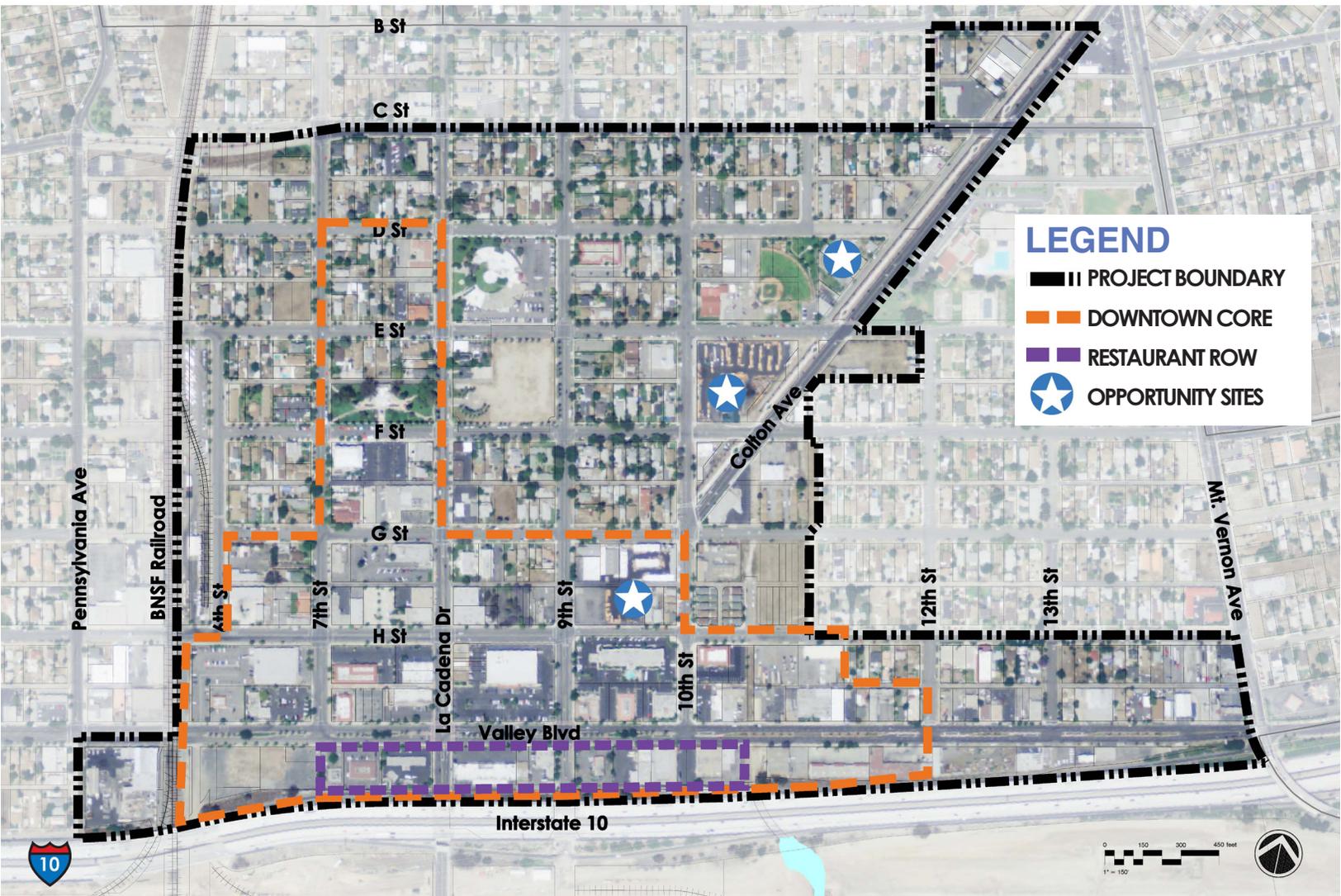


FIGURE 6.1 - PRIORITY DEVELOPMENT AREAS

6.6 HIGH-PRIORITY ACTION ITEMS

While the Design Manual provides a clear vision for Downtown and offers recommendations and guidelines for future public and private investment, several specific implementation items identified within this section can act as catalysts for change. The action items are organized in terms of seven major recommendations with related funding and implementation resources identified for each major action.

Recommendation 1

Proactively facilitate land assembly to encourage market-based reuse of vacant or under-utilized properties within the Downtown (especially focusing on the priority development areas / opportunity sites described previously).

Potential implementation tools/resources

- Community Revitalization Authority (described in detail later in this chapter) to facilitate the acquisition, clearing and reuse of key opportunity sites
- Public private partnerships to focus infrastructure investments where they will have the greatest impact in terms of improving the feasibility of private development/redevelopment projects (i.e., City can incentivize development by prioritizing infrastructure investments that will serve key development areas)

Recommendation 2

Conduct a follow-up study to identify and prepare cost estimates for future infrastructure needs in Downtown.

Potential implementation tools/resources

- Position project for infrastructure funding from the U.S. Economic Development Administration (via the Comprehensive Economic Development Strategy (CEDS) process managed by the Inland Valley Development Agency)
- Enhanced Infrastructure Financing District (EIFD, as described in detail later in this chapter)

Recommendation 3

Engage in a branding exercise specific to Downtown Colton, including both thematic components (messages/themes) and graphic components (media/ signage to support the themes). The branding process should focus on raising the regional profile of Downtown Colton and positioning it as a unique destination for shopping, dining and local services. It should also include a wayfinding/gateway

component that leverages the regional traffic that will be attracted to the planned development projects west of Downtown.

Potential implementation tools/resources

- Position Downtown for a planning/marketing grant from U.S. Economic Development Administration (via the CEDS process managed by the Inland Valley Development Agency) to fund the branding effort
- Consider formation of a Property-Based Business Improvement District (PBID) and/or Business Improvement District (BID) to support branding/marketing
- Potential partnership with Chamber of Commerce for joint branding and business development

Recommendation 4

Expand special events programming to raise Downtown's profile as a destination (see Section 5.3.3 of the Design Manual).

Potential implementation tools/resources

- Economic Development Administration (EDA) planning/marketing grant (can provide initial seed money for new special events)
- Consider formation of a PBID and/or BID to support branding/marketing
- Potential partnership between the Chamber of Commerce and Community Services Department for joint branding and business development

Recommendation 5

Based on the developed "brand" for Downtown Colton (Recommendation 3), engage in a full-range of marketing activities, including the following options:

- Develop materials for and/or conduct workshops around the theme of, "why developing/locating in Downtown Colton is good business." Companion materials for living in the area could also be produced. Topics within these materials include: descriptions of how the area is value-planned, general and specific ways in which the City functions as a key partner in developing the area, benefits potentially available to developers, businesses, etc. from sources in addition to the City, and advantages to various uses from a market point of view.

- Produce a high-quality newsletter devoted to the area, issued on a regular schedule, that contains information of interest to property owners, businesses, and residents, and to outsiders, including people who are not familiar with the area and may have an interest in investing in it.
- Produce an annual report of development activity in the area, including development-related data such as absorption, occupancy, mix of business types, noteworthy development news, etc. The content and format of such a report can be modeled on those produced periodically by real estate brokerage firms. This kind of information could also serve as one focus of compiling monitoring/evaluation information.

Potential implementation tools/resources

- EDA planning/marketing grant (can provide initial seed money for new special events)
- Consider formation of a PBID and/or BID to support branding/marketing
- Potential partnership with Chamber of Commerce for joint branding and business development

Recommendation 6

Implement tools/resources to encourage rehabilitation and creative reuse of older commercial properties. For appropriate properties, the City could have programs in place to encourage rehabilitation and creative use/reuse of commercial sites, such as dedicated grant/loan programs using Community Development Block Grant (CDBG) or other funds. Within the study area, existing commercial uses are frequently found located in small individual properties and/or spaces that may be somewhat inefficient in terms of their relationship to the street and to parking, and their overall adaptability to various uses. However, these kinds of conditions also lend the area a character that is somewhat unique within the overall trade area. These spaces can be attractive to creative entrepreneurs in all fields of endeavor.

Potential implementation tools/resources

- CDBG funds
- Consider formation of a PBID and/or BID to support branding/marketing

Recommendation 7

Foster an across-the-board “open for business” environment in the Downtown by maximizing available incentives and resources for new development and business investment. Potential components of this initiative could include:

- Utilize the updated Design Manual / Development Code to streamline development approvals in the Downtown to the maximum degree possible
- Consider alternative payment schedules/structures for City fees for new businesses in the Downtown
- Leverage City-owned utilities as an opportunity to incentivize new businesses in the Downtown (e.g., offer preferential rates during first two years of occupancy)
- Consider development agreements including incentives for developers to provide benefits to the community
- Continue to operate a one-stop permitting and business assistance center in the Downtown

Potential implementation tools/resources

- CDBG funds
- Small Business Development Center (SBDC)

6.7 POTENTIAL FUNDING SOURCES AND FINANCING MECHANISMS

A series of financing tools potentially available to the City, from federal, state, and organizational sources, and from mechanisms that the City could implement, are detailed in Appendix A, Financing, in this document. A few selected examples are discussed in this section.

Funding mechanisms generally have at least some strategic dimension. The sustainability orientation of the Design Manual and Development Code is compatible with federal programs that have been aligned toward this overall objective, including the Partnership for Sustainable Communities, a consortium of the U.S. Department of Transportation, the U.S. Department of Housing and Urban Development, and the U.S. Environmental Protection Agency.

6.7.1 Business Improvement Districts

The Business Improvement District (BID) mechanism can be used to help fund specific improvements in specific areas, and also strategically to foster the functional interrelationships of sub-areas addressed within the plan. For example, by making all or a group of the sub-areas that comprise the Downtown a single BID, property and business owners are more likely to identify common interests, solutions, etc. than if the common BID area did not exist.

The BID mechanism is also an example of how financing methods must be carefully coordinated with property and business owners in order for them to be understood and accepted. The more the occupants of the BID area see themselves as part of a unified, strategically planned and organized whole, the greater the likelihood that a funding mechanism with direct costs tied to them will be accepted.

6.7.2 Enhanced Infrastructure Financing Districts

Senate Bill No. 628, creating enhanced infrastructure financing districts (EIFDs) took effect on January 1, 2015. EIFDs are designed to fund infrastructure development and community revitalization, through issuing bonds, establishing a public financing authority, and adopting an infrastructure financing plan. EIFDs include a provision for using tax increment financing. A broad range of community development and revitalization projects can be funded through this mechanism.

Overview

Along with the EIFD, the bill allows a city/county to adopt an infrastructure financing plan and issue bonds upon approval of 55% of the voters. As excerpted from the Bill's text, the bond funds would be used to "finance public facilities or other specified projects of community-wide significance, including, but not limited to, brownfield restoration and other environmental mitigation; the development of

projects on a former military base; the repayment of the transfer of funds to a military base reuse authority; the acquisition, construction, or rehabilitation of housing for persons of low and moderate income for rent or purchase; the acquisition, construction, or repair of industrial structures for private use; transit priority projects; and projects to implement a sustainable communities strategy."

Prior to the adoption of an EIFD and infrastructure financing plan, the bill requires the legislative body to establish a public financing authority, which would be comprised of members of the legislative body of the participating entities and of the public. In addition, the bill would require the adoption of a "resolution of intention" that, among others would include the following:

- District boundaries
- Description of the proposed public facilities/development that would be financed or assisted by the EIFD
- Need for the EIFD and goals to achieve

The infrastructure financing plan, along with agreement from affected taxing agencies, would provide the mechanism to fund infrastructure projects through tax increment financing. Specifically, the bill authorizes the creation of an EIFD for up to 45 years from the date on which the issuance of bonds is approved. In addition, the bill would authorize a city, county, or special district that contains territory within an EIFD to loan moneys for projects/activities that are listed in the infrastructure financing plan. Finally, the city/county, through its infrastructure financing plan, could choose to allocate any portion of its net available revenue to the EIFD.

What Is Allowed

As excerpted from the Bill's text, an EIFD can finance only public capital facilities or other specified projects of community-wide significance that provide significant benefits to the district or the surrounding community, including, but not limited to, all of the following:

- Highways, interchanges, ramps and bridges, arterial streets, parking facilities, and transit facilities.
- Sewage treatment and water reclamation plants and interceptor pipes.
- Facilities for the collection and treatment of water for urban uses.
- Flood control levees and dams, retention basins, and drainage channels.

- Child care facilities.
- Libraries.
- Parks, recreational facilities, and open space.
- Facilities for the transfer and disposal of solid waste, including transfer stations and vehicles.
- Brownfield restoration and other environmental mitigation.
- The development of projects on a former military base.
- The repayment of the transfer of funds to a military base reuse authority pursuant to Section 67851 that occurred on or after the creation of the district.
- The acquisition, construction, or rehabilitation of housing for persons of low and moderate income, as defined in Section 50093 of the Health and Safety Code, for rent or purchase.
- Acquisition, construction, or repair of industrial structures for private use
- Transit priority projects, as defined in Section 21155 of the Public Resources Code, that are located within a transit priority project area.
- Projects that implement a sustainable communities strategy, when the State Air Resources Board, pursuant to Chapter 2.5 (commencing with Section 65080) of Division 2 of Title 7, has accepted a metropolitan planning organization's determination that the sustainable communities strategy or the alternative planning strategy would, if implemented, achieve the greenhouse gas emission reduction targets.

What Is Not Allowed

- An EIFD can only be created by the City/County after the specified conditions related to the wind down of the former redevelopment agency (if one was created by the city/county) have been satisfied.
- Cannot divert property tax revenue from schools or from any non-consenting tax entity – any taxing entity contributing tax increment must consent and opt into the EIFD.
- A district may not finance routine maintenance, repair work, or the costs of an ongoing operation or providing services of any kind.

The differences between EIFDs and IFDs are outlined in **Table 6.3 – Differences Between EIFD and IFD**.

TABLE 6.3 – DIFFERENCES BETWEEN EIFD AND IFD		
Category	EIFD *	IFD *
Created	Adopt infrastructure financing plan – city/county legislative body	2/3 vote of the electorate
Issue of bonds based on tax increment financing	55% vote of the electorate	2/3 vote of the electorate
Eligible projects	Broader range – e.g., transit, low-medium income housing, sustainable communities strategies, environmental remediation, etc., in addition traditional infrastructure projects	Public capital facilities (more limited)
Financing authority	Can dedicate more revenue sources to the funding of infrastructure – e.g., can devote portions of their periodic distributions from the Redevelopment Property Tax Trust Fund, funds received from the Mello-Roos Community Facilities Act of 1982 and funds from the Benefit Assessment Act of 1982, among others	More limited
Longevity	45 years from date bonds are issued or loans are approved	30 years from initial formation
Eminent Domain	Can exercise eminent domain powers under the Polanco Redevelopment Act associated with the cleanup of environmentally impacted properties	Not available
*EIFD = Enhanced Infrastructure Financing District, IFD = Infrastructure Financing District. Source: Holland & Knight. http://www.hklaw.com/Publications/Enhanced-Infrastructure-Financing-Districts-SB-628-Beall-11-12-2014/ (accessed on 5/20/15).		

6.8 OVERVIEW OF COMMUNITY REVITALIZATION AUTHORITY

Assembly Bill 2 (AB 2), which authorizes local agencies to form Community Revitalization Authorities (CRAs), was approved by the Governor on September 22, 2015. The existing bill is intended to allow local government agencies to address the effects of blight, in effect addressing the role that was previously fulfilled by redevelopment agencies in California.

6.8.1 Overview

As excerpted from the Bill's summary, "[t]his bill would authorize certain local agencies to form a community revitalization authority (authority) within a community revitalization and investment area, as defined, to carry out provisions of the Community Redevelopment Law in that area for purposes related to, among other things, infrastructure, affordable housing, and economic revitalization. The bill would provide for the financing of these activities by, among other things, the issuance of bonds serviced by tax increment revenues, and would require the authority to adopt a community revitalization and investment plan for the community revitalization and investment area that includes elements describing and governing revitalization activities. The bill would also provide for periodic audits by the Controller. The bill would also require the Department of Housing and Community Development, advised by an advisory committee appointed by the Director of Housing and Community Development, to periodically review the calculation of surplus housing under these provisions. The bill would require certain funds allocated to the authority to be deposited into a separate Low and Moderate Income Housing Fund and used by the authority for the purposes of increasing, improving, and preserving the community's supply, as specified. The bill would, if an authority failed to expend or encumber surplus funds in the Low and Moderate Income Housing Fund, require those funds to be disbursed towards housing needs. The bill would require an authority to make relocation provisions for persons displaced by a plan and replace certain dwelling units that are destroyed or removed as part of a plan. The bill would authorize an authority to acquire interests in real property and exercise the power of eminent domain, as specified."

6.8.2 Criteria

One of the key general provisions is the criteria required to carry out a community revitalization plan within a community revitalization and investment area. As required by the Bill, the area is required to meet the following conditions:

- An annual median household income that is less than 80 percent of the statewide annual median income.
- Three of the following four conditions:
 - o (A) Nonseasonal unemployment that is at least 3 percent higher than statewide median unemployment, as defined by the report on labor market information published by the Employment Development Department in January of the year in which the community revitalization plan is prepared.
 - o (B) Crime rates that are 5 percent higher than the statewide median crime rate, as defined by the most recent annual report of the Criminal Justice Statistics Center within the Department of Justice, when data is available on the California Attorney General's Internet Web site.
 - o (C) Deteriorated or inadequate infrastructure such as streets, sidewalks, water supply, sewer treatment or processing, and parks.
 - o (D) Deteriorated commercial or residential structures.

Authorized Actions

As indicated in Bill, an authorized Authority can do the following :

- Provide funding to rehabilitate, repair, upgrade, or construct infrastructure.
- Provide for low- and moderate-income housing.
- Remedy or remove a release of hazardous substances pursuant to the Polanco Redevelopment Act.
- Provide for seismic retrofits of existing buildings in accordance with all applicable laws and regulations.
- Acquire and transfer real property. The authority shall retain controls and establish restrictions or covenants running with the land sold or leased for private use for such periods of time and under such conditions as are provided in the plan. The establishment of such controls is a public purpose under the provisions of this part.
- Issue bonds.
- Borrow money, receive grants, or accept financial or other assistance or investment from the state or the federal government or any other public agency or private lending institution for any project or within its area of operation, and may comply with any conditions of the loan or grant.

- Adopt a community revitalization and investment plan.
- Make loans or grants for owners or tenants to improve, rehabilitate, or retrofit buildings or structures within the Design Manual area.
- Construct foundations, platforms, and other like structural forms necessary for the provision or utilization of air rights sites for buildings to be used for residential, commercial industrial, or other uses contemplated by the revitalization plan.
- Provide direct assistance to businesses within the Design Manual area in connection with new or existing facilities for industrial or manufacturing uses, except as specified in this division.
- Tax increment. Previous redevelopment law “shifted” property tax increment from special districts (such as schools, fire districts, etc.) in affected Design Manual areas. The existing Bill requires cities, counties, and special districts to agree to contribute a share of property tax increment to fund proposed improvements.
- Dissolution Mechanism. At 10-year intervals the public could stop the Authority’s operations by filing a petition and putting the plan to a public vote.

Key Differences with Community Redevelopment Agencies

Although Authorities created under this law will function in a similar role compared to redevelopment agencies, which were previously authorized under Community Redevelopment Law, some of the key differences include the following:

- Public Members. Along with the three members of a legislative body of the city, county, or joint city-county that created the authority, the authority is required to include two public members who live or work in the Design Manual area. Supporters contend that this requirement improves transparency.
- Low- and moderate-income housing. A minimum of 25% of the funds in a Design Manual area are required to be set aside for affordable housing, compared to 20% under the previous redevelopment system.

6.9 IMPLEMENTATION ACTION PLAN

The vision and goals presented in the Design Manual are supported by actions outlined in **Table 6.4 – Implementation Action Plan Matrix**. The action plan provides a summary of the key Design Manual recommendations and is presented in table format.

The table is organized by topic listing regulatory and programmatic actions in the first section followed by improvements and studies in the second section. For each action item, the lead and support department at the City of Colton is listed under the responsibility heading followed by an indication of priority of the action and funding sources that would be most closely associated with the activity.

It is intended that this list of public actions is incorporated in the City's annual budget setting process and included in the Capital Improvement Plan for execution. It should be noted that all actions listed in the action plan below must be authorized and initiated by the City Council and/or Development Services Department by policy decision.

TABLE 6.4 – IMPLEMENTATION ACTION PLAN MATRIX

Action Item	Timing ¹	Responsibility ²		Potential Funding Sources ³
		Lead	Support	
Regulatory Actions				
Design Manual and Development Code: Adoption of the Design Manual, Development Code, and Mitigated Negative Declaration	1	DS	CN	Grants
Mapping Amendments: Amend Zoning and General Plan Land Use Maps to reflect changes associated with adoption of the Design Manual and associated updates to the Development Code.	1	DS	CN	Grants
South Colton: Amend Downtown Design Manual to incorporate south Colton or prepare a separate and comparable manual and code for south Colton. Adoption of the Design Manual lays a foundation upon which to add a chapter to extend the Design Manual boundary to south Colton or create a comparable separate document for south Colton in the future, to bring forth a vision, guidelines and implementation strategies. Many of the guidelines in the Design Manual could be applicable to south Colton; for example, guidelines outlined for Valley Boulevard could apply to South La Cadena Drive, and many residential guidelines could be implemented in the residential areas on both sides of La Cadena.	1	DS	CN	Grants
Business Improvement District: Evaluate formation of a BID through analysis and business engagement. Adopt if desired.	1	ED	CN	General Fund
Community Revitalization Authority (CRA): Evaluate formation of a CRA through analysis and community engagement. Adopt if desired.	1	ED	CN	General Fund
Enhanced Infrastructure Financing District (EIFD): Evaluate formation of an EIFD through analysis and community engagement. Adopt if desired.	1	PW	CN	General Fund/ Utility Funds ⁴

TABLE 6.4 – IMPLEMENTATION ACTION PLAN MATRIX

Action Item	Timing ¹	Responsibility ²		Potential Funding Sources ³
		Lead	Support	
Utilities Incentive Program: Develop a program to offer utility incentives for development projects and businesses within the Downtown.	2	PW	DS/CN	General Fund/ Utility Funds ⁴
Improvement Projects				
Downtown Colton Mixed-Use Development: Coordinate with developers and businesses to implement development projects.	5	DS	ED/CN	Private Funding
Valley Boulevard Corridor Development: Coordinate with developers and businesses to implement development projects.	5	DS	ED/CN	Private Funding
Restaurant Row Development: Coordinate with developers and businesses to implement development projects.	5	DS	ED/CN	Private Funding
Medium Residential Development: Identify a project appropriate for the opportunity site. Identify and coordinate with a developer to implement a development project.	5	DS	ED/CN	Private Funding
Class II Bike Lane on 7th Street between C Street and Valley Boulevard: Survey, design improvement plans, process entitlements, and construct facility.	2	PW	DS/CN	General Fund/ DA/DIF/EIFD/ATP
Class II Bike Lane on 9th Street between C and G Streets: Survey, design improvement plans, process entitlements, and construct facility.	2	PW	DS/CN	General Fund/ DA/DIF/EIFD/ATP
Class II Bike Lane on G Street Between 7th and 9th Streets, and 10th Street and eastward: Survey, design improvement plans, process entitlements, and construct facility.	2	PW	DS/CN	General Fund/ DA/DIF/EIFD/ATP
Class II Bike Lane on C Street between the BNSF Railroad and Colton Avenue: Survey, design improvement plans, process entitlements, and construct facility.	2	PW	DS/CN	General Fund/ DA/DIF/EIFD/ATP
Class III Bike Route on 9th Street between C and G Streets: Survey, design improvement plans, process entitlements, and construct facility.	1	PW	DS/CN	General Fund/ DA/DIF/EIFD/ATP
Pedestrian Corridors: Survey, design improvement plans, process entitlements, and construct facility.	2	PW	DS/CN	General Fund/ DA/DIF/EIFD/ATP
Diagonal Parking: Re-stripe parking spaces along recommended segments.	1	PW	DS	General Fund/ CIP/Private Funding
Omnitrans BRT Holt Line: Coordinate with Omnitrans to establish the BRT Holt Line.	1	DS	PW	Omnitrans/General Fund/ BID/EIFD/AHSC Grant
Cottage Lane Paseo: Survey, design improvement plans, process entitlements, and construct facility.	2	DS	PW	General Fund/BID
La Cadena/9th Mid-Block Paseo: Survey, design improvement plans, process entitlements, and construct facility.	2	DS	PW	General Fund/BID

TABLE 6.4 – IMPLEMENTATION ACTION PLAN MATRIX

Action Item	Timing ¹	Responsibility ²		Potential Funding Sources ³
		Lead	Support	
La Cadena Drive Streetscape Improvements: Install streetscape furnishings as described in the Design Manual; survey, design improvements such as bulbouts, crosswalks, widened sidewalks, process entitlements, and construct improvements.	2	PW	DS	Grants/BID/EIFD
Valley Boulevard Streetscape Improvements: Install streetscape furnishings as described in the Design Manual; survey, design improvements such as bulbouts, crosswalks, widened sidewalks, process entitlements, and construct improvements.	2	PW	DS	Grants/BID/EIFD
H Street Streetscape Improvements: Install streetscape furnishings as described in the Design Manual; survey, design improvements such as bulbouts, crosswalks, widened sidewalks, process entitlements, and construct improvements.	2	PW	DS	Grants/BID/EIFD
Residential Street Streetscape Improvements: Identify streets segments warranting improvement, survey, design improvements such as bulbouts, crosswalks, widened sidewalks, process entitlements, and construct improvements.	2	PW	DS	Grants/BID/EIFD
Primary Gateway: Prepare conceptual design for gateway, survey, design intersection improvements. Consider coordinating with CIP efforts for PWE-11 and -12 (La Cadena Underpass lighting/murals).	1	DS	PW	General Fund/BID/DIF
Secondary Gateway at Valley Boulevard/12th Street: Survey, design improvement plans, process entitlements, and construct gateway and associated improvements.	2	DS	PW	General Fund/BID/DIF
Secondary Gateway at Valley Boulevard/BNSF Railroad: Survey, design improvement plans, process entitlements, and construct gateway and associated improvements.	2	DS	PW	General Fund/BID/DIF
Secondary Gateway at La Cadena Drive/D Street: Survey, design improvement plans, process entitlements, and construct gateway and associated improvements.	2	DS	PW	General Fund/BID/DIF
Omnitrans Multi-Modal Transit Station: Coordinate with Omnitrans to plan and implement the proposed multi-modal transit station.	5	PW	DS/CN	Grants/FTIP/STIP/DA/AHSC Grant
Pocket Parks/Plazas: Survey, design improvement plans, process entitlements, and construct parks/plazas and associated improvements. If included, coordinate with Public Art Program to plan and install public art.	2	PW	DS/CN	Grants/DA/DIF/BID
Facade Improvements: Develop and implement a Beautification and Maintenance Program to revitalize facades Downtown and ensure that they are upkept.	1	DS	ED	Grants/DA/DIF/BID

TABLE 6.4 – IMPLEMENTATION ACTION PLAN MATRIX

Action Item	Timing ¹	Responsibility ²		Potential Funding Sources ³
		Lead	Support	
Programs, Studies, and Incentives				
Land Use Assembly: Facilitate and encourage market-based reuse of vacant/or under-utilized properties.	2	ED	DS	Grant Fund/CRA
Infrastructure Study: Identify needs and costs to implement infrastructure to support Downtown.	2	PW	DS	General Fund/CRA/EIFD
Branding Package: Develop branding package including message/themes and graphics.	2	ED	DS	General Fund/BID/CRA
Special Events: Expand special events programming, such as farmers markets and car shows. Coordinate with San Bernardino Department of Public Health for resources and tools to facilitate a recurring farmers market.	1	CS	ED	General Fund/BID/Private
Reuse of Older Properties: Develop tools and resources to rehabilitate/creatively reuse older commercial properties.	2	ED	DS	General Fund/CDBG/BID/CRA
Business Incentives: Develop a menu of business incentives such as streamline application review, waive/defer fees, leverage City-owned utilities.	1	DS	ED	General Fund/CDBG
Public Art Program: Develop and implement a public art program including guidelines for inclusion of public art in new development projects and art in new public improvement projects.	2	DS	CN	Grants/DA/DIF/BID
Sign and Wayfinding Program: Prepare a wayfinding directional sign program for Downtown and Interstate 10 areas also connecting Hub City Center and Colton Events Center for motorists and bicyclists; located along roadways and bikeways, respectively.	1	DS	CN	Grants/BID
One-Stop Permitting Center: Continue to operate a one-stop permitting and business assistance center in the Downtown, and consider expansion of center services.	2	DS	CN/ED	General Fund/BID/PBID

1. Priority: 1 = Short Range (Year 1), 2 = Mid-Range (Years 2-5), 3 = Long-Range (5+ Years).
2. CN = Consultant, CS = Community Services, DS = Development Services, ED = Economic Development, PW = Public Works.
3. AHSC = Affordable Housing and Sustainable Communities, ATP = Active Transportation Planning Grant, BID/PBID = Business Improvement District/Property-Based BID (should the City/Chamber create a district), CDBG = Community Development Block Grant, CIP = Capital Improvement Program, CRA = Community Revitalization Authority, DA = Developer Agreement, DIF = Development Impact Fee, EIFD = Enhanced Infrastructure Financing District, FTIP = Federal Transportation Improvement Plan, SCS = Sustainable Communities Strategy, STIP = State Transportation Improvement Program.
4. City utility funds include, but are not limited to, those such as water, wastewater, and electric that support ongoing improvements to the City's public infrastructures.

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A

funding sources



COLTON
DOWNTOWN
DESIGN MANUAL



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A. FUNDING SOURCES

The following list of funding sources is intended as a general resource for economic development-related programs and activities. Some may or may not apply in the context of the Design Manual. Section A.7 provides a guide to acronyms used throughout this appendix.

A.1 NATIONAL PROGRAMS

A.1.1 National Programs: Federal Government

It should be noted that some federal programs are also available through state and regional organizations, sometimes as “pass-through” funding or simply as alternative channels. For example, the Southern California Association of Governments (SCAG) can support member communities with sustainability programs within the federal Partnership for Sustainable Communities.

U.S. Economic Development Administration (EDA)

Under the EDAP Federal Funding Opportunity (FFO) announcement, The U.S. Economic Development Administration (EDA) will make construction, non-construction, and revolving loan fund investments under the Public Works and Economic Adjustment Assistance Programs (EDAP). Grants made under these programs will leverage regional assets to support the implementation of regional economic development strategies designed to create jobs, leverage private capital, encourage economic development, and strengthen America’s ability to compete in the global marketplace.

Funding Opportunity Number: EDAP2014

Funding Opportunity Title: FY 2014 EDAP

Opportunity Category: Discretionary Grant

Funding Instrument Type: Cooperative Agreement

Partnership for Sustainable Communities

In June 2009, the Partnership for Sustainable Communities was formed by the U.S. Department of Housing and Urban Development (HUD), the U.S. Department of Transportation (DOT), and the U.S. Environmental Protection Agency (EPA). The HUD-DOT-EPA Partnership for Sustainable Communities marks a fundamental shift in the way the federal government structures its transportation, housing, and environmental policies, programs and spending. Through the Partnership, the three agencies are collaborating to

support communities that provide people with a variety of housing and transportation choices, attract economic opportunity, safeguard public health, and protect clean air and water.

U.S. Department of Transportation (DOT)

The DOT works to promote livable communities and enhance the economic and social well-being of all Americans by creating and maintaining a safe, reliable, integrated, and accessible transportation network. The majority of DOT funding is distributed annually through programs that are administered by States and Metropolitan Planning Organizations through formulas. While most have specific eligible activities identified in law, funds from some programs may be transferred by states to local governments, transit agencies, or other transportation organizations. Projects funded through DOT programs must be contained in an approved metropolitan transportation improvement program (TIP) and/or statewide transportation improvement program (STIP). In this way, decisions about transportation projects, project design, and selection are made locally and result from locally determined transportation and land-use plans.

Multimodal and Planning Programs

Transit Oriented Development (TOD) Planning Pilot: This program provides funding to advance planning efforts that support TOD associated with new fixed-guideway and core capacity improvement projects. This program authorizes the Federal Transit Administration (FTA) to make grants for comprehensive planning that seeks to: enhance economic development, ridership, and other goals established during the project development and engineering processes; facilitate multimodal connectivity and accessibility; increase access to transit hubs for pedestrian and bicycle traffic; enable mixed-use development; identify infrastructure needs associated with the eligible project; and include private-sector participation. Funds are awarded competitively, and state and local government agencies are eligible for funding.

Public Transportation Programs

Urbanized Areas Formula Grant Program: This program provides direct funding to communities with a population of 50,000 or more for public transportation planning and capital improvements. Eligible activities include: job access and reverse commute projects that provide transportation to jobs and employment opportunities for welfare recipients and low-income workers; and transit operating costs in certain areas.

Bus and Bus Facilities Formula Program: This program provides funding to replace, rehabilitate, and purchase buses and related equipment, and to construct bus-related facilities, such as shelters

or transfer stations. Funds are allocated based on certain criteria such as population, bus vehicle revenue-miles, bus passenger-miles, and population density.

Fixed Guideway Capital Investment Grants (“New Starts” and “Small Starts”): These discretionary programs are the federal government’s primary financial resource for supporting planning and construction of major transit capital projects. New Starts and Small Starts have helped make possible dozens of new or extended transit fixed guideway systems across the country – heavy rail, light rail, commuter rail, bus rapid transit, and ferries. New Starts projects are typically greater than \$250 million in total project cost, requesting greater than \$75 million in New Starts funding. The Small Starts program supports fixed guideway projects smaller than the New Starts cost thresholds. Participation in the New Starts and Small Starts programs requires completion of a legislatively directed process for planning and project development.

State of Good Repair Grants: This program is FTA’s first dedicated funding to repair and upgrade rail and bus rapid transit systems. Eligible recipients include State and local government authorities in urbanized areas with fixed guideway public transportation facilities operating for at least seven years.

Enhanced Mobility of Seniors and Individuals with Disabilities: This program is intended to enhance mobility for seniors and persons with disabilities by providing funds for programs to serve the special needs of transit-dependent populations beyond traditional public transportation services and Americans with Disabilities Act (ADA) complementary paratransit services. Operating assistance is now available under this program. Funds are apportioned based on each state’s share of population for these groups of people.

Flexible Programs for Roads, Streets, and Paths

Congestion Mitigation and Air Quality (CMAQ) Program: The CMAQ program supports transportation projects or programs that will improve air quality and relieve congestion in areas that do not meet National Ambient Air Quality Standards. CMAQ funds may be used to establish new or expanded transportation projects or programs that reduce emissions, including capital investments in transportation infrastructure, congestion relief efforts, and diesel engine retrofits. Other CMAQ projects include operating assistance for new transit services, travel demand management strategies, traffic flow improvement programs that reduce emissions, and bicycle/pedestrian facilities and programs.

Surface Transportation Program: This program provides flexible funding to states and metropolitan planning organizations for projects

on any federal-aid highway. It can be used for a broad array of highway, transit, bicycling, and walking purposes.

Transportation Alternatives Program: This new program consolidates many previously eligible activities under separately funded programs, including Transportation Enhancements, Recreational Trails, Safe Routes to School, and several other discretionary programs. Funds may be used for projects or activities related to: construction, planning, and design of on-road and off-road trail facilities for pedestrians, bicyclists, and other nonmotorized forms of transportation; conversion and use of abandoned railroad corridors for trails for pedestrians, bicyclists, or other nonmotorized transportation users; and any environmental mitigation activity, including pollution prevention and pollution abatement activities and mitigation to address stormwater management.

Recreational Trails Program (RTP): This program provides formula funds to states to develop and maintain trails and trail-related facilities for all types of recreational uses, including hiking, bicycling, equestrian, cross-country skiing, snowmobiling, off-road motorcycling, all-terrain vehicles, four-wheel driving, or other off-road motorized vehicles.

Context Sensitive Solutions (CSS): While not a funding program, CSS is a collaborative, interdisciplinary approach that involves all stakeholders in developing a transportation facility that fits its physical setting and preserves scenic, aesthetic, historic, and environmental resources while maintaining safety and mobility. CSS considers the total context within which a transportation improvement project will exist. CSS principles include the employment of early, continuous, and meaningful involvement of the public and all stakeholders throughout the project development process. The project is designed and built with minimal disruption to the community.

U.S. Department of Housing and Urban Development (HUD)

HUD’s mission is to increase homeownership, support community development, and increase access to affordable housing free from discrimination. HUD promotes sustainable communities by coordinating federal housing and transportation investments with local land use decisions in order to reduce transportation costs for families, improve housing affordability, save energy, and increase access to housing and employment opportunities.

Public Housing

HOPE VI Program: This program provides competitive funding for the eradication of severely distressed public housing developments. Funds can be used for demolition, major rehabilitation, and new

construction of public housing; acquisition of sites in other locations for private new construction; and supportive services for those relocated by the program. HOPE VI promotes the creation of mixed income communities that are dense, pedestrian friendly, and transit accessible. It also encourages high standards of green building for new construction projects through regulation and giving priority to proposals with green features.

Public Housing Program: This program provides funding to local housing agencies for operating expenses and repairs to public housing developments. Funds are allocated based on the continuing needs of the housing authorities, especially the number of units they own. Public housing agencies are encouraged to use environmentally responsible practices through regulations and policy guidance and through specific programs like Energy Performance Contracting (EPC). EPC provides funding to make public housing units more energy efficient through energy efficiency, water efficiency, or renewable energy improvements to units. Funding is provided through freezing utility subsidies to repay financing obtained to make the improvements. For every \$1 spent on utility efficient improvements under this program, \$2.44 in savings will be created.

Housing Choice and Project-based Vouchers Program: This program provide funding to local public housing agencies for rental subsidies for units that are chosen by the tenant in the private market (Housing Choice Vouchers) or for use in specific developments or units (Project Based Vouchers). Housing Choice Vouchers allow tenants more flexibility in deciding the location of their residence, giving them more of an opportunity to live closer to work, family, amenities, or services.

Community Planning and Development

Community Development Block Grants (CDBG): This program provides formula funding directly to larger cities and counties and through state governments for small units of local government. Funds can be used for most kinds of development as long as it meets one of the following national objectives. 1) Benefits low and moderate-income persons- 2) aids in the prevention or elimination of slum and blight; or 3) meets certain community development needs having a particular urgency. CDBG is a flexible program that provides resources to address a wide range of community and economic development needs, including decent housing, a suitable living environment, and expanded economic opportunity.

Disaster Recovery Assistance: In response to disasters, Congress appropriates additional funding for the CDBG and HOME programs as Disaster Recovery grants to rebuild the affected areas and provide crucial seed money to start the recovery process. Since CDBG Disaster

Recovery assistance may fund a broad range of recovery activities, HUD can help communities and neighborhoods that otherwise might not recover due to limited resources. Disaster Recovery grants often supplement disaster programs of the Federal Emergency Management Agency, the Small Business Administration, and the U.S. Army Corps of Engineers. In addition, HOME Disaster Recovery grants can provide an important resource for providing affordable housing to disaster victims.

HOME Investment Partnership: This program provides formula funding directly to larger cities and counties, to consortia of local governments, and to state governments. The HOME program is designed to create affordable housing for low-income households and can take the form of direct assistance or loan guarantees. Funds can be used for most kinds of housing development, including acquisition and rehabilitation in the creation of low-income housing. Additionally HOME program funds can be used for homebuyer assistance and for Tenant-based Rental Assistance.

Housing Opportunities for Persons with AIDS: Provides formula funding and limited competitive grants to states, cities, and nonprofit organizations to develop housing and supportive services for people with AIDS.

Homeless Programs: Provide formula and competitive funding to state and local governments and nonprofit organizations that offer housing, homeless prevention programs, rental assistance, and other supportive services to families and individuals facing a housing crisis or homelessness.

Neighborhood Stabilization Program (NSP): This program provides some formula funding to states and local governments and some competitive grants to states, local governments, nonprofit entities, or a consortium of nonprofit entities/ Funds can be used to acquire and rehabilitate abandoned or foreclosed upon homes or residential properties in neighborhoods.

Section 108: Section 108 is the loan guarantee provision of the CDBG program that provides public entities with loan funds to carry out economic development, housing, and public facility projects. The public entity may carry out the project itself or designate another public or nonprofit entity to do so. Section 108 loans are usually used by CDBG entitlement communities, but non-entitlement communities may also apply if their state agrees to pledge the CDBG funds necessary to secure the loan.

Mortgage Insurance for Rental Housing: Several Federal Housing Administration (FHA) mortgage insurance programs can be used

to facilitate the new construction and substantial rehabilitation of multifamily rental projects. Some FHA programs can be used to refinance and acquire existing multifamily projects not requiring substantial rehabilitation.

Mortgage Insurance for Condominium Units: FHA also insures mortgages on condominium units in developments that are proposed or under construction, existing projects, or conversions. Generally, approval of the condominium project must be obtained from an authorized lender.

Housing Finance Agency Risk Sharing Program: Under this program, HUD provides credit enhancement on loans underwritten and closed by a state or local housing finance agency (HFA). Loans made pursuant to Section 542(c) are for affordable housing which includes new construction, substantial rehabilitation, elderly housing, and refinancing. Eligible owners and purchasers apply for the program through the appropriate HFA.

U.S. Environmental Protection Agency (EPA)

EPA's mission is to protect human health and the environment. Where and how we build communities has a major impact on the environment and on public health. By promoting more environmentally, economically, and socially sustainable communities, EPA can help protect our nation's air, water, land, and people. A clean, green, healthy community is a better place to buy a home and raise a family, it's an appealing place for businesses to locate, and it has the foundations it needs for prosperity. Many EPA programs are aimed at helping tribal, state, and local governments support activities that build more sustainable communities and protect human health and the environment.

Brownfields Remediation and Redevelopment: EPA has a variety of programs to help eligible entities assess, remediate, and restore brownfields sites to productive use and revitalize affected neighborhoods.

Assessment Grant Program: These grants provide funding to inventory, characterize, assess, and conduct planning and community involvement related to brownfield sites. Grants are for up to \$200,000 to address sites contaminated by hazardous substances, and up to \$200,000 to address sites contaminated by petroleum. Applicants can also apply as an Assessment Coalition (a group of three or more eligible entities) for up to \$1 million.

Revolving Loan Fund (RLF) Grant Program: These grants of up to \$1 million provide funding to capitalize a revolving loan fund. Revolving loan funds can be used to provide no-interest or low-interest loans

and subgrants to eligible entities who own the site to carry out cleanup activities at brownfield sites. RLF grants require a 20 percent cost share.

Cleanup Grant Program: These grants provide funding for a recipient to carry out cleanup activities at brownfields sites that it owns. Sites may be contaminated by hazardous substances and/or petroleum. Grants are up to \$200,000 per site and require a 20 percent cost share.

Brownfields Job Training Grant Program: These grants provide funding to eligible entities and nonprofit organizations to help communities take advantage of jobs created by the assessment and cleanup of brownfields. The Job Training Grant Program's goals are to prepare trainees for future employment in the environmental field and to facilitate cleanup of brownfield sites contaminated with hazardous substances. Grants are for up to \$200,000.

Targeted Brownfields Assessments: These assessments are conducted by an EPA contractor, and services can include site assessments, cleanup options and cost estimates, and community outreach. Sites for this program are selected by EPA regional offices. Services can range from several thousand dollars to as much as \$100,000.

Technical Assistance to Brownfields (TAB) Program: TAB services are provided to communities, regional entities, and nonprofits who need technical assistance dealing with brownfield sites. The program can also assist communities with applying for EPA brownfields grants or identifying other resources to address their brownfield sites.

Environmental Justice

Environmental justice is the fair treatment and meaningful involvement of all people regardless of race, color, national origin, or income with respect to the development, implementation, and enforcement of environmental laws, regulations, and policies. EPA has this goal for all communities and persons across the nation. It will be achieved when everyone enjoys the same degree of protection from environmental and health hazards and equal access to the decision-making process to have a healthy environment in which to live, learn, and work.

Environmental Justice Small Grants Program: This program provides financial assistance to eligible organizations to build collaborative partnerships, to identify the local environmental and/or public health issues, and to envision solutions and empower the community through education, training, and outreach.

Environmental Justice Collaborative Problem-Solving Cooperative Agreement Program: This program provides financial assistance to eligible organizations working on or planning to work on projects

to address local environmental and/or public health issues in their communities, using EPA's "Environmental Justice Collaborative Problem-Solving Model."

State Environmental Justice Cooperative Agreements Program: This program provides funding so that eligible entities may work collaboratively with affected communities to understand, promote, and integrate approaches to provide meaningful and measurable improvements to the public health and/or environment in the communities.

Environmental Justice Showcase Communities Project: This project provides EPA regional office funding to bring together governmental and non-governmental organizations to pool their resources and expertise on the best ways to achieve real results in communities. The successes and lessons learned in these demonstration projects will be used to help guide the design and implementation of future environmental justice projects and will help EPA increase its ability to address local environmental challenges in more effective, efficient, and sustainable ways.

Toxic Pollution Reduction

Community Action for a Renewed Environment (CARE): CARE is a competitive grant program that offers an innovative way for a community to organize and take action to reduce toxic pollution in its local environment. Through CARE, a community creates a partnership that implements solutions to reduce releases of toxic pollutants and minimize people's exposure to them. By providing financial and technical assistance, EPA helps CARE communities get on the path to a renewed environment.

Lead Grants: EPA awards grants aimed at reducing childhood lead poisoning in communities with older housing through the National community-based Lead Grant and the Targeted Lead Grant Programs. The projects supported by these grant funds are an important part of EPA's lead program to eliminate childhood lead poisoning as a major public health concern.

Energy Conservation and Renewable and Clean Energy

State and Local Climate and Energy Program: This program provides technical assistance, analytical tools, and outreach support to state, local, and tribal governments. Specific assistance includes identifying and documenting cost-effective policies and initiatives – measuring and evaluating the benefits of clean energy initiatives; offering tools, guidance, and outreach support; and fostering peer exchange opportunities. The program's web site provides state and local governments with information on energy efficiency and clean energy, including webcasts on a variety of topics.

National Clean Diesel Campaign (NCDC): NCDC offers a comprehensive program to help fleet owners clean up their diesel fleets. The campaign awards competitive grants through the Diesel Emissions Reduction Act to public agencies, eligible nonprofits, and private entities, such as school bus contractors, who partner with eligible entities. NCDC's rigorous verification program evaluates the performance and durability of retrofit technologies and provides a path to verification for emerging technologies. The campaign's innovative programs, such as Clean School USA, Clean Ports USA, and Clean Construction USA, provide sector-specific information, including case studies, technology options, and publications. ND's tools and resources include the web-based Diesel Emissions Quantifier to help evaluate the cost effectiveness of various retrofit options and the State and Local Toolkit to help design, fund, and evaluate emission-reduction programs/ In addition, ND supports regional private-public collaboratives whose members coordinate to implement a wide array of activities to reduce diesel emissions. SmartWay Transport Partnership: Under SmartWay, EPA provides web-based analytical tools, technical assistance, innovative financing options, air quality planning guidance, product and vehicle verification and certification, and recognition incentives to help states and municipalities support cleaner goods movement in their communities. SmartWay partners learn how to shrink their carbon footprints and reduce emissions of air pollutants while saving fuel and expanding their businesses. SmartWay's innovative financial options can help trucking firms, municipal fleet managers, and owner-operators serving communities across the country overcome financial obstacles to cleaner, fuel-saving vehicle retrofits and upgrade. Cities can partner with EPA regional offices to recruit city-based freight shippers and carriers into the program, organize events or pilot tools/ resources for the local business community, use locomotive and truck idle reduction strategies to achieve clean air goals, and let businesses and consumers know about lower polluting, fuel-saving, SmartWay-designated passenger vehicles and commercial trucks.

Smart Growth

EPA's Smart Growth Program offers case studies, research, tools, and publications to help communities learn about and implement smart growth solutions to a wide range of development-related challenges, including transportation and parking, affordable housing, stormwater runoff, zoning codes, infill and redevelopment, and many other issues.

Smart Growth Implementation Assistance (SGIA) Program: Through the SGIA program, EPA solicits applications from state, local, regional, and tribal governments (and non-profits that have partnered with a governmental entity) that want to incorporate smart growth techniques into their future development. Once selected, communities receive direct technical assistance from a team of national experts in one of two

areas: policy analysis (e.g., zoning codes, school siting guidelines, and transportation policies) or public participatory processes (e.g., visioning, design workshops, alternatives analysis). EPA tailors the assistance to the community's unique situation and priorities and provides the contractor team. This is not a grant. Through a site visit and a report, the multidisciplinary teams help the community achieve its goal of encouraging growth that fosters economic progress and environmental protection. The SGIA Request for Applications is usually open in the first quarter of the year.

Smart Growth Funding Resources: The Smart Growth Program occasionally offers competitive grants. It has also compiled lists of federal, regional, and state resources for communities and non-governmental organizations that are seeking funding to address various aspects of smart growth.

Water Quality

In urban and suburban areas, much of the land surface is covered by buildings, pavement, and compacted landscapes that do not allow rain and snowmelt to soak into the ground, which greatly increases the volume and velocity of stormwater runoff. Upgrading water infrastructure and using green infrastructure techniques can help improve stormwater management to better protect our nation's drinking water and lakes, rivers, streams, and other water bodies.

State Revolving Loan Funds: The Clean Water State Revolving Fund (CWSRF) and Drinking Water State Revolving Fund (DWSRF) Programs are federal/state partnerships designed to finance the cost of infrastructure needed to achieve compliance with the Clean Water Act. Through the SRFs, states maintain revolving loan funds to provide low-cost financing for a wide range of water quality infrastructure projects, such as traditional municipal wastewater treatment and collection systems, nonpoint source program implementation projects, wetlands restoration, groundwater protection, innovative stormwater runoff and estuary management projects, drinking water treatment and conveyance systems, and source water protection. Funds to establish or capitalize the SRF programs are provided through EPA grants to the states, along with state matching funds (equal to 20 percent of federal government grants).

Green Infrastructure: Green infrastructure is an approach to wet weather management that is cost effective, sustainable, and environmentally friendly. Green infrastructure management approaches and technologies infiltrate, evaporate, transpire, capture, and reuse stormwater to maintain or restore natural hydrology. Many of these approaches, including green roofs, rain gardens, green streets, and other innovative stormwater management techniques, can

also make neighborhoods safer, healthier, and more attractive. EPA has compiled a list of funding resources to help communities fund green infrastructure projects.

Asset Management (AM): As communities undertake the task of renewing their water infrastructure systems, EPA can offer a suite of practices and approaches to ensure that water infrastructure both supports sustainable communities and can be supported by the communities it serves. One of the keys to sustainable infrastructure is the practice of AM, which provides a platform for making the best, most effective infrastructure investments. EPA offers AM training and a suite of tools to promote adoption and improvement of AM implementation. Multisector AM integrates investments in water, transportation, and housing infrastructure and is being promoted through a Memorandum of Understanding between EPA and DOT.

Nonpoint Source Management Grants: Under Section 319 of the Clean Water Act, states receive grant money to support a wide variety of activities to reduce nonpoint source pollution, including techniques related to agriculture, urban runoff, forestry, and the physical modification of water bodies. States directly implement projects as well as provide funds to organizations and local governments to carry out projects that reduce nonpoint source pollution through best management practices, outreach and education, and demonstration of new approaches to improve water quality. These grant monies may not be used to fund activities currently required in a stormwater permit issued under the authority of the Clean Water Act. Each state publishes an annual request for proposals.

A.1.2 National Programs: Other

The Advisory Council on Historic Preservation (ACHP)

Historic Preservation Tax Credits: The recipients of the credits are owners of commercial, industrial, agricultural, or rental residential properties. The Federal Government offers a variety of tax credits that assist preservation projects, notably a credit that is available only for rehabilitation of income-producing historic properties. Under this historic preservation tax credit, property owners who rehabilitate historic buildings for commercial, industrial, agricultural, or rental residential purposes can receive a tax credit equal to 20 percent of the rehabilitation costs. The National Park Service must certify that the rehabilitation work meets the Secretary of the Interior's Standards for Rehabilitation. Since the inception of the tax credit in 1976, it has generated over \$40 billion in historic preservation activity.

Foundations

Funders' Network: Funders' Network's mission is, "to inspire, strengthen and expand funding and philanthropic leadership that yield environmentally sustainable, socially equitable and economically prosperous regions and communities."

A list of member organizations, most but not necessarily all funding organizations, is available at <http://www.fundersnetwork.org/connect>. This membership list should not be interpreted to imply the availability of grants. Grantseekers should carefully review the criteria and requirements of any foundation prospect before applying for a specific grant.

Enterprise Community Website

Enterprise is a national organization involved in affordable housing finance and community investment, with the mission of bringing housing and opportunities to low-income people.

Low-Income Housing Tax Credit (LIHTC): The LIHTC program was originally enacted as part of the Tax Reform Act of 1986, to generate private capital investment to support the development of new and rehabilitated affordable rental homes for low and very low-income families. The Housing Credit is administered mostly by the States, which allows them to adapt the program to their unique housing needs under broad Federal guidelines.

U.S. Treasury Department-certified Community Development Financial Institution (CDFI), the Enterprise Community Loan Fund: The program is one of the largest nonprofit loan funds in the country and is a member of the Opportunity Finance Network and a CDFI assessment and ratings system (CARS)-rated CDFI.

A.2 STATE PROGRAMS

A.2.1 Local Government Commission (LGC)

LGC is a nonprofit organization based in California "fostering innovation in environmental sustainability, economic prosperity and social equity. The LGC is helping to transform communities through inspiration, practical assistance and a network of visionary local elected officials and other community leaders." The LGC provides links to the following programs:

California Energy Commission (CEC)'s Efficiency Financing Program for Local Government, Hospitals, and Schools: This program provides financing for schools, hospitals and local governments through low-interest loans for feasibility studies and the installation of energy-

efficiency measures. Approximately \$40 million is available. Loans can finance up to 100 percent of the cost of energy efficiency projects for schools, hospitals, cities, counties, special districts, or public care institutions.

California Public Utilities Commission (CPUC)'s Savings by Design: This program encourages high-performance nonresidential building design and construction within the service territories of Pacific Gas and Electric (PG&E), San Diego Gas and Electric (SDG&E), Southern California Edison (SCE), or Southern California Gas. The program offers building owners and their design team a wide range of services including design assistance, owner incentives, and design team incentives. Owners and design team members are eligible to participate.

A.2.2 California State Treasurer

California Alternative Energy & Advanced Transportation Financing Authority (CAEATFA): CAEATFA was established to promote energy sources designed to reduce the degradation of the environment, and to promote the development and commercialization of advanced transportation technologies. CAEATFA is able to issue tax-exempt and taxable bonds for projects that qualify. CAEATFA offers financing at lower than conventional costs as the interest on the bonds is exempt from federal and state taxes. Applicants should consult with legal counsel and financial consultants to determine if the tax-exempt securities option is the best for the project.

California Industrial Development Financing Advisory Commission (CIDFAC): CIDFAC operates the State's industrial development bonds (IDBs) and empowerment zone bond financing programs. CIDFAC issues tax-exempt, IDBs intended for helping local communities grow their economies and provide good-paying jobs. Applicants for CIDFAC financing must meet certain eligibility, public benefit and other requirements. Additionally, they must provide certain documentation concerning the proposed IDB project and the project sponsor and user.

California Transportation Financing Authority (CTFA): CTFA issues, or approves the issuance of, revenue bonds to finance transportation projects. The CTFA will review proposed projects to ensure they are financially sound, and also has the ability to approve tolls as part of the financing plans to repay revenue bonds. Through the CTFA, local transportation agencies will have greater ability to sell revenue bonds, backed by non-general fund monies, in the municipal bond market. And the state will ensure that projects and financing are consistent with state transportation policy objectives.

A.2.3 California Statewide Communities Development Authority (CSCDA)

CSCDA was created in 1988, under California's Joint Exercise of Powers Act, to provide California's local governments with an effective tool for the timely financing of community-based public benefit projects.

Although cities, counties and special districts are able to issue their own debt obligations or serve as a conduit issuer of private activity bonds that promote economic development and provide critical community services, many local agencies find stand-alone financings too costly or lack the necessary resources or experience to facilitate the bond issuance and perform post-issuance activities for the term of the bonds. In response, CSCDA was created by and for local governments in California, and is sponsored by the California State Association of Counties and the League of California Cities.

New Markets Tax Credit Program: Created by the U.S. Federal Government in 2000 as part of the Community Renewal Tax Relief Act, the New Markets Tax Credit (NMTC) program encourages investment in low-income communities. Through the NMTC Program, real estate projects or businesses in a low-income community are able to generate capital by providing investors – typically a bank or financial institution — a tax credit as an additional incentive for capital investment. The authority to determine how tax credits are allocated is granted to financial intermediaries called Community Development Entities (CDEs). CDEs have been certified by the Community Development Financial Institutions (CDFI) Fund of the U.S. Department of the Treasury after completing a rigorous application process and demonstrating their commitment and history of investing capital into low-income communities. CSCDA is a certified CDE. Certified CDEs compete annually to receive awards under the NMTC.

Programs for Public Agencies

California Lease Finance Program (CaLEASE): This program offers tax-exempt lease financing to public agencies for capital projects, and equipment without the traditional expense or complexity of other finance mechanisms.

Statewide Community Infrastructure Program (SCIP): SCIP allows participating local agencies to receive impact fees prior to development, while property owners repay the tax-exempt obligation over a thirty year bond term. SCIP may eliminate the need for local agencies to negotiate deferral fee agreements.

Delinquent Property Tax Funding Program: This program enables cities and districts that do not participate in a county Teeter plan to

sell or assign their share of their county's delinquent 1% levy taxes to the CSCDA; and similarly enables Community Facilities and Special Assessment Districts to sell or assign their delinquencies to the CSCDA. Teeter plans provide alternative methods for allocating delinquent property tax revenues. This program could also be used by cities and districts that do participate in a Teeter plan, but have some non-Teetered special tax or fund delinquencies.

Energy Finance Programs

Sustainable Energy Bond Program: CSCDA and the Foundation for Renewable Energy and Environment are teaming together to provide public agencies and nonprofit organizations throughout California with access to tax exempt financing for critical sustainable energy investments.

California First – Property Assessed Clean Energy Program: CaliforniaFIRST is a multi-jurisdiction Property Assessed Clean Energy (PACE) program that provides the size and standardization to catalyze an active, secure energy retrofit marketplace. PACE is a financing tool that allows property owners to secure upfront funding for energy and water-saving improvements, which they repay through a voluntary contractual assessment lien on their property tax bill.

Programs for Private Firms

501(c)(3) Nonprofit: Qualified nonprofit organizations can access low-cost, tax-exempt bonds to finance or refinance the acquisition, construction, installation, expansion or rehabilitation of land, buildings, and equipment. A 501(c)(3) nonprofit organization can finance projects at a lower interest rate than conventional financing because the interest paid to bondholders is exempt from federal (and in some instances state) income taxes.

Housing Bonds: For-profit and nonprofit developers can access tax-exempt bonds for the financing of low-income multifamily and senior housing projects. The Bonds may be used to finance or refinance the acquisition and rehabilitation of an existing project or for the construction of a new project, provided the developer agrees to set aside all, or a portion, of the units in a project for individuals and families of very low, low or moderate income.

Industrial Development Bonds (IDBS)/Manufacturing: Eligible manufacturers can access cost-effective, tax-exempt bond proceeds to acquire, construct or rehabilitate manufacturing facilities that promote job creation and retention. Bond proceeds may also be used for the acquisition of new equipment.

Exempt Facilities/Solid Waste: This program offers companies seeking cost-effective, tax-exempt capital to finance the acquisition and rehabilitation, construction of, or the acquisition of new equipment for solid waste and exempt facilities.

A.2.4 California Energy Commission (CEC)

Energy Efficiency Financing: Projects with proven energy and/or demand cost savings are eligible. Energy efficiency projects must be technically and economically feasible. Examples of projects include; lighting system upgrades, pumps and motors, streetlights and light-emitting diode (LED) traffic signals, energy management systems and equipment controls, building insulation, energy generation including renewable and combined heat and power projects, heating, ventilation and air conditioning equipment, water and waste water treatment equipment, and load shifting projects, such as thermal energy storage.

A.2.5 California Municipal Utility Association (CMUA)

Financing Authority for Resource Efficiency in California (FARECal): Provides flexible, joint/pooled financing for energy efficiency, water conservation and water reclamation projects to municipalities and local districts with publicly owned utilities.

A.2.6 California Department of Housing and Community Development (HCD)

Note that some of these programs might also discussed under federal program information.

Golden State Acquisition Fund (GSAF) - Affordable Housing Innovation Program (AHIP): The program provides quick acquisition financing for the development or preservation of affordable housing. Loans for developers, provided through a nonprofit fund manager and terms may not exceed five years. Applicants must demonstrate local government support, the availability of leveraged funds, organizational stability and capacity, and a track record of developing affordable housing.

CalHome Program: The program enables low and very-low income households to become or remain homeowners. Grants are provided to local public agencies and nonprofit developers to assist individual households through deferred-payment loans. Direct, forgivable loans can be used to assist development projects involving multiple ownership units, including single-family subdivisions. Grants to local public agencies or nonprofit corporations can be used for first-time homebuyer down payment assistance, home rehabilitation, including

manufactured homes not on permanent foundations, acquisition and rehabilitation, homebuyer counseling, self-help mortgage assistance programs, or technical assistance for self-help homeownership. All funds to individual homeowners will be in the form of loans: Loans for real property acquisition, site development, predevelopment, construction period expenses of homeownership development projects, or permanent financing for mutual housing and cooperative developments. Project loans to developers may be forgiven as developers make deferred payment loans to individual homeowners. Assistance to individual households will be in the form of deferred-payment loans, payable on sale or transfer of the homes, or when they cease to be owner-occupied, or at maturity.

Governor's Homeless Initiative: The Governor's Homeless Initiative is an interagency effort aimed at reducing homelessness. It includes the funding program described here, the creation of a State interagency coordinating council, and the purchase by California Housing Finance Agency (CalHFA) of \$10 million in existing loans for supportive housing projects, freeing up funds for new loans. The funding program component of the Governor's Homeless Initiative assists with the development of permanent supportive housing for persons with severe mental illness who are chronically homeless. It is a joint project of the Department of Housing and Community Development (HCD), the CalHFA, and the Department of Mental Health (DMH). Loan terms are 55 years for the permanent MHP loans, up to three years for the CalHFA bridge loan, and up to 30 years for CalHFA permanent loans. Eligible uses include new construction, rehabilitation, or acquisition and rehabilitation of permanent rental housing, and the conversion of nonresidential structures to rental housing.

HOME Investment Partnerships Program (HOME): The program assists cities, counties and nonprofit community housing development organizations (CHDOs) to create and retain affordable housing. Grants are provided to cities and counties; low-interest loans to state-certified CHDOs operating in state-eligible jurisdictions. Most assistance is in the form of loans by city and county recipients to project developers, to be repaid to local HOME accounts for reuse. Eligible recipients include cities and counties that do not receive HOME funds directly from the federal Department of Housing and Urban Development (HUD), and current state-certified nonprofit Community Housing Development Organizations (CHDOs) proposing activities in eligible communities.

Housing-Related Parks Program: The goal of the program is to increase the overall supply of housing affordable to lower income households by providing financial incentives to cities and counties with documented housing starts for newly constructed units affordable to

very low or low-income households. Grants are provided for creation of new parks or rehabilitation or improvements to existing parks. Grant amounts are based on the numbers of bedrooms in newly constructed rental and ownership units restricted for very low and low-income households. A city, county, or city and county that receives funds may subcontract through a recreation and park district or nonprofit organization that has among its purposes the conservation of natural or cultural resources.

Infill Infrastructure Grant Program (IIG): The grant program assists in the new construction and rehabilitation of infrastructure that supports higher-density affordable and mixed-income housing in locations designated as infill. The minimum/maximum grant amounts for Qualifying Infill Projects: \$500,000/\$4 million (\$250,000 minimum for Rural Areas). New construction, rehabilitation, and acquisition of infrastructure are required as a condition of or approved in connection with approval of Qualifying Infill Projects. Eligible applicants include non-profit and for profit developers and as a joint applicant with the developer, a locality or public housing authority.

Multifamily Housing Program (MHP): The program aims to assist the new construction, rehabilitation and preservation of permanent and transitional rental housing for lower income households. These loans are deferred payment loans with 55-year terms. The interest rate is three percent simple interest on unpaid principal balance. Eligible activities include new construction, rehabilitation, or acquisition and rehabilitation of permanent or transitional rental housing, and the conversion of nonresidential structures to rental housing. MHP funds will be provided for post-construction permanent financing only. Eligible costs include the cost of child care, after-school care and social service facilities integrally linked to the assisted housing units; real property acquisition; refinancing to retain affordable rents; necessary onsite and offsite improvements; reasonable fees and consulting costs; and capitalized reserves.

Predevelopment Loan Program (PDLP): The program provides predevelopment capital to finance the start of low income housing projects. These are short-term loans with three percent simple annual interest loans for up to two years. Maximum loan amount for purposes other than site option or site purchase is \$100,000. Predevelopment costs can apply to projects to construct, rehabilitate, convert or preserve assisted housing, including manufactured housing and mobile home parks. Eligible costs include, but are not limited to, site control, site acquisition for future low-income housing development, engineering studies, architectural plans, application fees, legal services, permits, bonding and site preparation.

Transit Oriented Development (TOD) Housing Program: Under the program, low-interest loans are available as gap financing for rental housing developments that include affordable units, and as mortgage assistance for homeownership developments. In addition, grants are available to cities, counties, and transit agencies for infrastructure improvements necessary for the development of specified housing developments, or to facilitate connections between these developments and the transit station. Loans can be used for the development and construction of housing development projects within one-quarter mile of a transit station. Grants can be used for the provision of infrastructure necessary for the development of higher density uses within one-quarter mile of a transit station.

A.2.7 California Department of Transportation (CA DOT)

Note that some of these programs might also be discussed under federal program information.

Partnership Planning for Sustainable Transportation: The Partnership Planning for Sustainable Transportation grant program is funded by the Federal Highway Administration (State Planning and Research, Part I). The Federal Highway Administration has authorized Caltrans to distribute these grant funds. The objective of the Partnership Planning for Sustainable Transportation Program is to encourage or strengthen multi-agency and/or government-to-government partnerships. The projects must have a statewide and/or regional benefit and may include partnering with local agencies to develop plans that align with Senate Bill 375 Sustainable Communities Strategy (SCS) implementation. The anticipated benefits of the project must ultimately result in improvements to the statewide or regional transportation system.

Transit Planning: The Transit Planning Grant Program is funded by the Federal Transit Administration (Section 5304). The Federal Transit Administration has authorized Caltrans to distribute these grant funds. Funding distribution will depend on the quality and amount of applications for each Transit Planning program.

Transit Planning for Sustainable Communities: The objective of the Transit Planning for Sustainable Communities Grant Program is to address transit planning issues of statewide or regional significance. The proposed planning studies are intended to improve transit services and to facilitate congestion relief by offering a sustainable alternative to the single occupant vehicle.

Environmental Justice and Community-based Transportation Planning Grants Program

The Environmental Justice (EJ) and Community-Based Transportation Planning (CBTP) grant programs promote a balanced, comprehensive, and multi-modal transportation system. These are discretionary programs that provide key methods by which many California communities plan for closer connection between transportation and land use. Caltrans provides these planning grant funds to metropolitan planning organizations and regional transportation planning agencies, cities and counties, transit agencies, and Native American tribal governments. EJ and CBTP final products are expected to help leverage funds from other program sources that will forward future project activities. Completed EJ and CBTP products often contribute to positive local planning practice by influencing and integrating final products into the local and regional plans.

Environmental Justice (EJ): This program promotes the involvement of low-income and minority communities, and Native American tribal governments in the planning for transportation projects. EJ grants have a clear focus on transportation and community development issues to prevent or mitigate disproportionate, negative impacts while improving mobility, access, safety, and opportunities for affordable housing an economic development.

Community-Based Transportation Planning (CBTP): This program promotes transportation and land use planning projects that encourage community involvement and partnership. These grants include community and key stakeholder input, collaboration, and consensus building through an active public engagement process. CBTP grants support livable and sustainable community concepts with a transportation or mobility objective to promote community identity and quality of life. Each grant displays a transportation and/or land use benefit. CBTP grants are approached in many different ways with innovative ideas and opportunities for public participation.

California Pollution Control Financing Authority (CPCFA)

The California Pollution Control Financing Authority (CPCFA) provides financial assistance in a variety of forms, including tax exempt bonds for qualifying waste and recycling facilities, grants and loans to clean up contaminated lands, small business loan assistance and tax exempt bonds for certain industrial facilities.

Tax-Exempt Waste/Recycling Bonds: CPCFA provides tax-exempt bond financing for pollution control projects. Their Tax-Exempt Bond Financing Program gives California businesses help with acquisition or construction of qualified pollution control, waste disposal, or

recycling facilities, and the acquisition and installation of new equipment. Typically, tax-exempt bond issues exceed \$2.5 million.

Pollution Control Tax-Exempt Bond Financing Program: This program provides private activity tax-exempt bond financing to California businesses for the acquisition, construction, or installation of qualified pollution control, waste disposal, waste recovery facilities, and the acquisition and installation of new equipment. Financing is performed in conjunction with allocation from the California Debt Limit Allocation Committee (CDLAC). The allocation is required by federal tax law for private activity tax-exempt bonds to be issued. Tax-exempt bond financing provides qualified borrowers with lower interest costs than are available through conventional financing mechanisms.

The following types of projects are eligible for financing:

- **Large Business**: Provides financing to California business, irrespective of company size, for the acquisition, construction or installation or qualified pollution control, waste disposal, and resource recovery facilities
- **Small Business**: Provides financing to California businesses that meet the size standards set forth in Title 13 of the Code of Federal Regulations or are an eligible small business, which is defined as 500 employees or less, including affiliates, for the acquisition, construction or installation of qualified pollution control, waste disposal, and resource recovery facilities.

Small Business Assistance Fund (SBAF): CPCFA uses its SBAF to help pay for the costs of issuance of tax-exempt bonds issued on behalf of small businesses. The SBAF may be used to pay for costs such as letter of credit fees, transaction fees and other costs associated with the issuance of bonds. This assistance reduces the net cost of financing to the small business.

Brownfields Assessment and Redevelopment: CPCFA is administering a new \$60 million program to provide grants or loans for the cleanup of contaminated property that results in housing. Loans and grants of between \$50,000 and \$5 million are available. The California Recycle Underutilized Sites Program (CALReUSE) also has loan money available for site assessments.

Small Business Loans: The California Capital Access Program (CalCAP) helps small-business borrowers obtain loans through participating financial institutions. CalCAP contributes to the loan loss reserves of a financial institution, thereby allowing the lender to provide loans to business which might otherwise not be able to obtain financing. While the requirements of the participating lenders can

vary, the maximum size of a CalCAP loan is \$2.5 million. There is no minimum size and some lenders are providing loans as low as \$500. Loans enrolled in the Air Resources Board (ARB) On-Road Heavy-Duty Vehicle Program can be used to finance heavy-duty trucks and buses and retrofits. CalCAP together with the California Air Resources Board may provide up to 100% coverage on certain loan defaults. Eligible businesses in the Proposition 1B Loan Assistance Program are those that have received an invitation letter from the Air Resources Board stating that the equipment owner is eligible to receive grant money to purchase a newer, compliant vehicle.

Industrial Development Bonds: CPCFA provides tax-exempt Industrial Development Bonds for qualified manufacturing and processing companies. CPCFA Industrial Development Bonds that meet statutory and regulatory requirements can be used for a variety of pollution control, solid waste and recycling facilities. Generally, Industrial Development Bonds are issued for projects costing at least \$1 million up to a maximum of \$10 million. More information on these types of bonds can be found at the California Industrial Development Financing Advisory Commission.

California Department of Resources Recycling and Recovery (CalRecycle): The California Department of Resources Recycling and Recovery (CalRecycle) offers funding opportunities authorized by legislation to assist public and private entities in the safe and effective management of the waste stream. To access detailed information about grant, payment, and loan programs currently offered by CalRecycle, use the list below. Applicants can apply online for many of CalRecycle's grant programs by using the Grants Management System Web (GMSWeb). These grants generally target specific elements of the waste stream, such as beverage containers. Payment programs include:

- Used Oil Payment Program (OPP)
- Beverage Container City/County Payment Program

Loan programs include:

- Recycling Market Development Zone (RMDZ) Loans
Provides direct loans to businesses that use postconsumer or secondary waste materials to manufacture new products, or that undertake projects to reduce the waste resulting from the manufacture of a product.
- Proposed Greenhouse Gas Reduction Revolving Loans
Provides loans to promote in-state development of infrastructure to process California-generated organics and other recyclable materials into new value-added products.

A.2.8 I-Bank Programs

Infrastructure State Revolving Fund Program (ISRF): The ISRF Program provides low-cost financing to public agencies for a wide variety of infrastructure projects. ISRF Program funding is available in amounts ranging from \$50,000 to \$25,000,000, with terms of up to 30 years. Interest rates are fixed for the term of the financing. Eligible project categories include city streets, county highways, state highways, drainage, water supply and flood control, educational facilities, environmental mitigation measures, parks and recreational facilities, port facilities, public transit, sewage collection and treatment, solid waste collection and disposal, water treatment and distribution, defense conversion, public safety facilities, and power and communications facilities.

501(c)(3) Revenue Bond Program: The 501(c)(3) Revenue Bond Program provides tax-exempt financing to eligible nonprofit public benefit corporations for the acquisition and/or improvement of facilities and capital assets. Typical borrowers include cultural, charitable and recreational organizations, research institutes and other types of organizations that provide public benefits.

Industrial Development Revenue Bond (IDB) Program: The IDB Program provides tax-exempt financing up to \$10 million for qualified manufacturing and processing companies for the construction or acquisition of facilities and equipment. IDBs allow private companies to borrow at low interest rates normally reserved for state and local governmental entities.

Exempt Facility Revenue Bond Program: The Exempt Facility Revenue Bond Program provides tax-exempt financing for projects that are government-owned or consist of private improvements within publicly-owned facilities, such as private airline improvements at publicly-owned airports.

Small Business Loan Guarantee Program: Provides repayment guarantees to lenders of loans to small businesses having difficulty securing financing on their own. The guarantees are issued by non-profit Financial Development Corporations (FDCs). The FDCs partner with community banks to help small business owners finance their plans including expanding operations, purchasing new equipment and infusing businesses with working capital. Guarantees may also be issued on loans for start-up costs.

A.3 REGIONAL PROGRAMS

A.3.1 Southern California Association of Governments (SCAG)

As a member of the Southern California Association of Governments (SCAG), the City has access to SCAG's assistance in locating and securing grant funding from federal and state agencies. For example, SCAG's programs include the CA Smart Growth Infrastructure Funding & Financing, which according to SCAG is "designed to assist cities to identify funding and financing opportunities and potential partnerships for public infrastructure improvements for transit-oriented development and other smart growth projects. The [program] site defines available funding sources and financing tools, each linked to one or more case studies of recent smart growth improvement projects in California and across the country."

A.4 LOCAL PROGRAMS

A.4.1 Special and "Add-On" Taxes

The use of special and "add-on" taxes by cities and counties in California is restricted by Proposition 218 (passed by California voters in 1996) and its predecessors, Proposition 13 (1978) and Proposition 62 (1982). Based on these Propositions, the California State Constitution provides clear standards for locally-imposed general and special taxes. In particular, the required voter approval thresholds for different types of local taxes are as follows:

- General tax – majority
- Special tax – 2/3 supermajority
- Parcel tax – 2/3 supermajority
- General obligation bond – 2/3 supermajority

Note that any "special tax" requires the approval of two-thirds of voters. A special tax is defined as any tax earmarked for a specific purpose. The State Legislature is currently considering several potential ballot measures which would allow California voters to reduce the voter approval threshold for special taxes from the current two-thirds to a less-restrictive 55%. This change would significantly enhance the likelihood of gaining voter approval of special taxes (since recent elections have shown that unsuccessful special tax initiatives often narrowly fail to gain the needed 2/3 vote). Some of the ballot measures under consideration would make this change only for specific categories of special taxes (e.g., taxes focused on

transportation improvements), but the broadest measure under consideration (Senate Constitutional Amendment [SCA] 11) would change the required threshold for all special tax initiatives. It is presently not possible to predict the timing and outcome of any of these potential ballot measures.

Business Improvement Districts (BID)

In California, there are two separate laws that authorize the formation of a Business Improvement District:

- The Parking and Business Improvement Area Law of 1989 (Streets & Highways Code §36500 et seq.).
- Property and Business Improvement District Law of 1994 (Streets & Highways Code §36600 et seq.)

Both laws enable a city, county, or joint powers authority (made up of cities and/or counties only) to establish a BID and levy annual assessments on businesses within its boundaries. Improvements which may be financed include parking facilities, parks, fountains, benches, trash receptacles, street lighting, and decorations. Services that may be financed include promotion of public events, furnishing music in public places and promotion of tourism. In addition, the 1994 Act also allows financing of streets, rehabilitation or removal of existing structures, and security facilities and equipment. The 1989 Act allows financing of marketing and economic development, and various supplemental municipal services such as security and sanitation. Neither law allows bonds to be issued by the BIDs.

Special Benefit Assessments

Below is a list of California's more commonly used benefit assessment laws:

- Benefit Assessment Act of 1982 (Government Code §54703 et seq.). This act lets cities, counties, and special districts finance a variety of improvements.
- Community Rehabilitation District Law of 1985 (Government Code §53370 et seq.). Cities and counties can fund the renovation and repair (but not the maintenance) of an existing structure.
- Fire Suppression assessments (Government Code §50078 et seq.). Cities, counties, and special districts can charge assessments to purchase and maintain fire-fighting equipment and to pay related salaries.
- Geologic Hazard Abatement District assessments (Public

Resources Code §26500 et seq.). Cities and counties can assess property to prevent, mitigate, and abate geologic hazards such as landslides and bluff failures by acquiring property, preparing reports, and performing structural repairs.

- Habitat Maintenance Districts (Government Code §50060 et seq.). Cities and counties can levy assessments for long-term natural habitat maintenance in accordance with plans approved by the State Department of Fish and Game.
- Improvement Act of 1911 (Streets and Highways Code §5000 et seq.). The 1911 Act allows local officials to fund transportation systems, street paving, grading, sidewalks, parks, recreation areas, sewers, drainage systems, fire protection, flood control systems, water systems, and “other necessary improvements.”
- Improvement Bond Act of 1915 (Streets and Highways Code §8500 et seq.). The 1915 Act does not authorize assessments. Instead, it lets cities, counties, and “public” districts that use other assessment acts to issue assessment bonds and bond anticipation notes.
- Landscaping and Lighting Act of 1972. The Landscaping and Lighting Act of 1972 created a flexible tool used by local government agencies to pay for landscaping, lighting and other improvements and services in public areas. As a form of benefit assessment, it is based on the concept of assessing only those properties that benefit from improvements financed, either directly, or indirectly through increased property values. Because it is considered a benefit assessment, a 1972 Act assessment is not subject to Proposition 13 limitations.
- Multifamily Improvement District Law (Streets and Highways Code §36700 et seq.). Multifamily Improvement Districts can finance specific activities and improvements like landscape maintenance and the construction of sidewalks.
- Municipal Improvement Act of 1913 (Streets and Highways Code §10000 et seq.). The 1913 Act lets cities, counties, and special districts levy benefit assessments for everything included in the 1911 Act, plus water works, power facilities, and public transit facilities.
- Municipal Lighting Maintenance District Act of 1927 (Streets and Highways Code §18600 et seq.). This act allows cities and counties to levy assessments to maintain and operate (but not install) street lights.
- Open Space Maintenance Act (Government Code §50575 et seq.). Cities and counties can assess land to maintain, improve, and protect open spaces by removing fire hazards, planting trees and shrubs, and acquiring fire prevention equipment.
- Park and Playground Act of 1909 (Government Code §38000 et seq.). This act lets cities pay for public parks, urban open space land, playgrounds, and library facilities.
- Parking and Business Improvement Area Law of 1989 (Streets and Highways Code §36500 et seq.). This act lets cities and counties fund parking facilities, public decorations, and the promotion of public events and business activities.
- Parking District Law of 1951 (Streets and Highways Code §35100 et seq.). This act lets cities install and maintain parking meters, purchase land, and issue bonds.
- Pedestrian Mall Law of 1960 (Streets and Highways Code §11000 et seq.). This act lets cities and counties establish pedestrian malls.
- Property and Business Improvement District Law of 1994 (Streets and Highways Code §36600 et seq.). Allows cities and counties to assess businesses and property owners to promote tourism, build parking lots and fountains, provide security, and finance other facilities and services.
- Street Lighting Act of 1919 (Streets and Highways Code §18000 et seq.). This act allows cities to assess for the operation and maintenance of streetlights.
- Street Lighting Act of 1931 (Streets and Highways Code §18300 et seq.). This act lets cities levy assessments to maintain and operate (but not install) street lights.
- Tree Planting Act of 1931 (Streets and Highways Code §22000 et seq.). This act lets cities levy frontage-based assessments to plant and maintain trees along city streets.
- Vehicle Parking District Law of 1943 (Streets and Highways Code §31500 et seq.). This act lets cities and counties purchase land for parking structures, construct and maintain parking lots, and pay for related planning.

A.4.2 Other City Funding Mechanisms

City General Fund: The City's General Fund is primarily used to support ongoing City operations and services, including general government operations, public safety and community services. It is not uncommon for cities that are seeking to improve their community to commit a certain amount of the General Fund to the effort over a period of years, especially when improvements and ongoing projects or programs can be shown to have general community-wide benefits.

General Obligation Bonds (G.O. Bonds): G.O. Bonds may be used to acquire, construct, and improve public capital facilities and real property; however, they may not be used to finance equipment purchases, or pay for operations and maintenance. G.O. Bonds must be approved by two-thirds of the voters throughout the issuer's jurisdiction in advance of their issuance and typically require the issuing jurisdiction to levy a property tax on all taxable properties dedicated to repaying the debt.

Parking Fees: The use of parking fees to finance the construction and maintenance of parking facilities has been used successfully in revitalization efforts. Parking revenues can also be used to fund or subsidize physical improvements and services, including security, enhanced landscaping and lighting, valet parking programs, shuttle services, and bike facilities. However, over reliance on this source of revenue has also led to serious financial stress on parking facilities where the paid use does not match projections.

A.4.3 Other City Options for Development Support

Local incentives: Incentives can be thought of as "reverse financing," in the sense that providing a savings to a prospective investor allows them to come into an area that they would otherwise not be able to afford. The use of the incentive is of course based on the proposition that the recipient creates benefits to an area or a community that exceed the incentive's cost.

One category of local incentives that has received considerable attention in Southern California is Regulatory Relief, which typically includes one or more of the following elements:

- Expediting the permitting process for conditional use permits and building permits.
- Reducing the land-use categories for which conditional use permits are required.
- Reviewing impact fees for amounts, development nexus, and allocations among land uses.

Some cities have gone as far as setting up dedicated pages on the city's website, and encouraging business owners and community members to call a "hotline" phone number to contribute additional ideas on streamlining local regulations.

Donors: Project donations can occur through a variety of channels, including grants from private foundations (see Foundations portion of this funding section), corporate donations or sponsorships, and contributions from individuals or businesses. Some of the proposed Plan improvements may lend themselves to a public campaign for donor gifts. Donor programs have been used very successfully in many cities to provide funds for streetscape and community design elements for items such as benches, trash receptacles, street trees, street tree grates, public art elements, and information kiosks. Donors could be acknowledged with appropriate plaques of other elements.

A.6 ACRONYMS

ACHP	Advisory Council on Historic Preservation	EPC	energy performance contracting
AHSC	Affordable Housing and Sustainable Communities	FARECal	Financing Authority for Resource Efficiency in California
AHIP	Affordable Housing Innovation Program	FDC	Financial Development Corporation
AM	asset management	FFO	federal funding opportunity
ARB	Air Resources Board	FHA	Federal Housing Administration
ATP	Active Transportation Planning Grant	FTA	Federal Transit Administration
BID	business improvement district	GMSWeb	Grants Management System Web
CAEATFA	California Alternative Energy & Advanced Transportation Financing Authority	GSAF	Golden State Acquisition Fund
CalCAP	California Capital Access Program	HCD	Department of Housing and Community Development
CaLEASE	California Lease Finance Program	HFA	housing finance agency
CALHFA	California Housing Finance Agency	HUD	U. S. Department of Housing and Urban Development
CalRecycle	California Department of Resources Recycling and Recovery	IDB	industrial development bonds
CALReUSE	California Recycle Underutilized Sites Program	IIG	Infill Infrastructure Grant Program
CARE	Community Action for a Renewed Environment	ISRF	Infrastructure State Revolving Fund
CARS	CDFI assessment and ratings system	LED	light-emitting diode
CBTP	Community-Based Transportation Planning	LIHTC	low-income housing tax credit
CDBG	Community Development Block Grants	MHP	Multifamily Housing Program
CDE	Community Development Entity	NCDC	National Clean Diesel Campaign
CDFI	community development financial institution	NMTC	New Markets Tax Credit Program
CDLAC	California Debt Limit Allocation Committee	NSP	Neighborhood Stabilization Program
CEC	California Energy Commission	OPP	oil payment program
CHDO	community housing development organizations	PACE	Property Assessed Clean Energy Program
CIDFAC	California Industrial Development Financing Advisory Commission	PDLP	Predevelopment Loan Program
CIP	Capital Improvements Program	PG&E	Pacific Gas and Electric
CMAQ	Congestion Mitigation and Air Quality Program	RMDZ	recycling market development zone
CMUA	California Municipal Utilities Association	RTP	Recreational Trails Program
CPUC	California Public Utilities Commission	SBAF	Small Business Assistance Fund
CSCDA	California Statewide Communities Development Authority	SCAG	Southern California Association of Governments
CSS	context sensitive solutions	SCE	Southern California Edison
CTFA	California Transportation Financing Authority	SCIP	Statewide Community Infrastructure Program
CWSRF	Clean Water State Revolving Fund	SCS	Sustainable Communities Strategy
DMH	Department of Mental Health	SDG&E	San Diego Gas and Electric
DOT	U. S. Department of Transportation	SGIA	Smart Growth Implementation Assistance Program
DWSRF	Drinking Water State Revolving Fund	SRF	state revolving fund
EDA	U. S. Economic Development Administration	STIP	statewide transportation improvement program
EDAP	Economic Development Assistance Program	TAB	Technical Assistance to Brownfields Program
EJ	Environmental Justice	TIP	transportation improvement program
EPA	U. S. Environmental Protection Agency	TOD	transit oriented development