



## CITY OF CARSON

### PLANNING COMMISSION STAFF REPORT

NEW BUSINESS DISCUSSION: July 26, 2016

SUBJECT: Visioning of Six Planning Areas

APPLICANT: City of Carson  
Community Development Department  
Planning Division  
701 E. Carson Street  
Carson, California, 90745

REQUEST: Discuss and consider the Vision Plan for the 640 acres surrounding the 157 acre former Cal Compact site

PROPERTY INVOLVED: Various

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#### **COMMISSION ACTION**

\_\_\_ Concurred with staff  
\_\_\_ Did not concur with staff  
\_\_\_ Other

#### **COMMISSIONERS' VOTE**

AYE	NO		AYE	NO	
		Chairman Diaz			Mitoma
		Vice-Chair Madrigal			Pimentel
		Andrews			Post
		Fe'esago, Jr.			Thomas
		Guidry			

***Item No. 9-A***

Exhibit No. 3

## **I. Introduction**

### **Background**

On December 15, 2015, the Carson City Council enacted a one year moratorium on new development within a 640-acre area around the 157-acre former Cal Compact landfill site. Initially, the purpose of the moratorium was to develop land use strategies with the anticipated development of the NFL stadium. As the NFL decided to locate the stadium elsewhere, the City Council still determined the moratorium was necessary to develop different land use strategies surrounding the 157 acre site which the Carson Reclamation Authority took ownership as a result of the NFL proposal.

On December 15, 2015, the City Council authorized the preparation of the Vision Plan and the City hired PlaceWorks, a planning firm, and Kosmont Companies, a financial advisory and economic development firm to prepare the Vision Plan. Staff and the consultants (Staff) worked strategically with the community and property owners to prepare a cohesive future development plan for the project area that considers land use, mobility, urban design, and infrastructure. The Carson Vision Plan is the foundation of future efforts to set the stage for the revitalization of the area.

There are two catalysts for the revitalization of this area. First is the opening of the Porsche Experience Center on October 1, 2016. The second is the future development plans for the 157 acres. On July 5, 2016, the City entered into an Exclusive Negotiating Agreement CAM-CARSON LLC. an entity of Macerich, one of the largest shopping center developers and owners in the country. Macerich is proposing to develop a 585,000 square foot high fashion regional outlet mall immediately adjacent to the I-405 Freeway on a 46-acre portion of the 157 acres. The outlet mall will include 150 stores and provide 1,800 permanent jobs and 1,700 construction jobs.

### **Study Area**

The majority of the study area historically functioned as a regional location for less desirable land uses (landfill, waste transfer station, recycling, storage, etc.). As a result, approximately half of the study area has some form of environmental constraint which may impact future development potential (all vacant properties have environmental constraints). However, the Study Area enjoys a great location with access to two major freeways (I-405 and I-110) with high visibility from some of the South Bay's most traveled freeway corridors. Other land uses in the area include industrial, commercial, office, and open space uses.

## **II. Analysis**

### **Existing Conditions Assessment**

As a starting point in development of a vision for the study area, Staff conducted a high-level analysis of existing conditions. The Staff evaluated existing uses, buildings, infrastructure, environmental constraints, accessibility, and visibility in terms of opportunities and constraints for future development.

### **Demographic and Market Analysis**

Kosmont conducted a demographic and market analysis was completed in order to better understand the market potential based on factors such as the regional trade area, vacancy rates, rental rates, retail sales, household size, household income, and population growth. Key findings revealed that:

- There is a surplus in many retail categories;
- There are retail voids in areas such as food stores, clothing stores, and electronics and appliance stores;
- There is a limited hotel market;
- Office vacancy and rents are trending higher;
- Multifamily residential vacancy is trending lower and rents are trending higher (20% since 2012); and
- Industrial vacancy is trending lower and rents are trending higher.

### **Council Interviews**

In March 2016, City staff and PlaceWorks met with each of the City Council members. The intent of these interviews was to understand what they see as future opportunities for the area, and how this area can/should “fit” within the overall community. The project team used this information to form the development of the Vision Plan.

### **III. Community Outreach**

The Vision Plan is a product of discussions between the Staff and property owners. This effort is the first step in developing a cohesive land use, mobility, and economic vision for the area. In early 2016, Staff hosted two landowner workshops for the area’s property owners to better understand what’s working and not working for property owners, learn about any upcoming plans to expand, redevelop or relocate, and hear how they envision the future of the project area. In addition, the City staff and PlaceWorks held follow-up discussions with key stakeholders in the area.

At the March 29, 2016 Workshop, the Staff presented an overview of the Vision Plan process and described the opportunities and constraints associated with each Planning Area. Following the brief presentation, Staff facilitated a discussion with the group to answer the questions outlined above. Based on the feedback provided, the project team prepared a Draft Vision Plan for the study area.

On May 3, 2016, Staff hosted a second workshop for property owners in the study area and presented a draft of the land uses recommended for each subarea and collect their input on the proposed uses. The team also highlighted key opportunities and constraints and identified potential implementation strategies. Landowners in attendance were generally comfortable with the uses proposed for the study area, and did not recommend any significant changes.

A series of follow-up one-on-one interviews with individual property owners within the project area were held to better understand the perspective of the variety of land user and major stakeholders. It was important to understand the needs related to health care (Kaiser), office and commercial development (Watson Land), and office development. Finally, on June 2, 2016,

staff presented the Vision Plan to the Economic Development Commission (EDC) who supported the effort.

#### **IV. Vision Plan**

The Vision Plan document includes the background information, analysis, community outreach, land use vision and implementation actions (Exhibit 1).

##### **Land Use Vision**

The study area is organized into six Planning Areas along with the gateways into the study area and the view corridors. The preparation of a Vision Plan for Carson was a collaborative and iterative process involving community members, business and property owners in the project area, the Carson City Council, and staff. Based on the Market Analysis, review of environmental constraints, and feedback received from project stakeholders, Staff developed a land use Vision Plan for the entire study area. The Vision Plan further subdivides the study area into 18 “subareas”, each with their own preferred mix of uses, implementation strategy, and associated public improvements. Proposed uses in the study area include a range of commercial, industrial, residential, and mixed-use development.

##### **Development Potential**

In order to better understand the development associated with the land uses outlined in the Vision Plan, custom target densities and intensities have been identified for each subarea (see summary table below). This summary table represents the total development potential of the subarea if all land uses were to transition over time. The Vision Plan recognizes that not all properties will redevelop; however, this analysis provides a rough estimate of the potential associated with the proposed plan. In summary, the total development capacity for the study area, if all parcels redeveloped, would be approximately:

- 2,344 residential units
- 1.2M square feet of commercial building space
- 4.8M square feet of industrial building space
- 500K square feet of office building space
- 120K square feet of other types of building spaces
- 225 hotel rooms

##### **Implementation Actions**

The Vision Plan includes several implementation tools to assist in realizing the goals of the Vision Plan including:

- Planning and Development Actions
  - Update Existing Regulations to Incentivize New Investment
  - Support Strategic Redevelopment Opportunities
  - Development Reserve
  - Revised Interim Uses
- Funding and Financing Tools
  - Target Key Public Infrastructure and Service Needs
  - Develop Infrastructure and Services Financing Options

These implementation measures are discussed in more detail in the Implementation Actions section of the Vision Plan.

**V. Recommendation**

That the Planning Commission:

- WAIVE further reading and ADOPT Resolution No.\_\_\_\_\_, entitled “A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF CARSON RECOMMENDING APPROVAL OF THE VISION PLAN INCLUDING THE STEPS NECESSARY TO IMPLEMENT THE VISION PLAN TO THE CITY COUNCIL.”

**VI. Exhibits**

1. Vision Plan