

VISTA



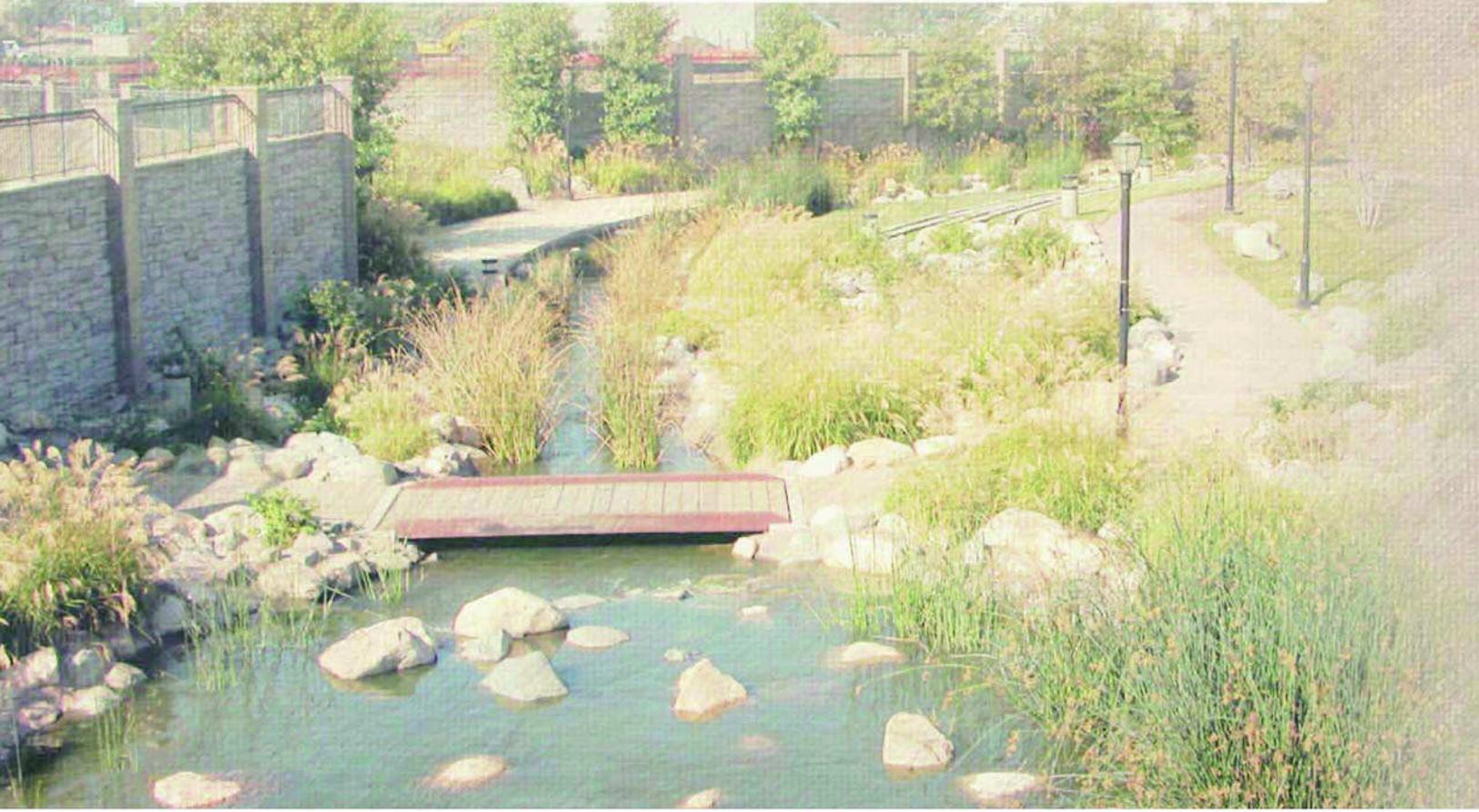
Downtown Specific Plan

611  
DESIGNEDGE  
BUILDING

# Section 4.3

## Planning Area Three

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Planning Area Three



## **SECTION 4.3 – Planning Area Three Design and Development Plan**

### **A. Organization**

This section provides the design and development plan for Planning Area 3 (PA-3) of the Specific Plan. The section describes the overall intent and vision for the Planning Area and the guiding principles for development within the Planning Area. The section establishes the land use and development regulations for development within PA-3. It also identifies the proposed public improvements, design guidelines, and landscape design plan specific to PA-3. In addition to the information in this section, land use regulations, design guidance, and proposed public improvements for applicable to the entire Downtown Specific Plan area are provided in Section 3.0

### **B. Overall Vision**

Planning Area 3 is envisioned as a primarily retail district. This Planning Area is to be highly walkable and will encourage efficient pedestrian movement to strengthen linkages between Planning Areas 1, 2, and 4. Anticipated permitted uses in this district include artistic, unique shops, art galleries, ethnic restaurants, and complementary uses that will foster a creative atmosphere and result in a cultural center that supports local artists, performers, and small business owners by allowing for the construction of live-work units and lofts for community members.

### **C. Key Guiding Principles**

**Guiding Principle 1** – Foster connectivity between the downtown area, Vista Village, the Santa Fe corridor, and the transit stations through enhanced pedestrian utilization and vehicular access.

**Guiding Principle 2** – Provide for and enhance community-gathering space and improved pedestrian access within the Planning Area.

**Guiding Principle 3** – Provide for integrated residential and commercial retail development.

**Guiding Principle 4** – Maximize street adjacent retail opportunities.

**Guiding Principle 5** – Provide for traffic calming to increase street-adjacent pedestrian activity and utilization throughout the planning area.

## D. Land Use Regulations

### 4.3.1 Permitted Uses: PA-3

Table 4-3 establishes the permitted uses within PA- 3. To determine the allowed land uses and development standards in the zones that are not exclusive to the Downtown Specific Plan, refer to the City of Vista Development Code.

In order to be approved, a proposed land use must meet the following tests:

- ❖ Test 1: New development, structures, activities or land uses must be permitted or conditionally permitted by Table 4-3. The table identifies uses that are allowed by right and uses that are allowed subject to additional discretionary review.
- ❖ New uses or activities within existing structures must be appropriate for the area in which they are proposed. For example, a residential use would not be appropriate on the ground floor of a building that fronts S. Santa Fe Avenue. Rather, retail/service uses would be appropriate in this location.

- A. **Permitted Land Uses.** Table 4-3 identifies the permitted land uses within PA3 and the land use permit required to establish each use.
- B. **Prohibited Land Uses.** Any table cell with a " - " symbol means that the listed land use is prohibited in the land use subdistrict.
- C. **Uses Not Listed.** Any uses not listed within Table 4-3 shall be considered prohibited land uses until and unless the Community Development Director has made a determination regarding such uses.
- D. **Applicable Sections.** Wherever the last column in the tables ("Notes") includes a Specific Plan section number, the regulations in the referenced section apply to the use; however, provisions in other sections of this Specific Plan or applicable sections of the Vista Development Code may also apply.
- E. **Land Use Definitions.** Land use Definitions are listed in Section 6.0.

For land uses or structures requiring a Minor Use Permit (MUP) Temporary Use Permit (TUP) or Special Use Permit (SUP) these permits shall be obtained in accordance with the procedures and regulations set fourth in Chapter 18 of the Vista Development Code.

**TABLE 4-3**  
**Permit Requirements**  
**Downtown Specific Plan Planning Areas**

Land Use	Permit Requirement by Subdistrict	
	P=Permitted Use SUP=Special Use Permit Required DR=Development Review Required	MUP=Minor Use Permit Required TUP= Temporary Use Permit Required " — " = Use not allowed
	PA-3	Notes:
<b>Agricultural, Resource &amp; Open Space Uses</b>		
Community Centers	P	
Public Open Space	P	
<b>Automobile Sales and Services</b>		
Automobile Sales	-	
Automobile Service Stations/Carwash	-	
<b>Education</b>		
Schools, Commercial (Large)	-	
Schools, Commercial (Small)	-	
Schools	-	
<b>Entertainment, Recreation, Public Assembly Uses</b>		
Adult-Oriented Businesses	-	VDC 18.84.020 & VMC 9.12
Arcades	-	As a primary use only. For accessory use refer to VDC 18.38.020 #27.
Auditoriums	-	
Commercial Recreation Facilities (Indoor)	-	
Cultural Institutions	P-DR	
Lodge Halls/Dance Halls/Private Clubs	-	
Theater (live or movie)	P-DR	
<b>Manufacturing, Processing, and Warehousing Uses</b>		
Hand-Craft Production	P	
Light Manufacturing	P	
Medical Laboratory	-	
<b>Public/Institutional Uses</b>		
Churches and Auditoriums	-	
<b>Residential Uses</b>		
Live/Work Units	P-DR	

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	<b>PA-3</b>	<b>Notes:</b>
Home Occupations	P	See VDC 18.58.480
Mixed-Use Developments	P-DR	Development Review shall consider hours of operation
Multi-Family Dwellings	P-DR	
Senior Housing Developments	P-DR	
<b>Retail Uses (1)</b>		
Artisan Shops	P	
Alcohol Sales, Off-site	SUP	VDC 18.38.030 (#27)
Bargain Basement Stores	-	
Outdoor Display and Sales	P-DR	
Pawn Shops	-	
Retail Sales, General	P	
<b>Service Uses</b>		
Animal Clinic, Small	-	
Business Support Services	P	
Day Care	-	
<i>Eating and Drinking Establishments:</i>		
<ul style="list-style-type: none"> <li>▪ Bar, Cocktail Lounges and Nightclubs</li> </ul>	SUP	
<ul style="list-style-type: none"> <li>▪ Outdoor Dining</li> </ul>	P-DR	
<ul style="list-style-type: none"> <li>▪ Restaurants with or without onsite alcohol sales</li> </ul>	P	Off-Site sales of alcohol require SUP. See VMC Section 18.38.020
Financial Facilities	P	
Health Clubs	-	
<ul style="list-style-type: none"> <li>▪ Large</li> </ul>	-	

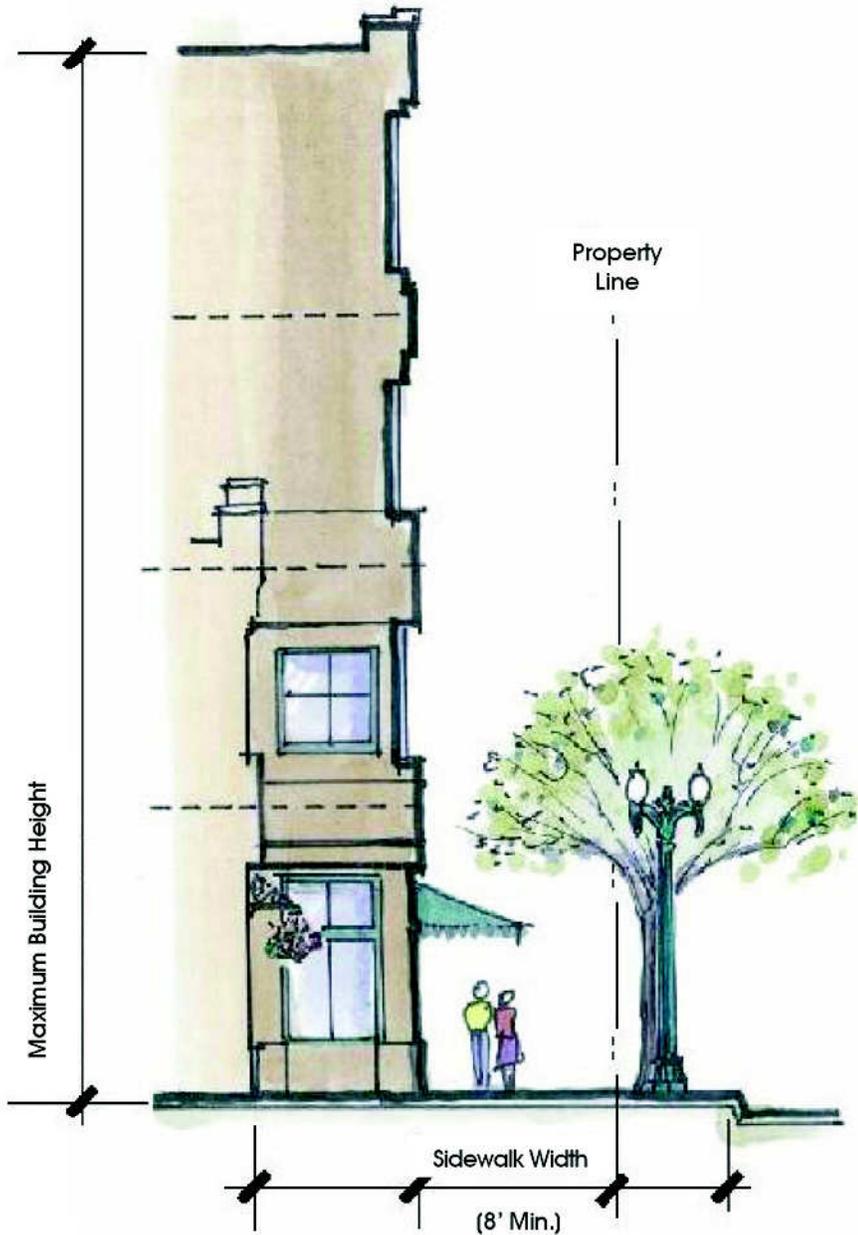
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**Permit Requirements**  
**Downtown Specific Plan Planning Areas**

Land Use	Permit Requirement by Subdistrict	
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	P=Permitted Use SUP=Special Use Permit Required DR=Development Review Required	MUP=Minor Use Permit Required TUP= Temporary Use Permit Required " — " = Use not allowed
Health Clubs		
▪ Small	P	
Hotels/Motels	-	
Massage Businesses	-	VDC Section 18.40.020
Medical Services- Clinic, Laboratory, Urgent Care	-	
Personal Services	P	
Personal Services-Restricted	MUP	
Postal Services	P	
Offices-Medical	P	
Offices-Non-Medical	P	
<b>Other Uses</b>		
Accessory Structures	DR	
Temporary Uses	TUP	
<b>Transportation, Communications, and Infrastructure</b>		
Broadcasting Offices and Studios	-	
Telecommunication Facilities	MUP	See VMC Chapter 18.66. Facilities in excess of 35 ft shall require SUP.
Transportation services	P	
Utilities	P	
Parking Facilities and Structures	P-DR	

### 4.3.2 Development Standards

The framework for Legal Development Regulations and allowable uses pertaining to new land uses, new structures, and alterations to existing land uses and structures within Planning Area 3 is shown in Exhibit 4.3-1. All new development shall be designed, constructed, or established in compliance with the requirements provided in Exhibit 4.3-1.

Project-Wide Development Regulations and allowable uses are described in Section 3.0.



**DENSITY/COMMERICAL FAR (1)**

Density: 40 du's/acre  
Floor Area Ratio: 0.50 FAR

**SITE DEVELOPMENT STANDARDS**

**Maximum Lot Coverage:** 100%

**Setbacks:**

Front: Off Max  
Side (interior): Off Min.  
Side (Street): Off Min.  
Rear: 15 ft. Min.

**Structure Height:** 4 stories (1)

**Open Space:**

Residential: 200 SF/unit  
Non-Residential: 10%

**Landscaping:** 5% of lot area, may include open space areas

**PARKING STANDARDS**

**Non-Residential Use:** 4 spaces/1000 SF of floor area

**Residential Uses:**

- 1 space/Studio or 1 Bdr
- 2 space/2 or 3 Bdr
- 1 guest space/3 units

\* Parking study option available

**ENCOURAGED LAND USES**

- Work/Live
- Artisan
- Boutique Retail
- Mixed Use

(1) May be exceeded with the approval of an SUP

**Exhibit 4.3-1**

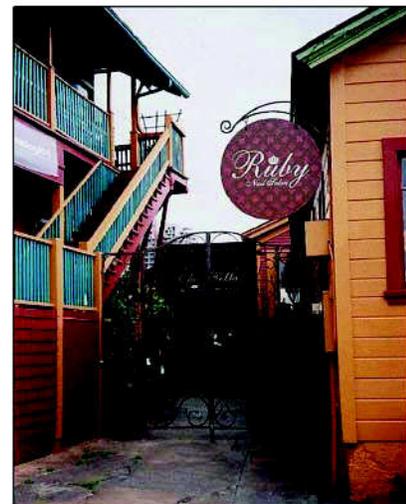
**Planning Area 3 Development Standards**

## **E. Design Guidelines: PA-3**

This section provides design guidance for development within PA-3. In addition to the following planning area-specific design guidelines, area-wide design guidance applicable to all projects within the Downtown Specific Plan area is provided in Section 3.0.

### **4.3.3. Character Defining Elements and Guidelines**

- ❖ Buildings should be built to the side and front property lines to define and frame the public realm.
- ❖ Mid-block pedestrian activity areas and paseos between buildings are encouraged.
- ❖ Buildings between Santa Fe Avenue and the Mercantile pedestrian paseo should address both sides. The rear of the buildings and any parking areas should have the same design considerations as the frontage along Santa Fe.
- ❖ Commercial development should consider both vehicular and pedestrian orientation.
- ❖ Architectural diversity is encouraged while relating to the surrounding built environment in pattern, function, scale and character.
- ❖ Residential uses should be integrated into the area through pedestrian connections and/or building adjacencies.
- ❖ Bicycle and pedestrian connections through the planning area and considerations of the rail trail in public improvements if feasible.



**Exhibit 4-3-3**  
Planning Area Three Character Images

#### 4.3.4. Landscape Design Plan: PA-3

Landscaping is an important element in community design and streetscapes. It softens the appearance of building facades and hard surfaces, and provides shade for residents and visitors, while reducing heat islands in paved areas. Landscape palettes have been prepared for each district within the Santa Fe/Mercantile Specific Plan. These palettes delineate the types of trees, shrubs or bushes, and groundcover that will be used along streets, as well as in parking lots, residential, and retail areas. Vegetation selected for the Santa Fe/Mercantile Specific Plan area is designed to emphasize and enhance the types of vegetation that are currently present in the Specific Plan Area. District landscape descriptions and specific plant palettes are detailed below.

**PLANNING AREA 3**  
S. Santa Fe Avenue



**TREES:**

- Australian Willow
- Carolina Laurel Cherry
- Crape Myrtle
- Gold Medal Lion
- Mexican Sycamore
- New Zealand Christmas Tree
- Pink Trumpet Tree
- Tipu Tree

**SHRUBS:**

- Daylily
- Deer Grass
- Indian Hawthorn
- Society Garlic

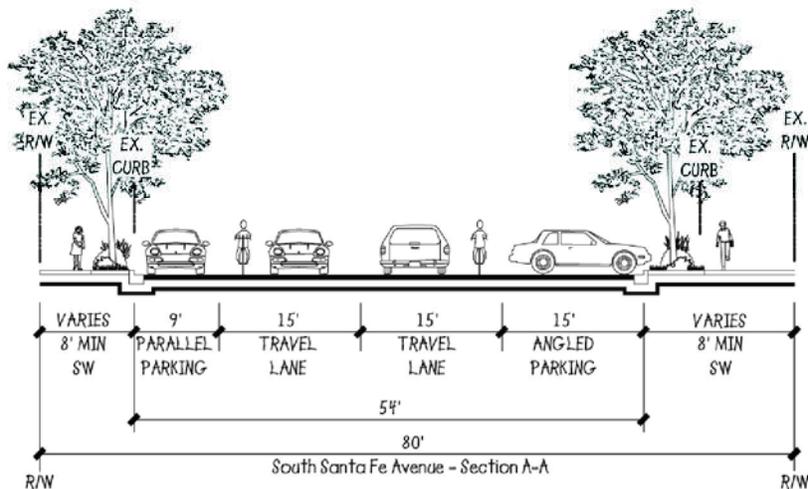
**GROUNDCOVER:**

- Blue Fingers
- Carpet Rose
- Green Carpet
- Rosemary
- Star Jasmine

**DESCRIPTION:**

The Santa Fe/Mercantile district is envisioned to contribute to a positive visual image along Santa Fe and Mercantile through the establishment of streetscape elements, landscaping and quality site design. South Santa Fe Avenue is the primary street running through the Downtown Sub-district and will serve as the primary representation of the area for motorists and pedestrians passing through the corridor. On South Santa Fe Avenue, the planting design for this district consists of a formal placement of Mexican Sycamore (*Platanus mexicana*) street trees at an even spacing with colorful Pink Trumpet (*Tabebuia impetiginosa*) flowering accent trees at intersections and key locations. Pedestrian areas utilize a mix of small to medium size shade and flowering trees to create friendly and welcoming spaces.

Landscape features will be utilized along pedestrian paths (including the proposed rail trail), within alley-like development, and will be utilized in front of proposed shops, art galleries, ethnic restaurants, live-work units, and other complementary uses.



**PLANNING AREA 3**  
S. Santa Fe Avenue - Alternative A



**TREES:**

- Australian Willow
- Carolina Laurel Cherry
- Crape Myrtle
- Gold Medal Lion
- Mexican Sycamore
- New Zealand Christmas Tree
- Pink Trumpet Tree
- Tipu Tree

**SHRUBS:**

- Daylily
- Deer Grass
- Indian Hawthorn
- Society Garlic

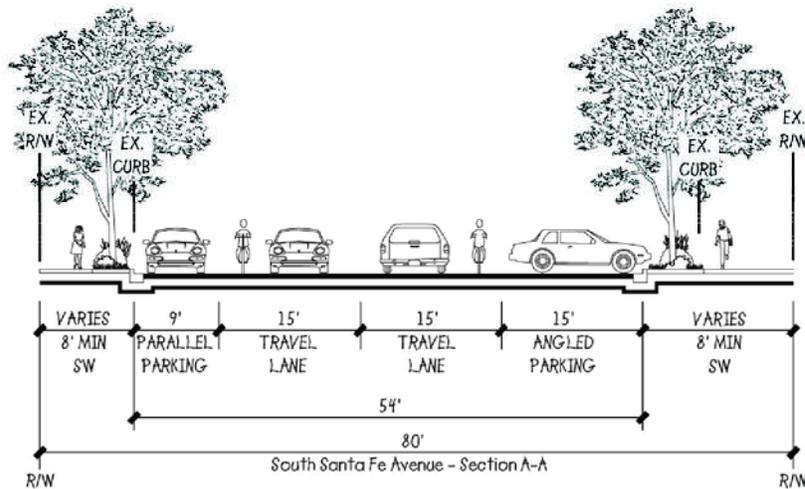
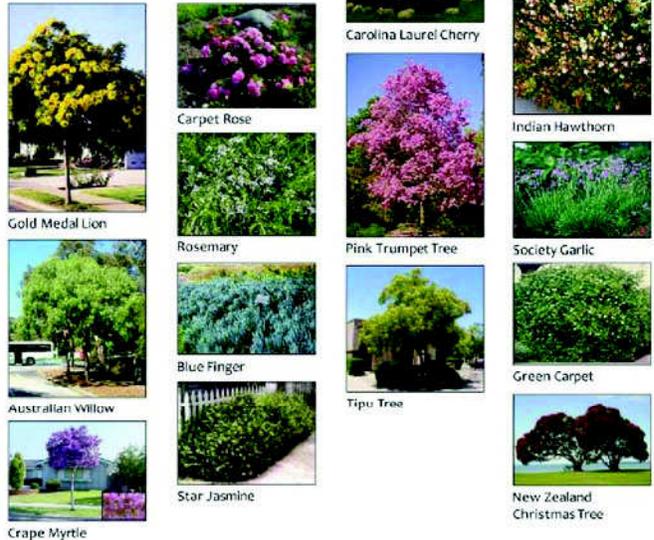
**GROUNDCOVER:**

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**PLANNING AREA 3**  
S. Santa Fe Avenue - Alternative B



**TREES:**

- Australian Willow
- Carolina Laurel Cherry
- Crape Myrtle
- Gold Medal Lion
- Mexican Sycamore
- New Zealand Christmas Tree
- Pink Trumpet Tree
- Tipu Tree

**SHRUBS:**

- Daylily
- Deer Grass
- Indian Hawthorn
- Society Garlic

**GROUNDCOVER:**

- Blue Fingers
- Carpet Rose
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- Star Jasmine

**DESCRIPTION:**

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