

# ART &

# ENTERTAINMENT OVERLAY

# DISTRICT



MAST BLVD

# PROPOSED BOUNDARY

HALBERG ST

RIVERWALK DR

CUYAMACA ST

COTTONWOOD AV

MAGNOLIA AV

CARLTON OAKS DR

RIVER PARK DR

San Diego River

CHUBB LN

TOWN CENTER PY

WILLOWGROVE AV

TOWN CENTER PY

RIVERVIEW PY

MISSION GORGE RD

COTTONWOOD AV

4TH ST

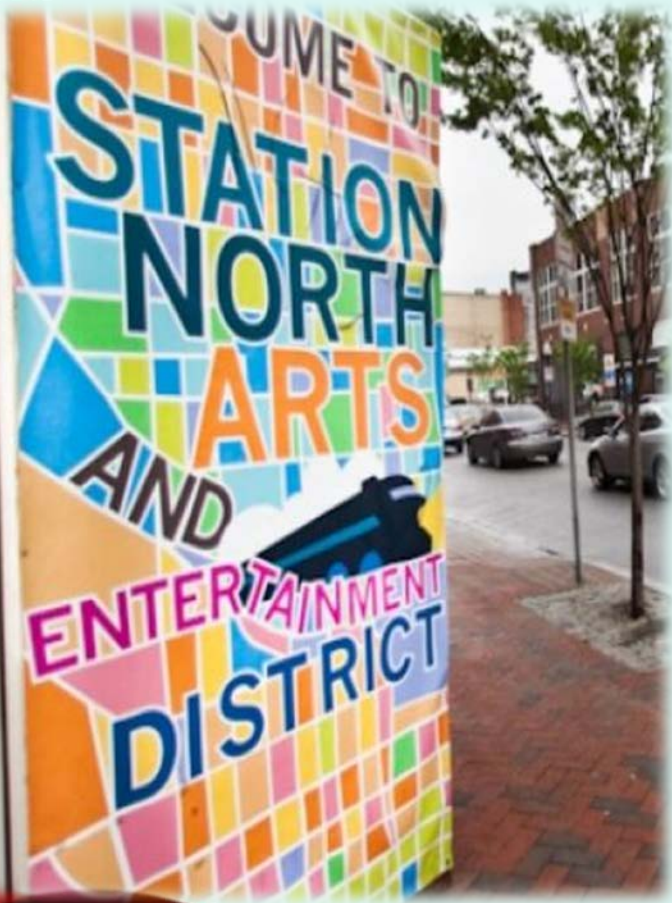
PARK AV

1ST ST

OLIVELN



# ART & ENTERTAINMENT OVERLAY DISTRICT



The Art and Entertainment Overlay District is a specialized defined area intended to support **tourism** and attract commercial, educational and recreational uses that **beautify and enliven** the Town Center. These uses include specialized retail and recreational uses, cultural facilities such as museums, art galleries, theater and dance companies, public art and performing arts activities, learning centers, and hotels.

# Public Spaces



# Outdoor Spaces



**Activate !**

# Unique Signage





# Vibrant Lighting



Photo Courtesy of The River at Rancho Mirage

- Dancing
- Music
- Destination



PERMITTED USES	CONDITIONALLY PERMITTED USES
Arts and crafts	Cabarets
Flower stands	Farmer's markets
Food stands	Resort hotels
Museums	Motels
Art galleries	Community theater
Artist and photographic studios	Library
Public art galleries	
Community center	
City Hall	
Community parking facilities	
Restaurants	
Movie theaters	
Multiple-family residential	
Athletic and health clubs	

# ART & ENTERTAINMENT OVERLAY DISTRICT

## Proposed land use and regulatory changes

- Remove the conditional use permit requirements for cabarets, farmer's markets, resort hotels and motels, theaters and library in the Specific Plan

# ART & ENTERTAINMENT OVERLAY DISTRICT

## Proposed land use and regulatory changes

- Add new uses such as
  - Sports bars, brew pubs and wineries
  - Indoor and outdoor recreation venues
  - Street fairs and other special events
  - Vertical mixed use (residential and non-residential uses)

# ART & ENTERTAINMENT OVERLAY DISTRICT

## Proposed land use and regulatory changes

- Increase building height to 55 feet throughout the proposed Overlay District, still subject to airspace clearance by the FAA
- Allow off-premise signage, subject to conformance with a new City-adopted program
- Consider requirements for public art installation, creative lighting and plazas

# ART & ENTERTAINMENT OVERLAY DISTRICT

## CALIFORNIA ENVIRONMENTAL QUALITY ACT

- Environmental Assessment required by CEQA
- To Be Completed by Qualified Environmental Consultant
- Estimated cost of CEQA task is \$20,000

# RECOMMENDATION

Receive City Council feedback on the following -

- proposed boundary
- land uses (existing and new; vertical mixed use)
- regulatory changes to maximum building height, minimum on-site parking, public art requirement, and entitlements
- off-premise signs and sign design flexibility

# RECOMMENDATION

And -

- Authorize an appropriation of \$20,000 from the General Fund reserve balance to cover environmental costs associated with the establishment of the Overlay District

The goal - complete the CEQA process, and adopt the Town Center Specific Plan Amendment and related Municipal Code changes by December 2019

# SANTEE GENERAL STORE



ISLAND

NO SOLICITORS ALLOWED

