

DOWNTOWN SPECIFIC PLAN

Prepared for
City of Moorpark
Community Development Department
799 Moorpark Avenue
Moorpark, CA 93021

Adopted by:

City Council, October 7, 1998
Amendment No. 1 - November 1, 2006
Amendment No. 2 – June 17, 2009, September 4, 2013
Amendment No. 3 – July 15, 2020

ACKNOWLEDGEMENTS

City Council

Patrick Hunter, Mayor
Roseann Mikos, Ph.D., Mayor Pro Tem
Clint D. Harper, Ph.D.
Keith F. Millhouse
Janice S. Parvin

Planning Commission

Kipp A. Landis, Chair
Mark Taillon, Vice Chair
Mark DiCecco
Robert Peskay
Scott Pozza

Staff

Steven Kueny, City Manager
Barry K. Hogan, Director of Community Development

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1.0 Introduction

For many years, downtown Moorpark served as an agricultural hub and commercial center for the surrounding Ventura and Los Angeles County communities. Founded in the late 1800's and early 1900's, the early colonization of Moorpark stemmed from the small communities of Epworth and Fremontville. A number of small buildings arose shortly after the turn of the century in which one could find civic uses, schools, dining, and fraternal meeting halls. The railroad provided excellent transportation to larger cities in both Los Angeles and Ventura County. An active agricultural based downtown district thrived.

Today, in the mid-1990's, the downtown's role as a commercial district has declined. Despite the historic agricultural value and character, many of the original old buildings have been demolished as part of the suburbanization of Los Angeles and the evolution of Moorpark into a bedroom community for the greater Los Angeles area. Very few unreinforced masonry buildings exist in the downtown. Most retailing takes place in the newer, modern shopping centers in both Simi Valley and on Los Angeles Avenue in Moorpark, as opposed to the downtown High Street core. Unfortunately the downtown is not viewed as a place one generally goes for entertainment, public gathering, strolling or socializing. This is due mostly from the absence of businesses serving these types of needs. Instead, most of the downtown businesses are small scale, commercial service-type uses as well as some agricultural support wholesalers and retailers.

The potential for revitalization of the downtown is strong. The regional retailing and industrial activity throughout the City and the greater Simi Valley has dispersed and changed the City over recent years. The retention and possible resurgence of the High Street corridor's unique and historic role as a civic and community focus can be preserved and strengthened, provided firm direction and programs are implemented toward that goal. The High Street corridor's compact size, historical character and proximity to civic facilities such as City Hall, the senior center, and multiple schools suggest a place in which people could enjoy visiting, walking and entertaining. Furthermore, the downtown, especially the High Street corridor, has quite a few interesting and potentially attractive places, such as the Melodrama, the train depot, the original Epworth Church and the landmark Birkenshaw House on Moorpark Avenue. These key landmarks afford glimpses back to Moorpark's heritage.



Birkenshaw House

The physical terrain of the downtown core reinforces the small town, quaint character that is desired. The very large pepper trees, originally planted in 1904,

establish the rural character of the area. The downtown is framed by a mountain backdrop to the north, which provides a gradual transition from the downtown commercial uses to the more residential suburban neighborhoods extending northwest and eastward.

The downtown remains the site of one of the most popular and long-standing community events in Moorpark, "Country Days", as well as the annual car show. These events recall Moorpark's rural past. The railroad may once again be a boon to downtown activity as Metrolink ridership and hours of operation expand. The City's purchase of the railroad property adjacent to the lines provides exciting, long term possibilities for downtown revitalization and development of public spaces.

In recent years Moorpark has been subjected to suburbanization of its borders, which has caused decentralization from the downtown High Street corridor. Convenience shopping and market demands that promote big and medium box retailers have shifted many of the Commercial businesses toward the nearby, modern strip shopping centers on Los Angeles Avenue. Consequently, the "sense of place" and concentrations of uses in the old downtown have been partially lost. Historically, many of the large residential development areas in the city, such as Peach Hill and Mountain Meadows are not located in close proximity to Old Town Moorpark. With a number of specific plans for master planned communities being processed around the northern periphery of the City, there is now the potential opportunity to draw on a large customer base in closer proximity to Old Town Moorpark.

The City and its Redevelopment Agency are dedicated to the improvement of downtown revitalization. This is evidenced by the fact that in 1989 the City commissioned a consultant study to identify and address the issues of revitalization of the downtown. Since the completion of the 1989 Downtown Study, City leaders and officials have implemented many components of that plan. As a part of this latest effort, the recommendations in the 1989 study were reviewed and summarized to determine whether individual programs have been implemented, are in the progress of being implemented, or have not yet been acted upon. This summary review is available in the Appendix to this Specific Plan.

1.1 Vision

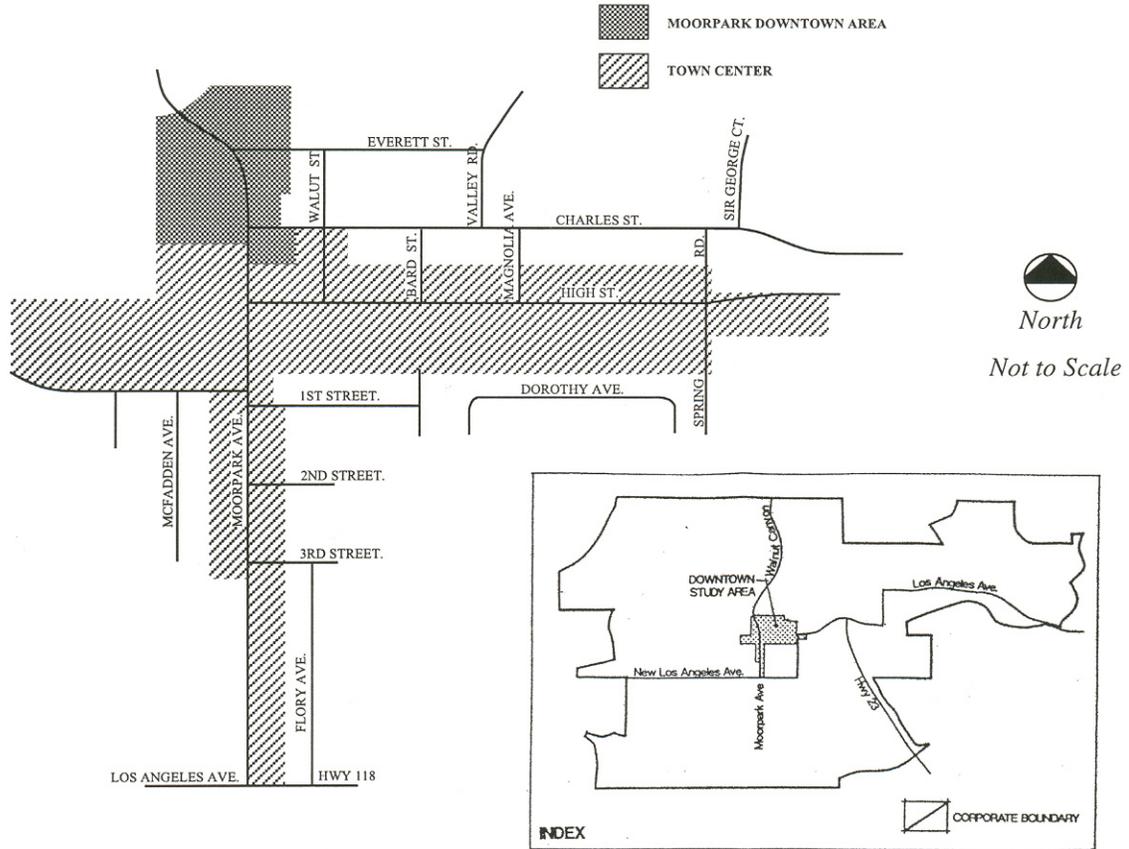
As the next logical step toward implementing some of the stated goals of the 1989 Downtown Study, this Specific Plan furthers the vision for the overall revitalization of the downtown and implements design standards, guidelines, and a strategy for business attraction and development of the City owned parcels in the downtown. Most importantly, as apart of this Specific Plan effort it has been determined that the community as a whole recognizes the potential in revitalizing "Old Town Moorpark", making it an attractive and thriving place for the enjoyment and benefit of everyone. Based upon numerous interviews with City residents and businesses, a downtown merchant survey, a public opinion survey sent to

800 residences and businesses, parking counts, an up-to-date land use survey, and other field studies, the following vision statement summarizes the special qualities of Old Town Moorpark.

"The vision for Old Town Moorpark is that of rural small town America. The High Street area is particularly important because it retains the country charm and agrarian qualities that are the roots of Moorpark's history. Important features include a family town with friendly people who care for each other. It is a pedestrian-oriented area where people walk, shop, and feel safe on the street at night. It is a unique mix of offices and businesses, and the cultural and civic hub to the City. Both High Street and Moorpark Avenue are surrounded by mixed housing types that are homes to people of multiple class and cultures. Identifiably different than other commercial areas of the City, the goal is to not have corporate business uses overwhelm the area at the expense of the small town character. In recognizing the value and irreplaceability of the down town's cultural heritage and social and economic well being, high quality, new development, reflecting the small town charm is essential. Revitalization and image building of Old Town Moorpark will contribute to a memorable City identity, welcoming residents and visitors to downtown Moorpark."

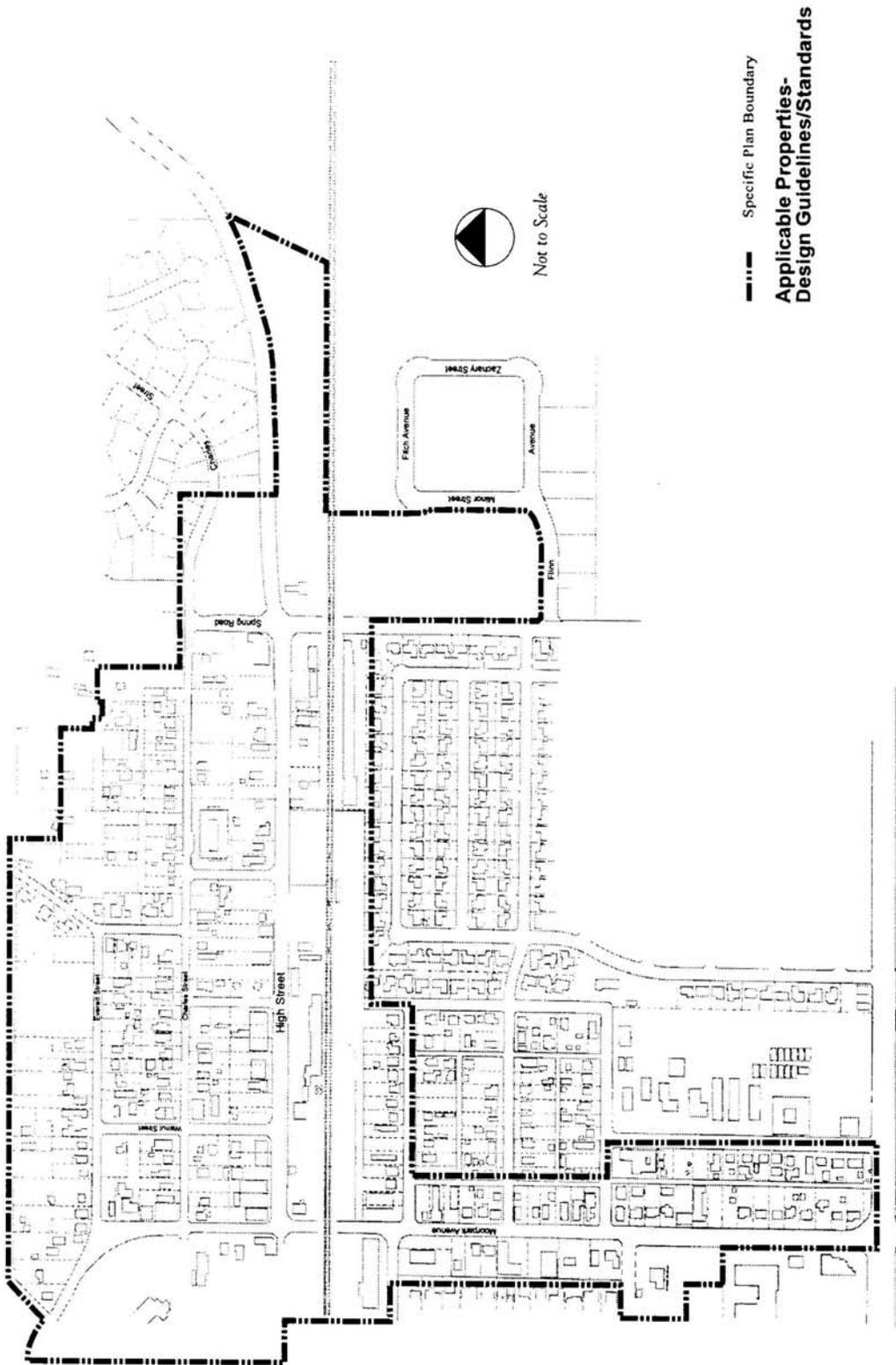
1.2 Plan Location and Setting

The City of Moorpark benefits from an impressive physical setting. It is surrounded by open space, predominantly farmland and rolling hills. A scenic approach to the City is provided by Highway 23, which enters Moorpark from the foothills to the east and south. From Fillmore, Highway 23 is a winding, two-lane rural road that passes through rolling terrain. The geo-graphic setting of the Specific Plan Area is shown in Figure 1. The Downtown Specific Plan Area is located in the center of the City limits and contains High Street at its core. Boundaries of the Specific Plan Area are shown in Figure 2. Also included in the Specific Plan Area are other parts of Old Town Moorpark, including the residential neighborhood north of High Street, the railroad right-of-way below High Street, and the strip of land south along Moorpark Avenue to Los Angeles Avenue. Two distinct areas of the downtown exist. One is the High Street corridor, and the second is the Moorpark Avenue corridor. The Plan Area also includes properties east of Spring Road, both north and south of the railroad tracks, fronting both High Street and Moorpark Avenue.



Source: City of Moorpark General Plan, May, 1992

Figure 1



Specific Plan Study Area

Introduction

Figure 2

5

Figure 2

1.3 Organization of the Specific Plan

This Specific Plan is composed of five comprehensive sections.

Section 1.0 - is the Introduction which describes the purpose of the plan, the vision for downtown, its contents, and the methodology through which it was prepared. Further, review procedures for processing individual project requests in the Specific Plan Area as out-lined.

Section 2.0 - discusses land uses, zoning characteristics, including the existing conditions in downtown, and the proposed amendments as a part of this Specific Plan. Likely the most substantive section of the Specific Plan, this section is broken down into separate subsections describing the various permitted land uses, site development standards and design guidelines for the land use categories including Single Family, Two-Family Residential, Residential Planned Development, Office, Old Town Commercial, Neighborhood Commercial, General Commercial, Public Institutional, and Light Industrial. Site development standards, design guidelines, landscape guidelines and private property maintenance, renovation and expansion programs are comprehensively described in this section.

Section 3.0 - addresses existing circulation conditions and alternative forms of circulation for the downtown. This section addresses circulation system hierarchy, public streetscape beautification and roadway improvements based on the Vision Plan for the High Street and Moorpark Avenue corridors, public transit, pedestrian/bicycle circulation and gateways, and parking.

Section 4.0 - summarizes the public utilities, infrastructure and services that are present and planned for in the downtown. Specific services that are addressed include water, sewer, drainage, public facilities and services, fire/police protection and enforcement.

Section 5.0 - addresses implementation of the Plan. Included in this section is a discussion of organizing and promoting special events and other civic activities in the downtown, as well as the discussion of possible strategies for attracting and retaining businesses in the downtown. Moreover, this section provides recommended improvement projects, funding possibilities, programs for implementation of those projects and identifies costs for public improvements envisioned in this Plan. This section also discusses issues of downtown management, enforcement and image building.

1.4 Public Participation Process and Market Analysis

The Downtown Moorpark Specific Plan has evolved over a three year process and involved public outreach through a series of methods. Project consultants

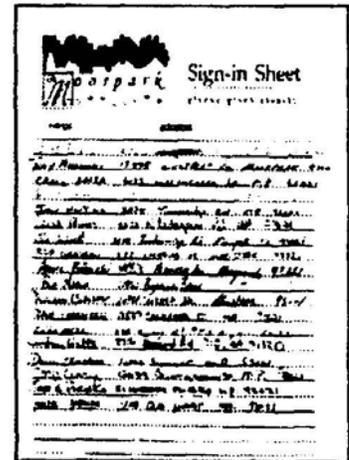
worked with the community and City leaders through a series of activities to solicit interaction input so that the goals of the downtown are indeed representative of the merchants, landowners, and public that regularly use the downtown. Preferences were openly discussed with the City's consultants, resulting in specific issues that needed to be addressed in the Specific Plan. Below is a summary of the public participation process, as well as the market analysis and technical support that was pursued to create the Downtown Specific Plan.

1.4.1 Aerial Photographs and Base Mapping

In order to clearly articulate the vision for the downtown, the City's aerials were combined with assessor's parcel maps and available legal instruments of record into a base map encompassing all the parcels in downtown. This information is a valuable tool to the City since this is the first occasion a comprehensive map of existing parcels and uses has been created. Existing downtown conditions are illustrated in Figure 3.

1.4.2 Attendance at Moorpark's "Country Days"

In order to understand how the downtown functions during a City festival, project consultants attended the "Country Days" celebration in the Fall of 1995. Field notes and observations were made about parking, circulation, traffic, public spaces and general interest in retail opportunities for the downtown. A number of interested people who care about the downtown's revitalization, most of which were from the Moorpark community, talked with consultants and offered input and interest in the outcome of the study. This was a helpful tool for consultants to target planned improvements for the downtown.



1.4.3 Market Analysis

As part of the Specific Plan effort, a basic retail supply and demand analysis was prepared by Applied Development Economics (ADE), professional marketing consultants. ADE's report was generated with information provided by the City Redevelopment Agency that included professional marketing consultant's estimates of Moorpark residents' spending on specific products and at specific store types. The purpose of this study was to estimate the amount of spending leakage leaving the City of Moorpark in order to properly plan for and capture some of that leakage into new market development opportunities in the downtown. The analysis included a discussion of sales leakage, local development potential, and regional transit that may affect the opportunities for business growth downtown.

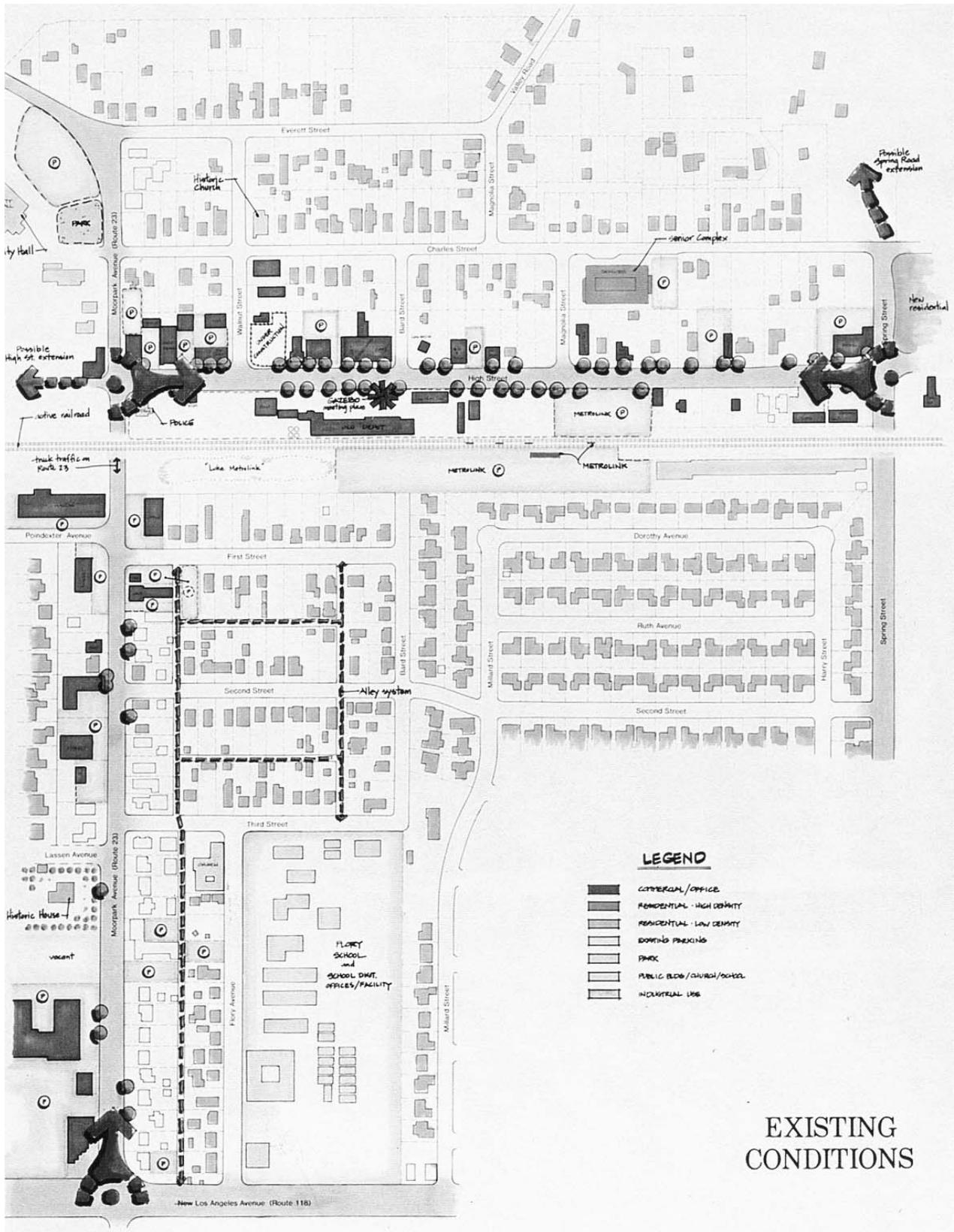


Figure 3

While this market Analysis serves the needs of the Specific Plan, it is preliminary in nature. As revitalization opportunities are identified, more detailed market analysis and financial feasibility studies may be needed to address market fluctuations and fiscal feasibility/impacts related to specific development proposals.

The market analysis addressed several key areas:

- Public/private efforts that have been unsuccessful due to a lack of agreement on how to best improve the downtown.
- Downtown revitalization opportunities including expanding the regional tourism industry, taking advantage of the Metrolink station activity, reinforcing the distinct physical character of "Old Town", and capturing some of the consumer spending capacity that's leaking to other areas of Ventura and Los Angeles Counties.
- Downtown revitalization barriers that may prevent capitalizing on the market opportunities such as, the separate and distinct geographic areas of the City, location of downtown away from commuting traffic patterns, the fact that Moorpark residents have become accustomed to shopping out of town, strong regional competition, and overcoming the downtown's negative image. The study addressed and summarized in table format, the City's retail supply and demand including household spending, taxable sales, actual sales and leakages. The study determined that over 50% of retail spending, which constitutes almost \$2 hundred million dollars, leaks outside of the City of Moorpark. Most significant leakage overwhelmingly occurs in auto sales, but substantial leakages also occur in apparel, department stores, general merchandise, home furnishings and household appliances, and eating and drinking establishments. The outcome of the market analysis recognized that there is retail leakage among nearly every category of business in Moorpark, and defined specific uses that would be most appropriate for the High Street corridor and the Moorpark Avenue corridor, which are listed in Table 1.
- Other general recommendations involved City leadership in improving communications and establishing a working relationship among the downtown merchants, recreating a Farmers Market or a crafts market for the downtown area, and exploring the possibility for hiring an Economic Development Director whose primary purpose is to attract new retailers into the City with a special emphasis on the downtown district.

The market analysis report and more detailed recommendations can be referenced in the Appendix to this Specific Plan.

Table 1

SUMMARY OF MOORPARK RETAIL SUPPLY AND DEMAND				
Retail	Household Spending	Taxable Sales	Actual Sales	Leakages
TOTAL	\$192,005,572	\$60,474,400	\$90,636,656	\$101,368,916
Apparel Group	\$13,356,196	\$604,900	\$604,900	\$12,751,296
• Women's and Misc. apparel	\$5,065,489	\$604,900	\$604,900	\$4,460,589
• Men's and boy's clothing	\$1,322,890	\$0	\$0	\$1,322,890
• Children's clothing	\$523,795	\$0	\$0	\$523,795
• Family clothing	\$4,313,823	\$0	\$0	\$4,313,823
• Shoe sales	\$2,130,199	\$0	\$0	\$2,130,199
General Merchandise	\$36,075,246	\$12,012,600	\$15,241,072	\$20,834,174
• Variety stores	\$871,018	\$0	\$0	\$871,018
• Department stores	\$11,042,197	\$0	\$0	\$11,042,197
• Discount, mass merchandising	\$12,037,142	\$9,824,000	\$10,635,775	\$1,401,367
• Drug and proprietary stores	\$4,904,113	\$2,188,600	\$4,605,296	\$298,817
• Warehouse clubs	\$3,078,967	\$0	\$0	\$3,078,967
• Other general merchandise	\$4,141,809	\$0	\$0	\$4,141,809
Specialty Retail	\$11,702,592	\$6,547,300	\$6,569,783	\$5,132,809
• Gift, novelty and souvenir	\$711,865	\$0	\$0	\$711,865
• Sporting goods	\$2,316,704	\$0	\$0	\$2,316,704
• Florists	\$678,867	\$0	\$0	\$678,867
• Photographic equipment	\$188,726	\$0	\$0	\$188,726
• Record and prerecorded tape stores	\$793,515	\$0	\$0	\$793,515
• Musical instrument stores	\$303,278	\$0	\$0	\$303,278
• Book and stationary stores	\$764,139	\$2,928,100	\$2,940,329	\$2,176,190
• Jewelry stores	\$1,357,285	\$0	\$0	\$1,357,285
• Computer and software stores	\$865,657	\$2,619,200	\$2,619,200	\$1,753,543
• Other specialty retail	\$3,722,556	\$1,000,000	\$1,010,254	\$2,712,302
Toys	\$1,040,568			
Luggage and leather	\$63,446			
Optical goods	\$774,500			
Candy and confectionary	\$124,619			
Tobacco stores	\$60,698			
Misc. retail	\$1,658,725			

Table 1 (Continued)

SUMMARY OF MOORPARK RETAIL SUPPLY AND DEMAND				
Retail	Household Spending	Taxable Sales	Actual Sales	Leakages
Grocery group	\$36,696,691	\$11,043,500	\$37,579,547	\$882,856
• Supermarkets and convenience food	\$33,572,079	\$10,401,200	\$36,914,911	\$3,342,832
• Specialty food stores	\$1,667,101	\$0	\$0	\$1,667,101
Delicatessens	\$182,315			
Meat and fish markets	\$523,093			
Fruit and vegetable markets	\$190,514			
Retail bakeries	\$561,435			
Misc. food stores	\$209,744			
• Liquor stores	\$1,457,511	\$642,300	\$664,636	\$792,875
Eating and Drinking Group	\$20,541,616	\$13,172,300	\$13,172,300	\$7,369,316
• Restaurants/caferias/specialty	\$11,156,736			
• Fast food	\$8,312,893			
• Drinking places	\$1,071,987			
Home and Garden Group	\$15,158,406	\$1,506,600	\$1,513,102	\$13,645,304
• Furniture and home furnishings	\$7,566,967	\$0	\$0	\$7,566,967
• Household appliances and electronics	\$5,080,870	\$0	\$0	\$5,080,870
• Used merchandise	\$625,220	\$0	\$0	\$625,220
• Nurseries, lawn and garden supply stores	\$737,904	\$1,506,600	\$1,513,102	\$775,198
• Fuel and ice dealers	\$1,147,445	\$0	\$0	\$1,147,445
Building Materials Group	\$3,150,420	\$621,200	\$622,635	\$2,527,765
• Lumber and other building materials	\$2,325,313	\$0	\$0	\$2,325,313
• Hardware stores	\$603,872	\$621,200	\$622,635	\$18,783
• Paint and wallpaper	\$221,235	\$0	\$0	\$221,235
Automotive Group	\$49,966,053	\$13,392,300	\$13,392,300	\$36,573,753
• Automobile dealers	\$34,383,502	\$0	\$0	\$34,383,502
• RV, mobile home, and boat dealers	\$1,747,264	\$0	\$0	\$1,747,264
• Auto parts, tires, accessories	\$1,397,942	\$1,061,000	\$1,061,000	\$336,942
• Gasoline service stations	\$12,437,345	\$12,331,300	\$12,331,300	\$106,045

1.4.4 Resident Survey

Upon evaluating the market conditions and leakage that appears prevalent in Moorpark, it was determined that a resident survey should be conducted. A total of 800 resident surveys were distributed to a random sampling of homeowners in the following areas: Campus Park, Peach Hill, Mountain Meadows, downtown, Varsity Park, and Steeple Hill. Survey questions were specifically targeted at issues of downtown image and architectural character, use of the Metrolink station and retail and business opportunities for the downtown versus Los Angeles Avenue commercial areas. A total of 234 respondents participated in the survey, which is described in Table 2.

1.4.5 Steering Committee/Planning Commission/City Council Meetings

In December of 1995, a study session was held at the Planning Commission and City Council to discuss the preliminary ideas being generated for the downtown, and the results of the market analysis. At this meeting, existing conditions and observations based on field study and a windshield tour of the downtown were presented, as shown in Figure 3. Opportunities and constraints as assessed from a physical site planning perspective, as well as market and land use opportunities, were mapped and presented for discussion and direction. The opportunities and constraints exhibit is shown in Figure 4.

An exercise titled "rating of preliminary ideas for downtown" was pursued, which raised multiple ideas for both the High Street and Moorpark Avenue corridors relating to market attraction, character/beautification, land use, and circulation/parking and traffic flow. The City Council, Planning Commission, and public were asked to prioritize these ideas from high to low. Specific discussions regarding reuse of the High Street, City-owned property were presented and direction received that the best alternative was to pursue developer interest and lease incentives to attract private developers to the property. A number of downtown merchants present at the meeting expressed interest in participating in the exercise, "rating of preliminary ideas for downtown."

Subsequent to this meeting, draft plans were prepared and reviewed with the Planning Commission and City Council. Feedback on issues of land use design, expansion of the Planning Area to the east, and implementation ideas were offered and incorporated into the final Plan. In addition to these public meetings during the writing of this Plan, the City Council appointed a Downtown Steering Committee to develop recommendations incorporated into the Plan. Multiple meetings of this committee were conducted, and recommendations were incorporated into the Specific Plan.

Table 2

**Moorpark Downtown Survey Summary
Resident Survey
May, 1996**

Respondents: 234 total 25% Campus Park 15% Peach Hill
39% Mtn. Meadows 19% Downtown 1% Varsity Park 1% Steeple Hill

An overwhelming number of respondents use the Metrolink Station less than 1 day/month. Only 7% responded that they use the station at all. Ridership is up, therefore commuters may be drawn from outside Moorpark or outside our study area.

The most common purchases made on High St. are food and hardware. Food (ice cream, diner/cafe, restaurants, etc.) was the primary reason people come to High St. Second was to visit Whitaker's Hardware, which draws a respectable 22%. Animal care and the Melodrama were other regularly attended uses. Los Angeles Avenue however, draws a healthy cross-section of purchases. While food definitely ranked the most purchased item (89%), such uses as video, gas, drug store cleaners and K-Mart (specifically), are commonly visited. Specialty items seem to be purchased more often on High St. (antiques, art, theater, flowers).

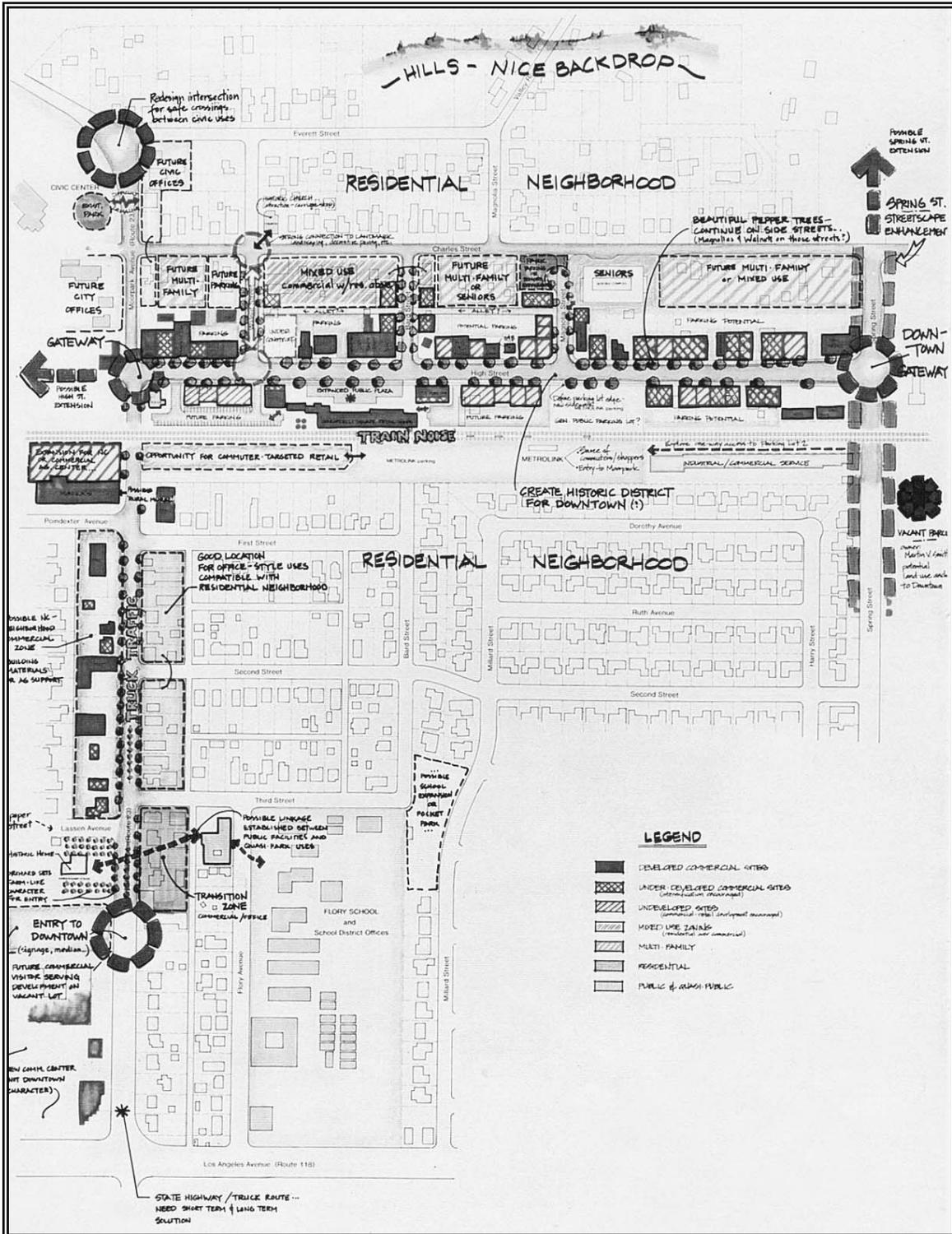
The most liked commercial establishments are Wood Ranch BBQ, K-Mart, Hughes Market, Chuy's, the Cactus Patch, Monica's General Store, Video Thyme and fast food. People are interested in convenience, good quality service/food and variety.

An even number of people attended Country Days as did not attend. More importantly, 50%-75% of the respondents stated that they would attend new activities in the downtown such as a Farmer's Market, art fairs, the theater and parades. Many respondents currently attend the Melodrama.

The survey showed that people want to dine and shop for specialty goods in the High St. area. Most people responded that they currently do not shop or dine downtown, but they do shop and dine on Los Angeles Avenue. Given the few cafe's/restaurants and retail establishments on High St./Moorpark Ave., about 30%-50% said that they presently use the High St./Moorpark area, which tells us that the demand exists for such uses. With respect to grocery shopping, most people buy their groceries in Moorpark, and only 30% go outside to shop.

Another interesting response was those uses that people said would cause them to visit downtown more often. Overwhelmingly, people want to see a variety of uses (food and specialty shop diversity), and "name" restaurants (Marie Callendars, Chili's, Hudson's, etc.). Of concern was that many people raised issue with the lack of enforcement and that the area does not feel safe, particularly at night. People are concerned about the town's image, and feel as though loitering (Topsy Fox and other markets) don't bode well at the City's entrances. Some people suggested that both upscale Spanish and English business's could be appealing and a draw to downtown. Other's liked the idea of maintaining the history and integrating it through design and architecture. Increasing tourism was mentioned often.

88% of the respondents want to maintain and promote the rural, country charm in downtown. 35% preferred the Victorian charter of the buildings and street. Support was also voiced for maintaining the cultural diversity and integrating civic uses when possible. When asked about what people like the most, the small town atmosphere, quaint architecture, landscaping, lighting and new improvements, the Metrolink Station and boutique/pedestrian uses prevailed. When asked what they like the least, people stated the lack of different businesses/restaurants and specialty shops, lighting, clean sidewalks, parking, too much loitering and lack of town pride.



Opportunities and Constraints

Figure 4

1.4.6 Downtown Merchant Survey

As a follow up to the December Planning Commission/City Council Study Session, the preliminary ideas discussed were distributed in survey form to merchants near downtown High Street. Respondents often wrote in comments, personalizing the surveys. The results of the survey can be referenced in the Appendix to this Specific Plan.

1.4.7 Mixed Use Analysis

At the outset of the Specific Plan effort, the City expressed interest in studying the issue of mixed use (commercial and residential) in the downtown and whether it would be appropriate to help stimulate flexible downtown zoning and provide more opportunity for retail capture. The planning consultants surveyed City/Statewide programs to determine how mixed use projects in downtowns succeed and fail and whether the nuisances with mixed use far outweigh the benefits to permitting retail commercial office and residential uses in close proximity to one another. The summary in Table 3 describes the common opportunities and challenges that were identified in mixed use communities. The result of this analysis is that mixed use is appropriate in the Old Town Commercial Zone along the High Street corridor; specifically increasing residential and office activities in downtown can foster a healthy, diverse environment. Moreover, mixed use in the downtown should include commercial and residential uses in the same building, as first story commercial and second story residential. Commercial and residential uses, however, should not be permitted in the High Street corridor when housed in adjacent buildings.

1.4.8 Planning Area Boundary Expansion

Purpose and Intent

The Downtown Specific Plan concentrates on long range planning for the primary downtown core, focusing on the High Street and Moorpark Avenue corridors, and the surrounding residential districts. In developing this Specific Plan, it became apparent that some key properties adjacent to the High Street core should be evaluated for their relationship and potential impact to the downtown. Thus, the Planning Area was expanded to address the future use of adjacent key properties that could have a direct or indirect impact of the vitality of the downtown. These parcels include properties east and southeast of Spring Road, along the Metrolink railroad tracks. Comprised of a number of vacant and partially developed properties, these parcels, their existing conditions, relevant land uses and their relation to the downtown are discussed below. The City has included these parcels in the Specific Plan because:

- It is the intent of the Plan to encourage land uses in and adjacent to the downtown core, which are compatible and complementary with the planned downtown land uses.

Table 3

**MOORPARK DOWNTOWN
MIXED-USE OBSERVATIONS**

Opportunities with Mixed-Use

1. Provides affordable housing.
2. Creates safer downtown.
3. Creates safer nightlife, as well as morning and midday activity (no dead zones). (Can create “24-hour life”, if desired.)
4. Reduces vehicle trips by providing services, jobs, and housing in close proximity to each other.
5. Promotes a compact City urban form.
6. Can work with peak use times through shared parking, reducing the overall number of needed parking spaces.
7. Allows for land use flexibility to respond to changing market demands.
8. Tends to have more flexible and stronger design character. (Mixed-use architecture is often designed with more sensitivity to the pedestrian due to the incorporation of residential uses.)
9. Adds life to the upper story of buildings.
10. Can be a more efficient use of land.
11. A tool for the redevelopment / revitalization of depressed areas.
12. Creates a lively urban environment.

Challenges with Mixed-Use

1. Lending capabilities (economic viability of the commercial and residential components).
2. Noise and nuisance issues between various uses.
3. Parking – can create competition between residential and business spaces.
4. Lack of yard, garage, and storage space for residences.
5. Must be located in high exposure area for commercial uses.
6. More complex property management
7. Potential “fear of something new” – the public tends to over regulate and over condition new mixed-use zones which deteriorates the marketability of the project – the community may fear the unknown and not support it.
8. Integration and compatibility with adjacent uses (noise, trash and hours of operation)
9. Potential for overall increase in traffic, noise, and impact on air quality, utilities, schools, and parks.

The challenges with mixed-use developments involving issues of compatibility, traffic, other environmental concerns and consistency with the General Plan could be addressed either on a case-by-case basis during the individual project review process (i.e., a Special Use Permit), or during the preparation of a City-initiated Zone Change and General Plan Amendment, depending on the vehicle used to implement the mixed-use concept.

To address parcel specific uses, in many areas mixing office and residential uses near existing residential neighborhoods, cities employ the following procedure:

An administrative use permit is required for the construction of nonresidential structures or the conversion of residential structures to nonresidential uses in a mixed-use zone. In order to approve a use permit, the director would make each of the following findings:

- A. *That the location, orientation, height, and mass of new structures will not significantly affect privacy in nearby residential areas.*
- B. *That the project’s location or access arrangements will not significantly direct traffic to use local streets in nearby residential areas.*
- C. *That the project includes landscaping and yards that adequately separate parking and pedestrian circulation areas from sites in nearby residential areas.*

This Plan sets forth the preferred image, uses, transit/circulation routes, architectural character, parking and public spaces in the downtown. The close proximity of the only large vacant parcel to the primary transit/pedestrian/vehicular corridor in the downtown presents an opportunity to capitalize on the highest and best use to spur downtown revitalization.

- The planning and further development of these properties may reduce or benefit the quality of life for residents, merchants and visitors to the downtown, depending upon the type, size, quantity and quality of the development.

A. Existing Conditions and Land Use

Parcels in the expanded Planning Area front either old Los Angeles Avenue or Spring Road. All parcels share frontage along the Union Pacific Railroad right-of-way. Most of the parcels are vacant, and immediately to the east are small lot industrial park uses. To the south are multi-family attached condominiums. Some parcels front old Los Angeles Avenue and are developed as a gravel operation and a very small vacant parcel. To the west, closer to the downtown, exist four small lots that contain Chuey's fast food restaurant, an automobile repair/service shop and a gas station at the corner of High Street and Spring Road. Of particular importance is the fact that the City has designated Spring Road as the future connection to possible growth areas north of the City limits. This will result in road widening to accommodate future increased traffic levels.

B. Planning Issues

A number of issues are raised in designating the highest and best use for these important properties. These issues are discussed below:

High Street/Los Angeles Avenue Parcels:

These parcels contain operating industrial uses fronting onto a heavily traveled route connecting the downtown and civic center to Highway 118. The physical characteristics of the street are somewhat different (than between High Street and Moorpark Avenue). When traveling east past Chuey's restaurant, the road winds and a substantial grade change exists on the north side of the street.

The residential neighborhood on the north side of the street overlooks these sites and is most impacted by these uses. Particular issues of noise, light nuisance, glare and visual impacts are a concern. The scale of the pedestrian space is less intimate than on High Street to the west, and does not promote a walking atmosphere. This is partially due to the absence of buildings fronting the north side of the street. Further, vehicle speeds tend to increase as drivers accelerate from the signalized intersection at Spring Road and High Street moving east. Points of access are limited as the number and size of the uses are larger than that in the High Street core. A landscape buffer has been planted along the southern side of the street to screen the gravel operation. With the presence of

the railroad tracks defining the edge of these parcels, the conditions dictate an environment conducive to industrial use versus commercial, residential or other downtown-type uses.

Spring Road Vacant Parcels:

These vacant parcels are surrounded by a mix of uses including industrial park, multi-family residential, single-family residential and commercial service/retail. Spring Road itself is a primary connection between the Los Angeles Avenue "downtown" corridor to the High Street "old town" corridor. The intersection of these two roads is an important gateway into the "old town" High Street core. The character of uses along Spring Road to this intersection is different than along the Los Angeles/High Street extension to the east (described above). The pedestrian scale of the street is reduced because of the single and multi-family neighborhoods coupled with the retail and service commercial uses at the corners of High Street and Spring Road. Sidewalks, landscaping and "people" are more common in this area. These parcels front the rail road right-of-way and tend to have a stronger connection to the "old town" core, especially since the Metrolink station is a central focal point along High Street. While these parcels were originally planned as a part of the Spring Road industrial park, their location fronting Spring Road promotes the opportunity to reinforce the gateway to downtown High Street. Future use of these parcels could involve integrating the adjacent industrial park offices with the residential and commercial neighborhoods to the west, focusing on the railroad as a linking corridor.

1.5 Relationship to City Plans and Programs

1.5.1 General Plan Consistency

This Specific Plan is authorized by Article 8 of the California Government Code, Section 65450 et. set.. This document meets the requirements as specified in Section 65451 of that Code. The Specific Plan is consistent with and furthers the objectives of the City of Moorpark General Plan. It provides detailed criteria for development of specific sites and public Streetscape improvements. This Specific Plan has been prepared to reinforce all elements of the General Plan, and more specifically the Land Use and Circulation Element adopted by the City Council on May 13, 1992, and the Housing Element adopted in October 1989. The following General Plan Land Use, Housing, and Circulation Element policies have guided the Downtown Specific Plan effort.

Commercial Development-Land Use Element

Goal 8: Provide for new commercial development, which is compatible with surrounding land uses.

Policy 8.1: New commercial uses shall be compatible in scale and character with all adjacent commercial uses.

- Policy 8.2: Commercial development shall incorporate design features such as walls, landscaping and setbacks, and include height and lighting restrictions so as to minimize adverse impacts on adjacent uses and enhance the visual characteristics of the area.
- Policy 8.3: Automobile and truck access to commercial properties shall be located so as to minimize impacts to adjacent uses.
- Policy 8.4: Commercial uses shall be well maintained to enhance the visual characteristics of the area.
- Goal 9: Promote the revitalization of the downtown commercial core (Moorpark Avenue area, Walnut Street, Bard Street, Magnolia Avenue, and High Street).
- Policy 9.1: The visual character of the downtown commercial core shall be strengthened in order to attract a variety of commercial uses and to promote the economic viability of downtown Moorpark.
- Policy 9.2: The low-rise scale of the downtown commercial core should be maintained.
- Policy 9.3: The establishment of a community meeting/marketplace in the downtown core shall be promoted.
- Policy 9.4: A comprehensive plan for the downtown commercial core shall promote new commercial infill areas, park or recreational opportunities, public parking, and a potential multimodal transportation center.
- Policy 9.5: The civic center shall remain in the downtown area to encourage the revitalization of downtown.
- Policy 9.6: Public spaces and services shall be maintained to create an aesthetically and functionally welcoming environment.
- Policy 9.7: An integrated architectural theme should be used in the redevelopment of existing or development of new commercial buildings.

Economic Development and Employment-Land Use Element

Policy 13.3: The city shall encourage the coordinated Revitalization of obsolete or declining commercial areas particularly focusing on the downtown area.

Policy 13.4: The City shall work with the business community in a cooperative manner to encourage desired businesses to locate and to remain in the City.

Policy 13.5: The City shall work with the business and development community to encourage an increase in sales tax capture.

Policy 13.6: The City shall establish and implement a business attraction, promotion, and retention plan.

Community Appearance-Land Use Element

Policy 17.1: New development shall be compatible with the scale and visual character of the surrounding neighborhood.

Policy 17.2: Identifiable entryways for the overall community, and unique or principal business/commercial districts of the City (i.e., City core and transportation corridors) should be encouraged.

Policy 17.4: Design concepts should be established for the overall community and for special treatment areas, such as the downtown district, which may include guidelines for architecture, landscape architecture, signage, streetscape, and infrastructure.

Policy 17.5: New development should incorporate a variety of landscape architecture themes and techniques to help organize and delineate land uses and to enhance the overall visual quality of the City.

Policy 17.10: A design program, which includes specific standards and detailed design measures, shall be established for the downtown area.

Policy 18.1: All downtown area revitalization efforts shall preserve, as appropriate, a historic theme reflective of the community's origins.

Policy 18.3: The creation of both residential and commercial historic districts, and the upgrading of historic structures should be encouraged.

Policy 18.4: Development in the downtown area should incorporate the careful use of compatible or similar construction materials and architectural style, so as not to detract from the integrity of historical features.

Residential Development-Land Use Element

Goal 5: Develop new residential housing, which is compatible with the character of existing individual neighborhoods and minimizes land use incompatibility.

Policy 5.1: Multiple-family dwellings shall be developed in close proximity to employment opportunities, shopping areas, public parks, and transit lines, with careful consideration of the proximity to and compatibility with single-family neighborhoods.

Policy 5.2: Infill development in existing residential neighborhoods shall be compatible with the scale and character of the surrounding neighborhood.

Housing Element

Goal 2: To preserve desirable neighborhoods through conservation, rehabilitation, and renewal of housing.

Goal 5: To provide housing opportunities for all segments of the population and for a variety of economic levels in proximity to jobs, schools, and shopping facilities.

Goal 7: To promote upgrading and maintenance of existing housing.

Transit System-Circulation Element

Policy 4.2 Proposed developments shall include transit facilities, such as bus benches, shelters, pads or turn-outs, where appropriate, in their improvement plans, or as needed in proximity to their development.

Bicycle and Pedestrian Facilities-Circulation Element

Policy 5.2: Plans for bicycle and pedestrian facilities shall give priority to providing continuity and closing gaps in the bikeway and sidewalk network.

Policy 5.6: Bicycle racks shall be required, and storage facilities shall be encouraged at new or modified public, commercial, and industrial building sites.

The Moorpark Downtown Specific Plan is intended to be consistent with and help implement the Moorpark General Plan, which encourages the preservation and enhancement of the downtown while maintaining the City's small town character. Existing General Plan Land Use designations within the Specific Plan can be referenced in the City General Plan and Zoning Code.

1.5.2 Consistency with City Zoning Code

The City of Moorpark Municipal Code, Title 17 - Zoning, provides site specific development and use regulations that govern the size, shape, and intensity of development in the downtown and the uses to which new development may be committed. The provisions of the City Zoning Code apply to the properties in the Specific Plan Area and supplement the regulations stated in the Specific Plan. The Specific Plan development standards and design guidelines are consistent with, and further, the City Zoning Code. In such cases where the Specific Plan development standards and zoning code standards conflict, the Specific Plan development standards shall apply.

This Specific Plan involved extensive revisiting of land uses and zoning within the Specific Plan boundary. The new Specific Plan land use and zoning maps can be referenced in figures 5 and 6 in Section 2.0. The most significant changes in land use and zoning involve the creation of the Old Town Commercial Zone, which is a mixed use zone with a special list of allowable uses along the High Street corridor.

In many cases the Specific Plan supplements the City Zoning Code. In such cases the City Zoning Code is referenced for detailed standards. This is particularly true for sign requirements. Since the City's Zoning Code involves comprehensive sign standards, sign Guidelines and standards are not emphasized in this plan.

1.6 Review Procedures

This section of the Specific Plan describes the City's design review process. As with any development or renovation proposal in the City, an applicant must follow a process in order to complete site and building improvements. These procedures apply to any privately or quasi-publicly held parcel or building within the Specific Plan area. For definition, the applicable study area that is subject to these review procedures and subsequent requirements of this Specific Plan is shown in Figure 2.

The City's design review process is handled by the Department of Community Development. Anyone considering a development project, a remodel, expansion or change of use within the boundaries of the Specific Plan area should first schedule an appointment with a member of the Community Development Department to

discuss the Specific Plan land uses, zoning, and design guidelines and standards. The staff member can help explain the City's development procedures, assessing whether or not the project needs an administrative, planned development or conditional use permit. The staff member can also provide an approximate timeline for processing the project/application and the required permits or approvals. Application forms and a complete list of application submittal requirements can be obtained from the staff planner or from the Community Development Department. Since the downtown is designated a redevelopment area, the applicant may also benefit from meeting with a staff member from the Redevelopment Agency.

Design review is generally required for all new construction, exterior modifications and substantial remodels to existing buildings or single and multifamily residences, parking lots and exterior pedestrian areas. Design review occurs in conjunction with the respective entitlement process, which is governed by Chapter 17.44 of the City's Zoning Code. In addition to the City's Zoning Code, projects must comply with the standards provided in this Specific Plan. The specific provisions of this code should be discussed with Community Development staff prior to submission of an application.

The City's design review process begins with submittal of an application to the Department of Community Development. Community Development staff will review the submitted application to make sure it is complete, and prepare a written report assessing the overall design, its consistency with applicable city development codes and standards, and its consistency with the guidelines and standards of this Specific Plan. Depending upon the type of application (administrative use, planned development or conditional use permit) the project will be considered for approval in a public hearing by either the Director of Community Development, the Planning Commission or City Council. Regardless of the approval body, such factors will be considered in the review of any application, such as how the project relates to the natural features of the site, surrounding development and the desired architectural character of the immediate neighborhood as prescribed in this Specific Plan. The review authority will also evaluate the effect the project will have on the visual character of the community, the quality of the experience for those who will use the development, and the quality of life in downtown Moorpark. For example, if the project involves renovation of a landmark building as designated by this Specific Plan, special design criteria may be required to preserve and enhance the building's historic architectural value.

For the purposes of clarity, new development is defined as any building application for a structure(s) on a parcel, which is vacant or partially developed. Site and building renovations and expansions are those improvements made to existing structures, parking and landscape areas.

2.0 LAND USE AND ZONING

2.1 Planned Land Use and Zoning

As discussed in Section 1.5, Relationship to City Plans and Programs, the City's General Plan sets forth a number of policies that encourage revitalization of the downtown with respect to land uses, parking, and business attraction. In order to further this goal, a Specific Plan Overlay zone has been established which sets forth development requirements that are different from those of the base zoning within the Downtown Specific Plan area. The specific land uses and zoning for the Downtown Specific Plan Area are shown on Figure 5 and 6. The development requirements indicated in Section 2.2 of this Specific Plan take into account the existing downtown conditions and General Plan policies to intensify land use, increase aesthetics, as well as plan for a mix of neighborhood commercial, general commercial, office, single and multi-family residential, institutional and industrial uses.

2.1.1 Organization of Specific Plan Development Standards and Design Guidelines

Sections 2.2.1 through 2.2.9 of this Specific Plan address the land use, zoning and permitted and conditional uses in the Specific Plan. These sections are categorized into specific site development standards and more general design guidelines. Each category is discussed with respect to site planning standards, permitted density, design guidelines, and landscape standards that will guide new development or expansions of existing development within the downtown. Following the development standards and design guidelines for each zone (Sections 2.2.1-2.2.9) is a discussion of private property maintenance, renovation and expansion (Section 2.3). This section is intended to supplement the various land use standards and guidelines, as well as specify a program for lot consolidation and building renovation in the Plan area.

The following table is a summary of the development requirements of each of the zones within the Downtown Specific Plan. Please consult the specific zones for more details on the additional standards and guidelines for development.

Site Development Standard	Zoning Ordinance Reference for Zones								
	R-1	R-2	RPD	C-O	C-OT	C-1	C-2 CPD	I	M-1
Land Use and Permitted Uses	See Chapter 17.20								
Development Requirements	See Chapter 17.24 and 17.36								
Fences and Walls	See Chapter 17.24								
Parking and Signage	See Chapter 17.32 and 17.40								
Second Dwellings	See Section 17.28.020 G	N/A							

2.2 Development Standards and Guidelines for Specific Plan Zones

2.2.1 Single Family Residential-(R-1)

A. Site Development Standards

The table below is to be used as a reference tool. For more specific requirements please refer to the particular subsections of the Moorpark Municipal Code.

Site Development Standard	Zoning Ordinance Reference
Land Use and Permitted Uses	See Chapter 17.20
Development Requirements	See Chapter 17.24 and 17.36
Fences and Walls	See Chapter 17.24
Parking and Signage	See Chapter 17.32 and 17.40
Second Dwellings	See Section 17.28.020G

1. Land Use and Permitted Uses

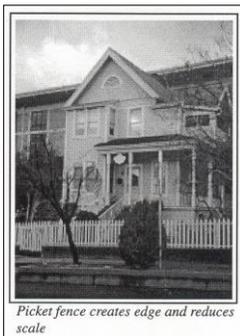
Uses in the Single Family Residential designation shall meet the requirements for the R-1 designation as shown in Chapter 17.20 of the Moorpark Municipal Code.

2. Development Requirements

Development in the Single Family Residential designation shall meet the requirements for the R-1 designation as shown in Chapter 17.24 and Chapter 17.36 of the Moorpark Municipal Code.

3. Fences and Walls

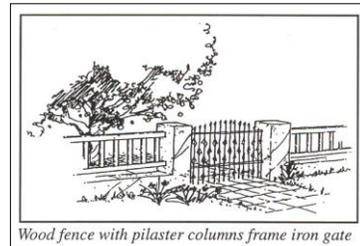
Fence design shall be used to reinforce the architectural theme of the house but shall meet the requirements of Chapter 17.24 of the Moorpark Municipal Code.



a. Low, painted picket fences or solid stone or brick walls, a maximum of three (3) feet high, are encouraged around front yards promoting an open neighborhood atmosphere.

b. Tile detailing is encouraged in such cases where column

pilasters may be used.



4. Parking and Signage

Parking and signage shall meet the requirements of Chapter 17.32 and Chapter 17.40, respectively, of the Moorpark Municipal Code.

5. Second Dwellings

Second dwellings shall meet the requirements of Section 17.28.020G of the Moorpark Municipal Code.

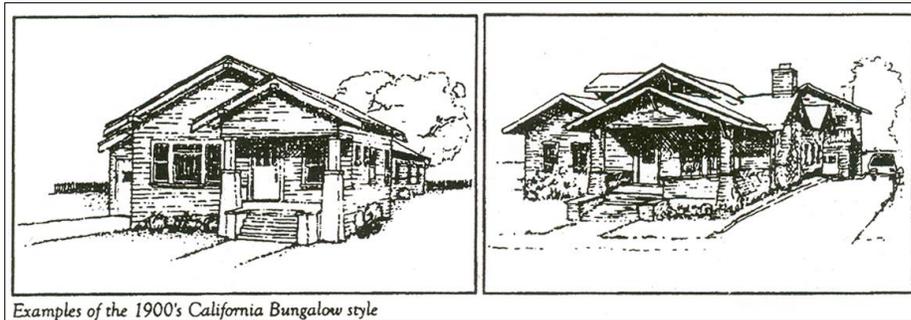
6. Maintenance and Renovation:

Quality maintenance of existing buildings and parcels, combined with gradual progression in meeting design goals for this land use designation are encouraged. To this end, the maintenance guidelines and incentives outlined in section 2.3.1 to 2.3.2 apply to the Single Family Residential designation.

B. Design Guidelines

General Character -1900's California Bungalow and Early American

These design guidelines shall apply to all Single Family Residential areas in the Specific Plan area. Downtown residential architecture consists primarily of early 1900's California bungalow style, integrated with Early American style structures. These guidelines apply to new construction as well as replacement and expansion of existing structures to preserve and strengthen historic neighborhood character. Modern interpretations of these styles are also acceptable if they maintain integrated massing and blend with the surrounding neighborhood.

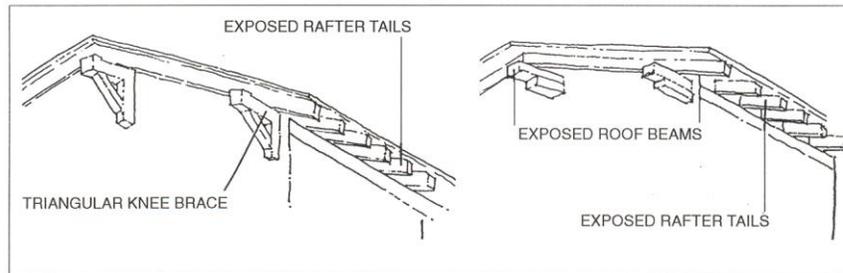


1. Building Form and Massing

All housing constructed within the Single Family Residential areas of the Specific Plan must be consistent with the Moorpark General Plan.

- a. The buildings and building additions should be carefully massed and articulated to blend with the existing historic neighborhood. Building additions and expansions should be of similar form and proportionally massed with the existing structure.
- b. The building mass should be softened with architectural features such as garden walls, porches, balconies, and trellises.
- c. The building form should clearly define entries using roof forms, stoops (elevated porch), and porches.

d. The building form should de-emphasize garages and garage doors by locating them behind the main building.



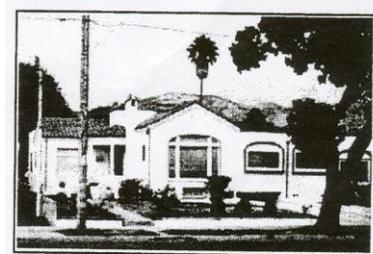
Exposed structural elements reinforce early California building styles

2. Roof Form

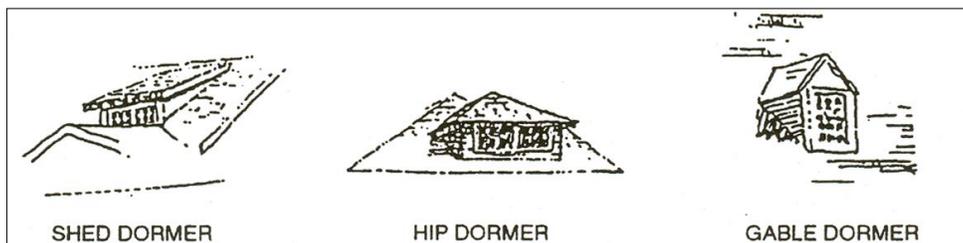
Roof forms and details must be consistent with the Early American and California Bungalow style architecture of the surrounding neighborhood. Dormers, eaves, exposed rafter tails; exposed roof beams, detailed corbels, and triangular knee braces are common elements of this style. Appropriate roof forms include gable, shed, and hip roofs with a low pitch (3:12 -4:12).

a. Mansard roof forms should only be used when and if the building emulates a traditional style that employs mansard roofs (e.g. Victorian, Beaux Arts, etc.). The following guidelines should apply to buildings with such roof form;

1. Dormer windows and other architectural features should occupy a minimum of twenty-five percent (25%) of the roof length.
2. Buildings should be three (3) stories in height.
3. Roof design should enclose no more and no less than one (1) floor of habitable space.



Good single-family bungalow example



3. Materials

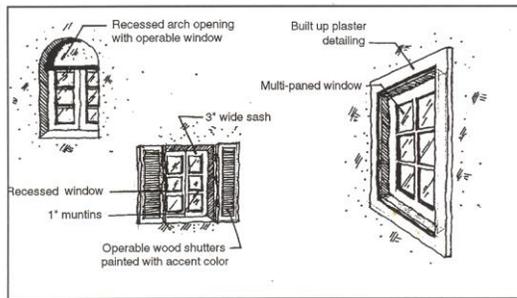
Building materials should reflect quality, durability and consistency, when possible, with the materials used throughout the surrounding neighborhood. Appropriate building materials include horizontal and vertical wood siding,

stucco of varying surfaces and brick and stone occasionally used as accents, particularly along the building base.

a. Appropriate roofing materials include architectural grade asphalt shingles, concrete tile or slate, or integrally colored concrete roof tiles. Shake roofs are not permitted due to their high fire hazard nature.

b. All stucco wall materials should be smooth, unsanded surfaces to prevent collection of dirt, surface pollutants, and surface paint deterioration. Textured stucco is not encouraged unless the application is hand troweled or float finished.

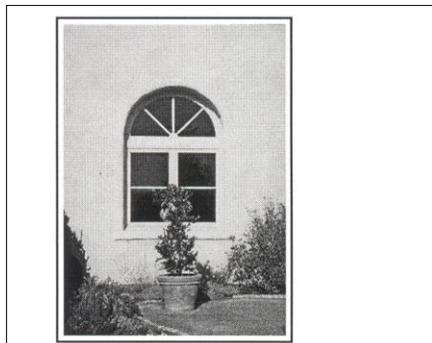
c. Vivid stripes, arches, tile inlay, or similar architectural accents should be used to reinforce traditional style.



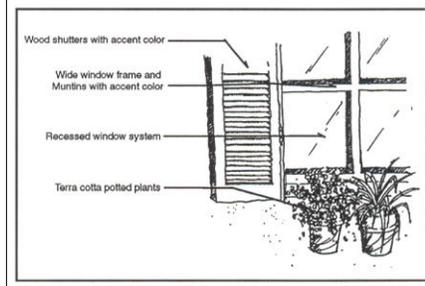
4. Windows

Window proportions and detailing should reflect the architectural style of the early 1900's by incorporating key elements such as recessed windows, wood framing, detailed or ornamental molding around openings, multi-paned windows and window flower boxes.

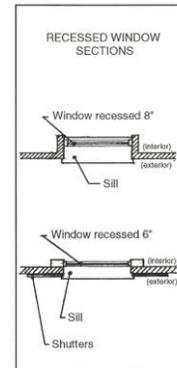
a. All windows within a building should be related in operating type, proportion and trim. Unifying elements such as common sill or header lines are preferred.



Arched window with wide wood trim



b. Window placement should consider privacy of adjacent residences.



c. Vertical rather than horizontal windows are consistent with the desired bungalow and Victorian style architecture and are encouraged.

d. Painted wood window accents reflects the Victorian and bungalow style architecture and is encouraged. Built-up sills and trim should be used to create surface relief and texture.

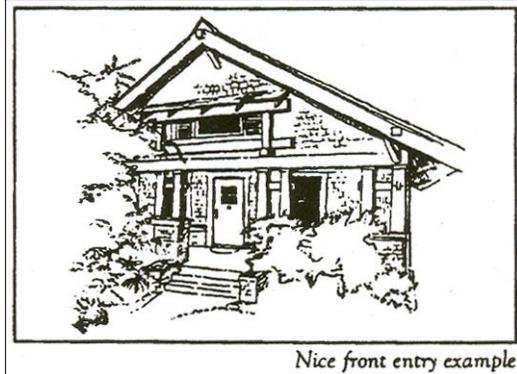
e. Glass should be inset a minimum of three (3) inches from the exterior wall

surface to add relief, especially in stucco buildings.

f. Silver or gold metal window frames with large, glazed glass panes and dark tinted or reflective glass are discouraged.

5. Front Doors and Garage Doors

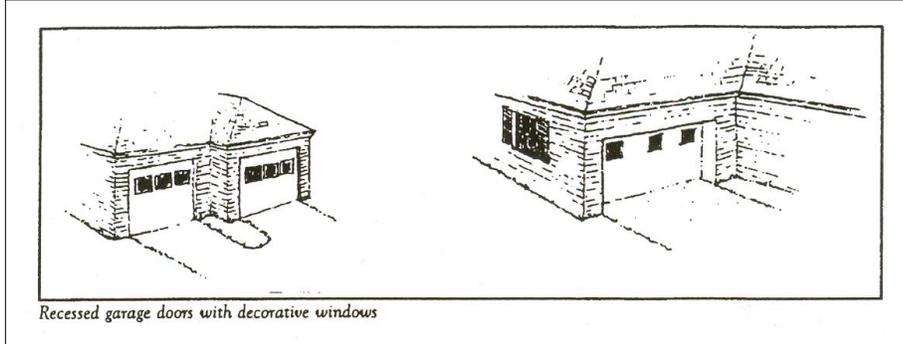
Front doors as well as garage doors are a critical, visual element and should be carefully selected and detailed.



a. Front doors should be wood with decorative panels and/or multi-paned windows.

b. Metal garage doors are discouraged unless panel detailing is used.

c. Garage doors should be recessed into the garage wall and multi-paneled to provide relief. Decorative panels and/or windows are encouraged. Decorative panels and/or windows are encouraged.



6. Front Porches

Front porches are a key architectural element which help define the home entry, unify the neighborhood street scene and encourage physical activity near the street.

a. Elevated porches with gable overhangs are traditional elements of the bungalow architectural style and are encouraged.

b. Victorian and bungalow style porches should include overhangs, heavy wood trellis structures or traditional lattice or picket surround courtyards whenever possible.



7. Garbage/Recycling Areas

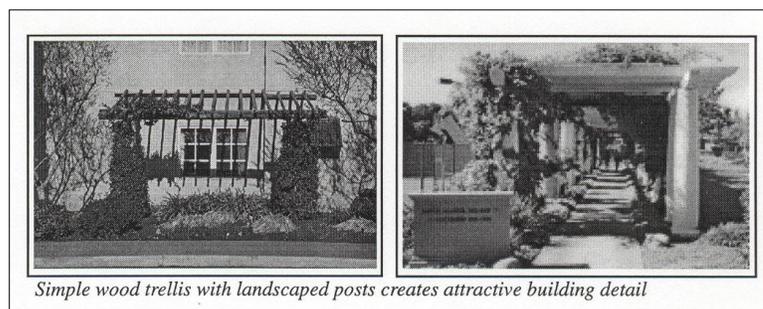
Storage areas for garbage and recycling bins shall be provided unless provision for storage is made inside the garage. Storage areas should be shielded from street view using landscaping or fencing on all sides.

8. Mechanical Equipment

Mechanical equipment, satellite dishes, and utility meters should be screened from view using landscaping, decorative fencing or roof parapets. Whenever possible, roof-mounted equipment should not be permitted unless it is screened from view.

9. Accessory Structures

Trellis, pergolas, gazebos and other outdoor structures are encouraged provided they meet the requirements of Chapter 17.24 of the Moorpark Municipal Code. Materials and colors should match or complement those of the main residence.

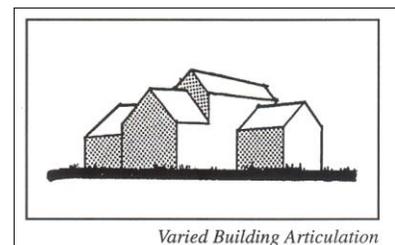


10. Energy Efficiency

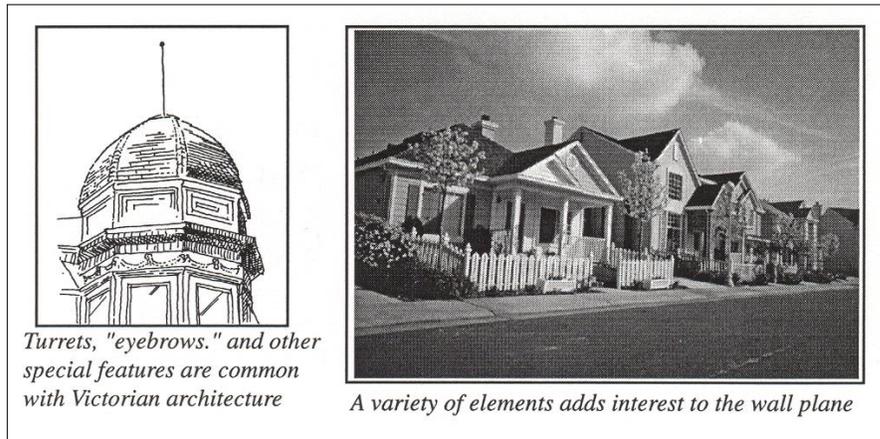
Structures should be designed to incorporate passive and active solar features, when possible.

11. Wall Articulation

All building walls should have staggered planes to create interest. Avoid large blank wall surfaces. Architectural elements that add scale or interrupt the wall façade are encouraged,



such as trellises, bay windows, courtyards, and porches.



C. Landscape Guidelines

New planting within the Single Family Residential zone should be consistent with the Suggested Plant Palette shown in Table 5 of this Specific Plan Section and with the City's Landscape Guidelines. In the event there is a conflict with the City's Landscape Guidelines and this specific plan, the City's Landscape Guidelines shall be used.

1. Planting

Water is a limited resource in California and drought remains a recurrent environmental concern which should be addressed within the overall landscape design. Landscaping materials should be selected with consideration for water requirements over the lifetime of the plants. The use of plants with low water requirements, particularly plants that are considered drought-tolerant and native California plants, and the use of efficient irrigation systems are strongly recommended.

- a. Eighty percent of the selected plant material should be drought tolerant.
- b. All planting area watering systems should be properly designed to conserve water and minimize the amount of runoff.
- c. Conservation techniques such as the use of drip irrigation should be explored and, given the soil constraints, may be the most effective means of irrigating the residential landscape. Urban runoff from buildings, for example air conditioning units, may be reclaimed and used for landscape irrigation purposes.
- d. Plants should be arranged in groups and spaced to allow them to develop in masses. Avoid spacing plants so far apart that individual

shaping is a temptation, unless they are designated as a single specimen plant.

e. Formal perennial planting may be appropriate at entries or along walkways.

f. Trees should be used to create an intimate scale, enclose spaces, frame views, but their placement should respect views from downtown to the surrounding hillsides. The use of native California trees is encouraged.

g. Landscape structures (decks, trellises, arbors, gazebos, etc.) should be used to provide entry accents, shade or enhance the building structure. Colors applied to the structure must be complimentary to the building.

Table 5
DOWNTOWN SPECIFIC PLAN SUGGESTED PLANT PALETTE

	BOTANICAL NAME	COMMON NAME
GROUNDCOVERS:	<i>Baccharis pullularis</i> 'Twin Peaks'	Coyote Brush
	<i>Cerastium tomentosum</i>	Snow in Summer
	<i>Festuca ovina</i> 'Glaucia'	Blue Fescue
	<i>Gazania</i> ssp.	NCN
	<i>Hedera helix</i>	English Ivy
	<i>Hypericum calycinum</i>	St. Johnswort
	<i>Juniperus conferta</i>	Shore Juniper
	<i>Lantana montevidensis</i>	NCN
	<i>Liriope spicata</i>	Creeping Lily Turf
	<i>Lonicera japonica</i>	Japanese Honeysuckle
	<i>Pelargonium peltatum</i> 'Balcan'	Ivy Geranium
	<i>Rosmarinus officinalis</i>	Rosemary
	<i>Trachelospermum jasminoides</i>	Star Jasmine
	<i>Verbena peruviana</i>	NCN
	VINES:	<i>Rose</i> ssp.
<i>Distictis buccinatoria</i>		Blood-red Trumpet Vine
<i>Ficus pumila</i>		Creeping Fig
<i>Hardenbergia violacea</i>		Happy Wanderer
<i>Jasminum polyanthum</i>		Pink Jasmine
<i>Mandevilla</i> "Alice du Pont"		NCN
<i>Passiflora alata</i> caerulea		Passion Vine
SHRUBS and PERENNIALS:	<i>Agapanthus</i> ssp.	Lily of the Nile
	<i>Cistus</i> ssp.	Rockrose
	<i>Cornus sericea</i>	Redtwig Dogwood
	<i>Dietes vegeta</i>	Fortnight Lily
	<i>Diosma pulchrum</i>	Breath of Heaven
	<i>Echium fastuosum</i>	Pride of Madiera
	<i>Erigeron karvinskianus</i>	Santa Barbara Daisy
	<i>Euryops pentinatus</i> 'Viridis'	Euryops Daisy
	<i>Ilex</i> ssp.	Holly
	<i>Hemerocallis</i> hybrids	Daylily
	<i>Hibiscus rosa-sinensis</i>	Hibiscus
	<i>Hydrangea macrophylla</i>	Garden Hydrangea
	<i>Lantana</i> ssp.	NCN
	<i>Lavandula</i>	Lavender
	<i>Ligustrum</i> ssp.	Privet
<i>Lycianthes rantonnei</i>	Paraguay Nightshade	
<i>Pittosporum tobira</i>	NCN	
<i>Plumbago auriculata</i>	Cape Plumbago	
Trees:	<i>Raphiolepis indica</i>	Indian Hawthorne
	<i>Rose</i> ssp.	Rose
	<i>Salvia</i> ssp.	Sage
	<i>Syringa vulgaris</i>	Lilac
	<i>Tulbaghia violacea</i>	Society Garlic
	<i>Albizia julibrissin</i>	Silk Tree
	Citrus	Citrus
	<i>Ficus microcarpa</i> 'Green Gem'	Laurel Fig
	<i>Jacaranda mimosifolia</i>	Jacaranda
	<i>Lagerstroemia indica</i>	Crape Myrtle
	<i>Prunus</i> ssp.	Flowering Plum and Cherry
	<i>Schinus molle</i>	California Pepper

Note: Additional plant species may be substituted for the species listed above, if such species are found to be consistent with the architectural themes encouraged in the Downtown Specific Plan, and will not result in damage to infrastructure or become a maintenance problem for the public streets and sidewalk areas.

NCN = No Common Name

Note California native trees are encouraged. In the event there is a conflict with the City's Landscape Guidelines and this Table the Guidelines will govern.

2.2.2 Two-Family Residential (R-2)

A. Site Development Standards

The table below is to be used as a reference tool. For more specific requirements please refer to the particular subsections.

Site Development Standard	Zoning Ordinance Reference
Land Use and Permitted Uses	See Chapter 17.20
Development Requirements	See Chapter 17.24 and 17.36
Fences and Walls	See Chapter 17.24
Parking and Signage	See Chapter 17.32 and 17.40

1. Land Use and Permitted Uses

Uses in the Two-Family Residential designation shall meet the requirements for the R-2 designation as shown in Chapter 17.20 of the Moorpark Municipal Code.

2. Development Requirements

Development in the Two-Family Residential designation shall meet the requirements for the R-2 designation as shown in Chapter 17.24 and Chapter 17.36 of the Moorpark Municipal Code.

3. Parking and Signage

Parking and signage shall meet the requirements of Chapter 17.32 and Chapter 17.40, respectively, of the Moorpark Municipal Code.

4. Maintenance and Renovation

Maintenance and renovation for the Two-Family Residential designation shall comply with the maintenance and renovation for the Single-Family Residential designation contained in Section 2.2.1.

B. Design Guidelines

Design Guidelines for the Two-Family Residential designation shall be the same as the guidelines for the Single-Family Residential designation as contained in Section 2.2.1.

C. Landscape Guidelines

Landscape Guidelines for the Two-Family Residential designation shall be the same as the guidelines for the Single-Family Residential designation as contained in Section 2.2.1.

2.2.3 Residential Planned Development (RPD)

A. Site Development Standards

The Residential Planned Development is to provide a flexible regulatory zone to encourage creative and innovative design. These units should be well articulated as individual or collective units, and act as a transition between Single Family Residential and the Old Town Commercial Buildings. The design of the units shall generally be oriented toward the street with parking to the rear behind the units.

1. Land Use and Permitted Uses

Development in the Residential Planned Development designation shall meet the requirements for the RPD designation as shown in Chapter 17.24 and Chapter 17.36 and the use requirements as shown in Chapter 17.20 of the Moorpark Municipal Code.

2. Development Requirements

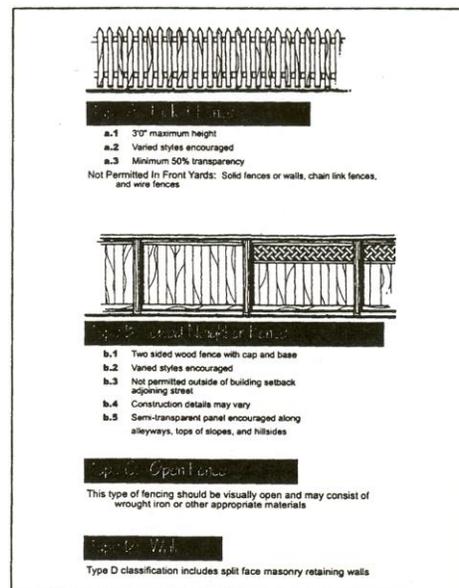
The density range in the Residential Planned Development area has been established to encourage lot consolidation and redevelopment of under-developed or declining properties. Density bonuses may be granted by the City Council for a housing development anywhere in the RPD areas in accordance with provisions of California Government Code Section 65915 et seq. and Chapter 17.64 of the Moorpark Municipal Code. Section 2.3.3 Lot Consolidation and Incentives allows the increased density under certain standards and conditions.

3. Fences and Walls

Fence design should be used to reinforce the architectural theme of the building and shall meet the requirements of Chapter 17.24 of the Moorpark Municipal Code.

a. Low, painted picket fences or solid stone or stucco-face walls are encouraged around front yards promoting an open neighborhood atmosphere.

b. Iron grillwork and tile detailing is encouraged on stone or stucco space walls or on corner pilasters.



4. Parking and Signage

Parking and signage shall meet the requirements of Chapter 17.32 and Chapter 17.40, respectively, of the Moorpark Municipal Code.

5. Building Maintenance and Renovation

Quality maintenance of existing buildings and parcels, combined with gradual progression in meeting design goals for this land use designation is encouraged. To this end, the maintenance guidelines and incentives outlined in section 2.3.1 to 2.3.3 apply to the Residential Planned Development designation.

B. Design Guidelines

In addition to the Single Family Residential guidelines, the following design guidelines apply to the Residential Planned Development areas. All housing constructed within the Residential Planned Development areas of the Specific Plan must be consistent with the Moorpark General Plan.

General Character-1900's California Bungalow and Early American

Downtown neighborhood architecture primarily consists of early 1900's California bungalow style, integrated with Western-Victorian and Early American style structures. These guidelines and standards apply to new construction as well as replacement and expansion of existing structures to preserve and strengthen historic neighborhood character. Modern interpretations of these styles are also acceptable if they maintain articulated massing and blend with the surrounding neighborhood.

1. Building Form and Massing

Building form and massing is particularly important for these higher density buildings. The following guidelines will emphasize varied building forms and enable renovations or new construction to blend with the surrounding small lot single family development.

- a. Avoid designing buildings longer than 120 feet.
- b. Buildings and building additions shall be carefully massed and articulated to blend with the existing historic Charles Street neighborhood. Building additions and expansions should be of similar form and proportionally massed with the existing structure.
- c. Building mass should soften the structure's appearance with architectural features such as garden walls, porches, balconies, and trellises.



Example of clearly-defined entry

d. The building form should clearly define entries using roof forms, stoops (elevated porch), and porches.

e. Building form should de-emphasize garages and garage doors by locating them behind the main building, when feasible. Where garages are separated from the primary structure, a breeze-way or an overhead trellis is encouraged to connect structures.

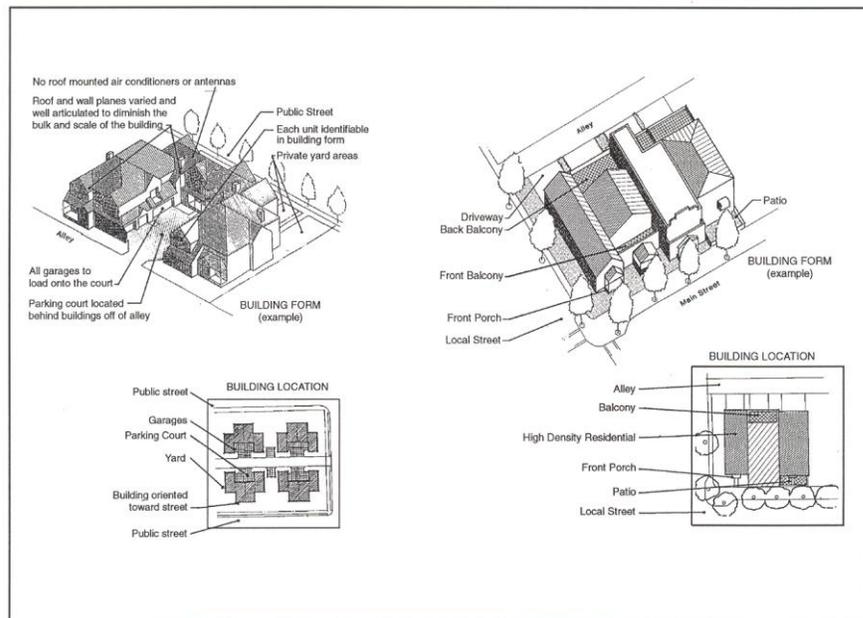
2. Unit Articulation

Unit articulation will help diminish the massive look of large structures, and blend with the surrounding neighborhood. These guidelines are especially pertinent to those parcels along Charles Street that may be affected by the lot consolidation (aka. Spring Road) density incentives.

a. The elevation of buildings backing up to public streets should be carefully articulated.

b. Variety in roof levels and wall planes should be used to articulate buildings and reduce the building mass.

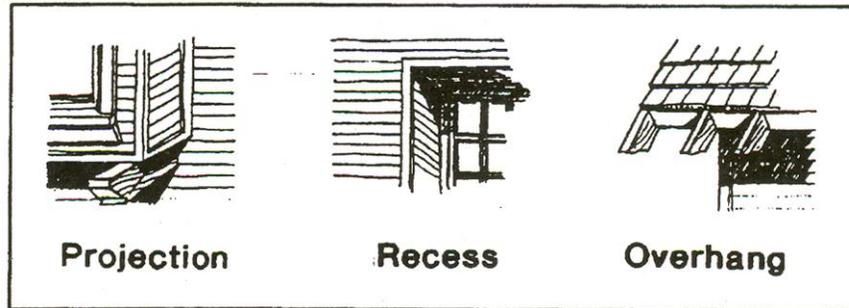
c. To reduce the long facades of multi-family buildings they should be divided into shorter modules a maximum of 30 feet in width. This can be done with varied setbacks, vertical moldings, texture changes on the facade, porches, and balconies.



3. Roof Form

Multiple family buildings tend to be larger structures; it is important to articulate the roof forms to better blend these buildings with the surrounding smaller single family residential buildings.

a. Breakup roof form with elements such as dormers, eaves, exposed rafter tails, exposed roof beams, and triangular knee braces.



Building Articulation

b. Appropriate roof forms include gable, shed, and hip roofs with a low pitch (3:12 -4:12).

c. Mansard roof forms should only be used when and if the building emulates a traditional style that employs mansard roofs (e.g., Victorian, Beaux Arts, etc.). The following guideline should apply to buildings with mansard roof forms.

- i. Dormer windows and other architectural features should occupy a minimum of twenty five percent (25%) of the roof length.
- ii. Buildings should be three (3) stories in height.
- iii. Roof design should enclose no more and no less than one (1) floor of habitable space.

4. Materials

Building materials should reflect quality, durability and consistency, when possible, with the materials used throughout the surrounding neighborhood.

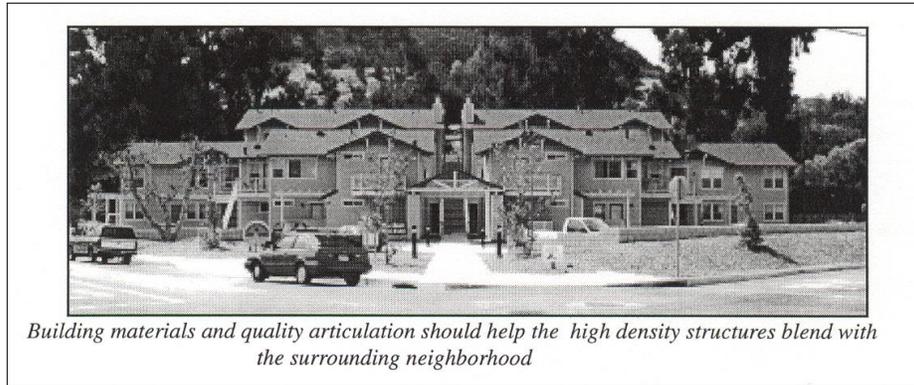
a. Appropriate building materials include horizontal and vertical wood siding, stucco of varying surfaces and brick and stone occasionally used as accents, particularly along the building base.

b. Appropriate roofing materials include architectural grade asphalt shingles, standing seam metal roofing, concrete tile or slate, or clay or integrally colored concrete roof tiles. Shake roofs are not permitted due to their high fire hazard nature.

c. All stucco wall materials should be smooth, unsanded surfaces to prevent collection of dirt, surface pollutants, and surface paint

deterioration. Textured stucco is not encouraged unless the application is hand troweled or float finished.

d. Vivid stripes, arches, tile inlay, or similar architectural accents should be used to reinforce traditional style, when appropriate.

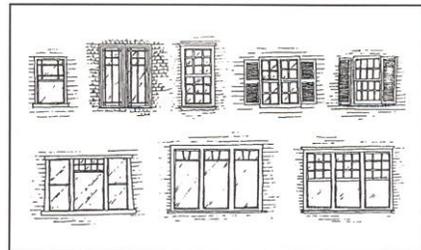


5. Windows

Window proportions and detailing on new structures and renovations should reflect the architectural style of the early 1900's by incorporating key elements such as recessed windows, wood framing, detailed or ornamental molding around openings, multi-paned windows and window flower boxes. On space building additions, windows should complement windows in the existing structure.

a. All windows within a building should be related in operating type, proportion and trim. Unifying elements such as common sill or header lines are preferred.

b. Window placement should consider privacy of adjacent residences.



Appropriate Window Orientation

c. Glass should be inset a minimum of three (3) inches from the exterior wall surface to add relief, especially in stucco buildings.

d. Silver or gold metal window frames with large, glazed glass panes and dark tinted or reflective glass are discouraged.

6. Front Doors and Garage Doors

Front doors as well as garage doors are a critical, visual element and should be carefully selected and detailed.

- a. Front doors should be wood with decorative panels and/or multi-paned windows. Metal doors are discouraged unless the detailing is similar to the wood doors.
- b. Metal garage doors are discouraged unless panel detailing is used.
- c. Garage doors should be recessed into the garage wall and multi-paneled to provide relief. Decorative panels and/or windows are encouraged.

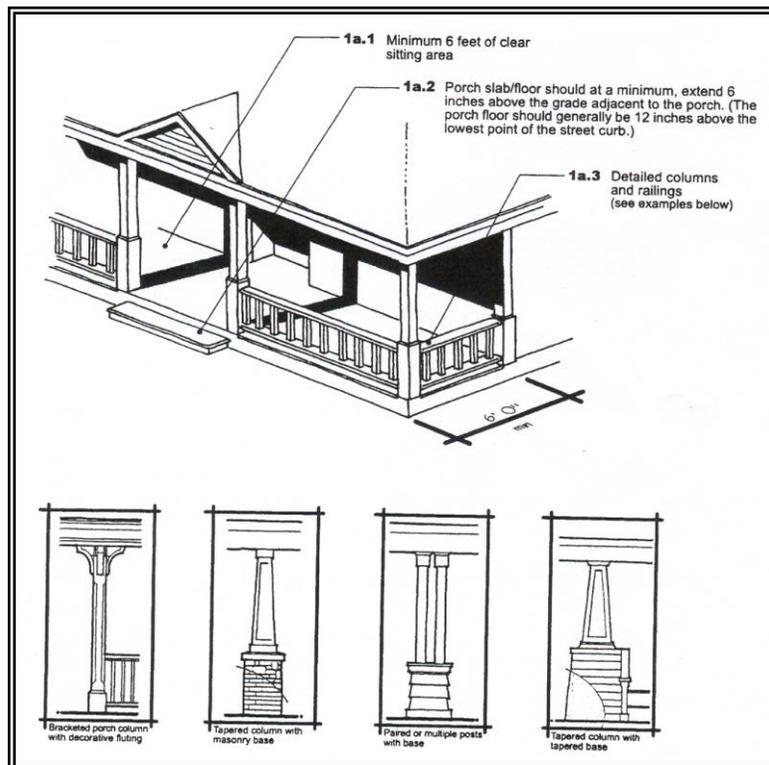
7. Front Porches

Front porches are a key architectural element which help define the home entry, unify the neighborhood street scene and encourage physical activity near the street.



Early American porch example

- a. Elevated porches with gable overhangs are traditional elements of the bungalow architectural style and will help the larger structures blend with the surrounding neighborhood.
- b. Early American and Victorian style porches should include large overhangs, wood post structures with traditional bracketed and tapered porch columns whenever possible.



8. Garbage/Recycling Areas

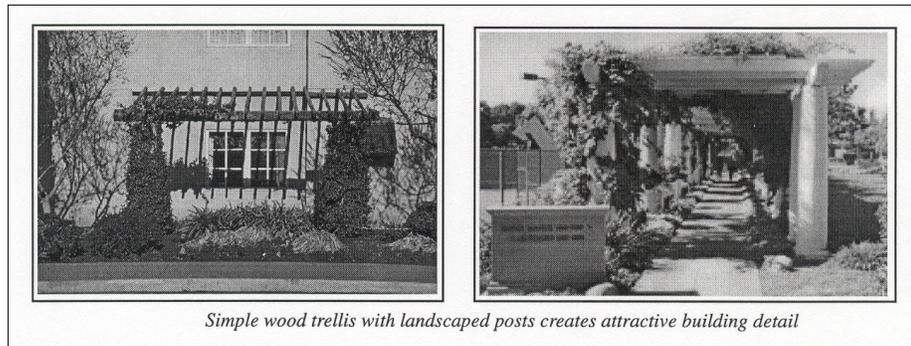
Storage areas for garbage and recycling bins shall be provided. Storage areas shall be shielded from street view using landscaping, walls or fencing on all sides consistent with City standards.

9. Mechanical Equipment

Mechanical equipment and utility meters shall be screened from view using landscaping, decorative fencing or roof parapets. Whenever possible, roof-mounted equipment shall not be permitted unless it is screened from view.

10. Accessory Structures

Trellises, pergolas, gazebos and other outdoor structures are encouraged provided they meet the requirements of Chapter 17.24 of the Moorpark Municipal Code. Materials and colors shall match or complement those of the main structure.



11. Energy Efficiency

Structures should be designed to incorporate passive and active solar features, when possible.

C. Landscape Guidelines

New planting within the Residential Planned Development zone should be consistent with the Suggested Plant Palette (Table 5) located in Section 2.2.1 C of this Specific Plan and the City's Landscape Guidelines. In the event there is a conflict between the City's Landscape Guidelines and this specific plan the City's Landscape Guidelines shall be used.

1. Planting

Water is a limited resource in California and drought remains a recurrent environmental concern that should be addressed within the overall landscape design. Landscaping materials should be selected with consideration for water requirements over the lifetime of the plants. The use of plants with low water requirements, particularly plants that are considered drought-tolerant and native California plants, and the use of efficient irrigation systems are strongly recommended.

- a. Eighty percent of the selected plant material must be drought tolerant.
- b. All planting area watering systems should be properly designed to conserve water and minimize the amount of runoff.
- c. Conservation techniques such as the use of drip irrigation should be explored and, given the soil constraints, may be the most effective means of irrigating the residential landscape. Urban runoff from buildings, for example air conditioning units, may be reclaimed and used for landscape irrigation purposes.
- d. Plants should be arranged in groups and spaced to allow them to develop in masses. Avoid spacing plants so far apart that individual shaping is a temptation, unless they are designated as a single specimen plant.
- e. Formal perennial planting may be appropriate at entries or along walkways.
- f. Trees should be used to create an intimate scale, enclose spaces, frame views, but their placement should respect views from downtown to the surrounding hillsides. The use of native California trees is encouraged.
- g. Landscape structures (decks, trellises, arbors, gazebos, etc.) should be used to provide entry accents, shade or enhance the building structure. Colors applied to the structure must be complimentary to the building. Plastic and metal structures are discouraged.

2.2.4 Office (C-O)

A. Site Development Standards

The table below is to be used as a reference tool. For more specific requirements please refer to the particular subsections

Site Development Standard	Zoning Ordinance Reference
Land Use and Permitted Uses	See Chapter 17.20
Development Requirements	See Chapter 17.24 and 17.36
Fences and Walls	See Chapter 17.24
Parking	See Chapter 17.32
Walls	See Chapter 17.24
Signage	See Chapter 17.40

1. Land Use and Permitted Uses

Uses in the Office designation shall meet the requirements for the C-O designation as shown in Chapter 17.20 of the Moorpark Municipal Code.

2. Development Requirements

Development in the Office designation shall meet the requirements for the C-O designation as shown in Chapter 17.24 and Chapter 17.36 of the Moorpark Municipal Code with the exception of building height which shall be 35 feet, maximum and no more than three stories high. Accessory structures (such as garages and patio covers) shall be 15 feet, maximum height. Front yard setback shall be a maximum of twenty (20) feet, an average of ten (10) feet and a minimum of zero (0) for every three hundred (300) feet of street frontage. The average setback shall be determined by totaling the width of the three properties, i.e. the subject property and each adjacent property and then dividing by three. In no case, shall the width of the three properties be less than 300 feet. If the width is less than 300 feet then additional properties shall be used in the calculation to achieve at least 300 feet. The variable front yard setback takes into account the existing buildings with zero (0) to ten (10) feet setbacks while providing some visual relief along this reach of Moorpark Avenue.

3. Parking

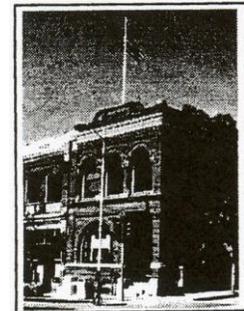
Parking shall meet the requirements of Chapter 17.32 of the Moorpark Municipal Code.

4. Building Maintenance and Renovation

Quality maintenance of existing buildings and parcels, combined with progress in meeting design goals for this land use designation are encouraged. To this end, the maintenance guidelines and incentives outlined in section 2.3.1 to 2.3.3 apply to the Office designation.

5. Walls

Walls shall meet the requirements of Chapter 17.24 of the Moorpark Municipal Code. Decorative masonry or masonry walls with a stucco finish should be used to screen service areas, parking, and ground mounted mechanical equipment. Trash containers shall be enclosed by a masonry wall consistent with City standards.



Strong vertical element combined with "theme" openings

6. Signage

Signage shall meet the requirements of Chapter 17.40 of the Moorpark Municipal Code

B. Design Guidelines

1. Architectural Character

Early American Commercial Style

The following design guidelines apply to the Office(C-O) zone as designated in Figure 6, the Specific Plan Zoning Map.

The properties zoned for Office uses are located adjacent to an existing single family residential neighborhood. Many of the structures on the east side of Moorpark Avenue are single family residences with driveways off of Moorpark Avenue as well as alley access to the rear of the property. Reuse or conversion of property along Moorpark Avenue and the design of the new office buildings along Moorpark Avenue should reflect the same architectural character desired on High Street but targeted to office usage. Due to the larger front setbacks, exterior and interior courtyards can be incorporated. Tower-like elements, turrets, loggias should be used to accent buildings and other architectural features.

2. Building Form and Massing

Moorpark Avenue is an entrance to the downtown High Street area and as such should provide a transition from the modern day architecture found on Los Angeles Avenue to the more historic architecture of High Street. Use of

varying stories and building height can provide visual interest and also lessen the impact of one story directly above the ground floor story. There should be a minimum five (5) foot setback for the second story from the ground



Smaller roof areas and overhangs break up the building mass

floor wall in order to provide more visual interest and to minimize the towering effect of a single wall two stories high.

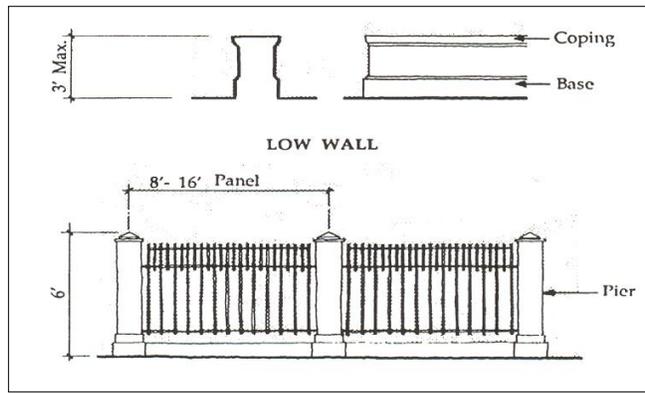
The size and mass of a larger building should be softened to blend with the surrounding neighborhoods. A variety in roof levels and wall planes should be used to reduce the mass and bulk of the structure.



French doors as storefront entries

3. Site Planning

a. Building faces for every three properties or 300 feet should front public streets with varying front setbacks from zero (0) to twenty (20) feet with an average of ten (10) feet, whichever is greater.



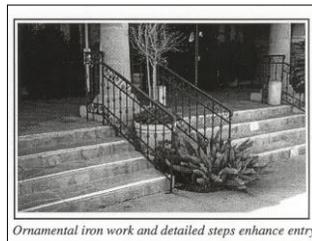
b. Parking areas should be located to the rear of buildings whenever possible with access from the adjacent alley, when available. Reciprocal parking and access shall be required in order to reduce the number of driveways needed along public streets.

c. Parking lots located near public streets shall be screened from view with substantial landscaping, berms, hedges, or low walls.

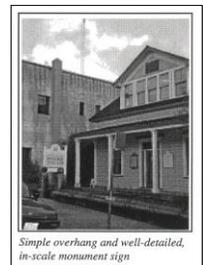
d. Low walls within and along Moorpark Avenue should be used, where appropriate, to provide architectural and visual variety and to provide a physical barrier for pedestrians directing them to a safe crossing. The walls should be a maximum of three (3) feet high, located in such a manner so as to provide for landscaping from the back of the curb face to the wall in some instances, or adjacent to the back of curb in other instances, and/or combined with seating, trash containers, drinking fountains, and decorative features. The walls should be of durable construction material with the wall design consistent with the adjacent buildings, i.e. use of stucco over block, or brick, or slumpstone block, punctuated with decorative material such as tile, stone or brick.

4. Entries

a. Entrances to individual office units should be easily visible from public areas. Avoid long balconies and corridors for access to units.



b. Stairs, stoops, and porches are recommended to emphasize the entries and create attractive semi-public spaces.



c. Stairway location and form should complement building form. Prefabricated metal stairs are discouraged.

5. Accessory Buildings

Covered parking, patio areas and accessory buildings should be architecturally compatible with the main building and shall meet the requirements of Chapter 17.24 of the Moorpark Municipal Code.

6. Garbage and Recycling Areas

Areas for garbage and recycling shall be provided in convenient locations enclosed by structures to shield from public views. Materials and detailing should be consistent with the overall project and consistent with City standards.

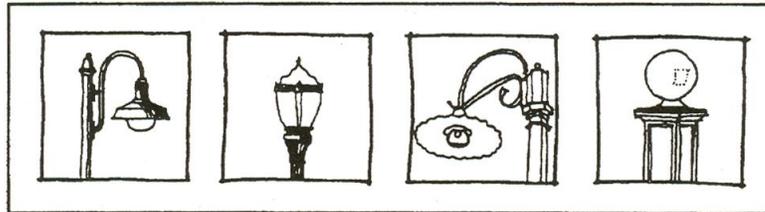
7. Lighting

a. Parking lot and walkway lighting should provide appropriate levels of light for security and safety consistent with Section 17.30 of the Moorpark Municipal Code.

b. Building and parking lot lighting should consistent with the Early American Commercial Style architecture.



c. Light poles should be appropriate for the building, complex and site. Height of light poles shall not exceed the main building height and in all cases not exceed twenty-five feet (25').



Lamp examples

C. Landscape Guidelines

New planting within this zone should be consistent with the Suggested Plant Palette shown in Table 5 of Section 2.2.1 of this Specific Plan as well as the City's adopted Landscape Guidelines. In the event there is a conflict between the City's Landscape Guidelines and this specific plan the City's Guidelines shall be used. The following landscape guidelines apply to the Office (C-O) zone.

1. Planting

a. Trees and planting should be used to soften the mass of larger buildings, shade parking lots, and accent important areas such as entries plazas, and courtyards.

- b. The use of large specimen trees (24" box material, minimum) as specified in the suggested plant palette is encouraged. Shrubs should be a minimum five-gallon, except where standard nursery and installation practices use one gallon.
- c. Top dressings should be a minimum 2" layer composted organic material to aid in weed control and conservation.
- d. Tree well grates should be used in the right-of-way area for the planting of street trees.

2.2.5 Old Town Commercial (C-OT)

A. Site Development Standards

The table below is to be used as a reference tool. For more specific requirements please refer to the particular subsections below.

Site Development Standard	Zoning Ordinance Reference
Land Use and Permitted Uses	See Chapter 17.20
Development Requirements	See Chapter 17.24 and 17.36
Fences and Walls	See Chapter 17.24
Parking and Signage	See Chapter 17.32 and 17.40

1. Land Use and Permitted Uses

Uses in the Old Town Commercial designation shall meet the requirements for the C-OT designation as shown in Chapter 17.20 of the Moorpark Municipal Code along with the uses identified in Subsection 5 of this chapter below.



2. Development Requirements

Development in the Old Town Commercial designation shall meet the requirements for the C-OT designation as shown in Chapter 17.24 and Chapter 17.36 of the Moorpark Municipal Code with the exception of building height which shall be 35 feet, maximum. Architectural elements such as towers, chimneys, and parapet walls may have a maximum height of forty (40) feet. Parapets used as architectural accents may exceed the maximum height when approved by the Community Development Director.

Additional requirements pertaining to Mixed-Use development are included in Subsection 5 of this chapter below.

3. Parking and Signage

Parking and signage shall meet the requirements of Chapter 17.32 and Chapter 17.40, respectively, of the Moorpark Municipal Code, unless otherwise modified by this chapter.

4. Building Maintenance and Renovation

Quality maintenance of existing buildings and parcels combined with progress in meeting design goals for this land use designation are encouraged. To this end, the maintenance guidelines and incentives outlined in Section 2.3.1 to 2.3.3 of this Specific Plan apply to the Old Town Commercial designation.

5. Mixed Use Development

A mixed commercial-residential use project is a project in which commercial uses will occupy all or a portion of the street level of a building or group of buildings, and residential uses will primarily occupy portions or all of the upper floors of the same building(s). Residential uses may be allowed on the street level of a mixed-use building so long as they are designed in a way to be tucked behind commercial uses or otherwise hidden from the street frontage. The intent of allowing for mixed-use projects in the Old Town Commercial District is to provide for a continuous and activated public/private interface of retail shops and commercial business establishments at the street level, while providing opportunities for downtown residential living behind or above the commercial uses. Given the close proximity to public transit and local services, residential densities associated with mixed-use projects in downtown may be higher than in other parts of the City. The following requirements shall apply to mixed-use projects:

- a. The primary use of the street level of a mixed-use building shall be commercial. Residential uses on the street level of a mixed-use building shall be secondary to and located behind the commercial use.
- b. The street-facing frontage level of a mixed-use building shall be utilized for commercial uses and not for parking.
- c. The street-facing portion of the ground floor or street level, with the exception of circulation access, shall be used for retail and other active commercial uses¹. Residential dwellings or portions thereof may be permitted on the ground floor so long as they are located

¹ Active commercial uses are generally open to the public, generate a high volume of customer foot traffic, provide window displays to promote views into the business, and sell goods that are typically consumed onsite, carried away by customers or provide services of a personal or business nature.

behind commercial storefronts or otherwise designed to be inconspicuous from the street frontage.

d. All off-street parking spaces required by the residential use shall be provided on-site to serve the residential units and shall be specifically designated and reserved for the exclusive use of the residents. Residential guest parking requirements may be modified or waived when adequate public parking capacity is found to exist in the vicinity of the project site.

e. Where a project consists of more than ten (10) units, the project shall be clustered in two or more buildings to reduce building mass and create architectural interest.

f. Wall planes for buildings shall have design articulation consistent with the design standards set for all buildings in the Old Town Commercial district.

g. Direct access for parking areas and driveways is discouraged along High Street. Access for parking and driveways shall be taken from adjoining alleys or alternative streets when available. If a parking area or driveway cannot be designed to avoid access from High Street the driveway and parking area shall not occupy more than 40% of the lot frontage, leaving the majority of the lot width for commercial store front development.

h. Driveway access to parking shall be taken as close to a side lot line as is feasible, rather than from the middle of the lot frontage. Driveway alignment with existing intersections is encouraged, where feasible.

i. Additions to existing buildings shall be designed to be integrated with the existing building when the Community Development Director has determined that the existing design is in conformance with the Downtown Specific Plan. The new addition should match the original in terms of scale, architectural details, window and door styles and openings, roofline, materials, color and other aspects of design.

j. Where a large addition to an existing structure is developed, the entire building should be renovated to achieve a single, coordinated appearance.

B. Design Guidelines

1. Architectural Character

High Street was the original "main street" of Moorpark and today is an eclectic mix of architecture including many architectural styles. The eclectic nature of the architecture is part of the charm of the historic street and should be encouraged within the classic 1920's Commercial Style architecture. Care should be taken in the design of new buildings to make sure that the architecture proposed is compatible with existing adjacent and across the street commercial development. It is the City's desire to create a prototypical "Main Street USA" that has that small downtown charm and appeal. While this specific plan had allowed for "western themed" architecture with liberal use of wood siding and decoration, that architectural style is not as true to what might have been found in a downtown constructed in Southern California at the turn of the twentieth century. Buildings with a ~~Some~~ Spanish Mission—or hybrid style of Early American Commercial are found in many older downtowns in Ventura County. In many downtowns you can see a mixture of architectural types from Early American Commercial, Spanish, a hybrid of Early American and Spanish, and some Western architectural types. On High Street examples of compatible architecture would be the High Street Arts Center which has a Spanish, almost Moorish design with its pointed arches, cornices, stucco and use of color. Similar in style, but with more of a Spanish influence is the Market at the northeast corner of High Street and Walnut Avenue. This plan does not require conversion of any of the existing Western themed buildings, unless a major expansion adds fifty percent (50%) or more to the existing square footage. In those instances, prior to the issuance of a Zoning Clearance, the property owner would have to present plans to the Community Development Director which shows consistency with one or more of the architectural styles indicated in this Specific Plan. The two primary styles below are the architecture of preference in the Old Town Commercial Zone.

a. High Street Spanish Style

This style was not extensively used along High Street although it is a common style in the region. Three existing buildings that are examples of such architecture are the High Street Arts Center, the Mayflower Market, and the Secret Garden Restaurant. While these buildings are not



purely Spanish, they have that character. It is characterized by the use of arches, patios, porticos, architectural features such as cornices, decorative plaster and cement ornamentation, and wrought iron. Plastered or stucco walls punctuated with colorful, sometime ornate Spanish, Mexican and mosaic tiles are also prevalent in addition to

smooth plastered walls. Interior patios or atriums with fountains and gardens are often found along with red clay tile flooring within and in patio areas of the buildings. Often the use of deep opening for windows and doors are used to accentuate the building façade and to provide relief from the sun.

b. Early American Commercial Style

Throughout America, a significant number of commercial structures were built in the 1920's and 30's which adapted the more ornate styles of classical, Greek Revival, and Chicagoan architecture to a more simplified, plain commercial style. Such architectural treatments were done to emulate these ornate styles in a less expensive way. This architectural solution was especially popular in smaller towns throughout California where property owners were not wealthy enough to construct highly ornate buildings, more typically built Early American Commercial Architecture in larger urban areas. These more modest structures exhibit only some of the characteristics known to the more ornate architectural styles, such as parapets with caps and finials, multi-paned windows, canvas awnings, and decorative base treatments. This architectural style allows for a healthy mix of building details and can be blended with more traditional eastern elements such as brick and mortar buildings or wraps and ornate cornice or frieze details.



2. Building Form and Massing

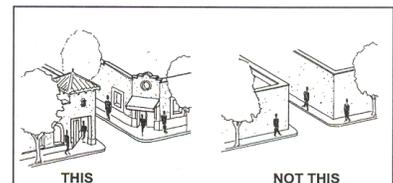
a. Building form and massing should promote continuity of the street scene. The size of new structures should be compatible with adjacent buildings and neighborhoods.



Minimize Building Mass

b. To create a less massive building, the building mass should vary in modules of 50 feet or less. Buildings with frontage of longer than 50 feet should have vertical architectural features such as columns or pilasters every 25 to 30 feet.

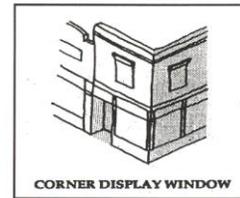
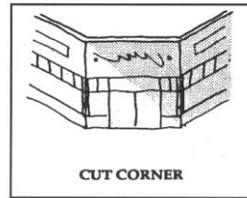
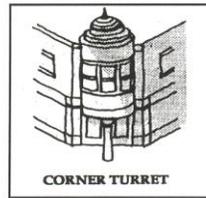
c. The use of towers and other accent elements on corner buildings and key entries is strongly encouraged.



Corner Treatments

d. Provide convenient pedestrian circulation and architectural interest. Corner buildings

should incorporate features such as angled corner and walk-through arcades, interesting signage and store fronts.



e. Special architectural features such as towers, turrets, and loggias should be used to accent buildings at street corners, at the terminus of a street, alley, or pedestrian way, and at other highly visible locations.

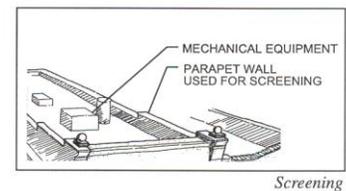
f. Two to three-story buildings should be located around prominent intersections and public plazas.

g. "Four-sided architecture"—exterior façade detailing and architectural treatment on all sides of buildings readily visible to the public should be used when buildings are not constructed to the side property lines.

h. "Corporate architecture" and generic designs are discouraged. Each project should be designed to address the downtown goal to create a pedestrian atmosphere with quality architecture rich in detail.

3. Service Areas

a. Service areas including trash and recycling containers, mechanical equipment, and satellite dishes should be located behind buildings screened by landscaping and enclosed by masonry walls that are architecturally compatible with the building design.

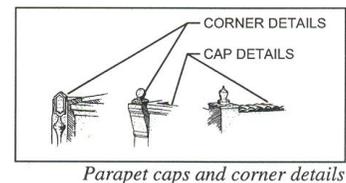


b. Parapet walls, or fully enclosing mechanical equipment should be used to screen public view of roof tops and roof top mounted mechanical equipment. Placement, material, and color of roof screens shall be architecturally compatible with the building design.

c. Loading areas and service bays should be located at the rear of buildings, when possible, screening them from public view.

4. Roof Forms

Inspired by the architectural styles of the early 1900's, new or renovated roof forms should be compatible with existing roof forms in downtown Moorpark; predominantly flat roofs with parapets



and a few pitched, gable roofs. Continuous or false mansard roofs that are not compatible with the style of architecture allowed in the Downtown Specific Plan are discouraged.

a. Parapet wall designs should be used on flat roofs to add architectural variety. It should have detail articulation and features such as corner treatments and continuous banding.

b. Parapet walls, whether simple or ornate, should always include a cap and corner detail to enhance a building's identity.



Shed roof lean-to structure allows for continuous building facade and decorates a simple parapet roof

c. Parapets should be integrated into the building. If the backside of the parapet is visible, it should be appropriately detailed. When parapet roofs are used on long structures with multiple tenants, the building should be designed with two or more facades and parapet roof forms.

d. Decorative chimney caps or bell tower turrets are encouraged.



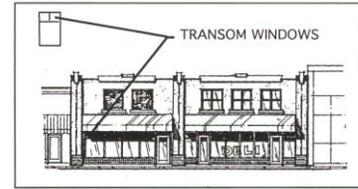
e. Varied roof forms within a building such as tower elements, gabled roofs, extended eaves with rafters or corbels, can also be used to add interest and to create an Early American style building.

f. Where gabled or pitched roofs are used, careful integration with the primary building and adjacent buildings should be considered in design. The gable end, or in the case of a multiple pitched roof, the predominate gable end should face High Street. Slopes of pitched roofs should not exceed 3:12 and 6:12.



5. Windows and Doors

Entrances to commercial buildings should be prominently located. Windows and doors should be carefully detailed. Quality framing, molding, detailing, and window box treatments should be used as accents where possible.



Transom Windows

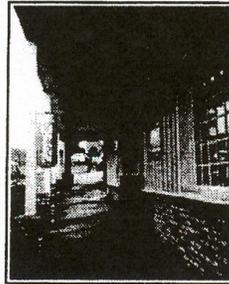
a. Recessed windows and doors create interesting shadows and are common of Early American Commercial style architecture. Windows should be recessed from the exterior wall plane a minimum of three (3) inches. Doors should be recessed from the exterior wall plane a minimum of six (6) inches.

b. Transom windows located above storefront windows can provide horizontal consistency and add interior light throughout the downtown.

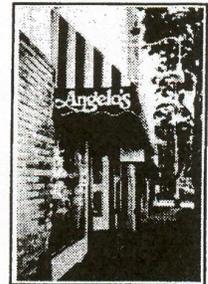
c. Consistency between window styles and door frames should be maintained throughout the structure to unify building facades.

d. To minimize the expansive nature of glazed windows which can detract from the desired historical character in Old Town, the use of multi-paned windows and mullions is recommended in window and door designs.

e. Entrances and doors should be carefully located and detailed providing a clear sense of entry. Clearly detailed and marked doorways will relate the building to the street and help orient pedestrians.



Canopies frame well-detailed doors



Awnings can frame an entrance and set scale

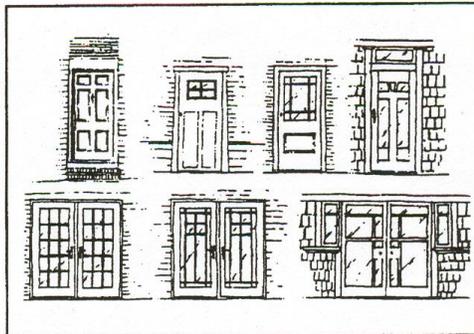
f. Customized paving materials and accents between the private sidewalk and the building facade are encouraged. Unique patterns and materials will personalize businesses and act as a form of signage, helping pedestrians identify specific businesses.

g. Storefront windows which open up to the sidewalk create an inviting atmosphere and are encouraged.

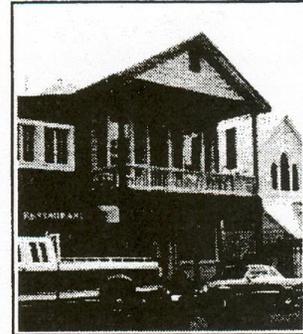


h. 50-80% of the ground floor retail areas should be transparent storefront windows. Second level and third level windows should not exceed 50% of the total exterior wall surface.

i. To be consistent with the desired early 1900's Early American Commercial architecture, windows should be vertically rather than horizontally oriented, unless they are accenting vertically dominated storefront windows.



Vertical, opening windows



Ornamental windows, doors and shutters in a vertical alignment

6. Arcades, Porches, and Covered Walkways

a. Arcades, covered walkways and porches add pedestrian scale to building design and to the street. They are encouraged, adding a practical and attractive architectural element and providing winter weather protection and shade during hot summer months.

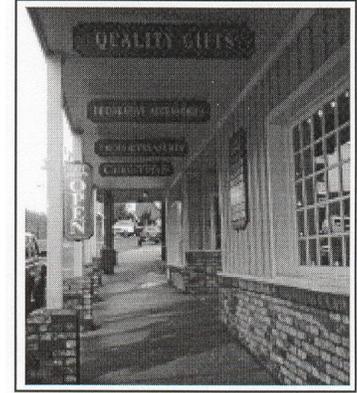
b. Proportion and human scale are important in the design of arches, columns, and arcades. Arcades should have sufficient wall thickness emphasizing a sense of strength, balance, and traditional masonry proportions.

c. The ratio between the top of the arch and the mass it is supporting should be carefully designed so that sufficient wall surface is present between the key of the arch and the next architectural element above.

d. Columns supporting the arches should be proportionate to the size of the arch. Neither spindly and undersized columns, nor squat, overly massive columns are appropriate.

7. Architectural Details

a. Architectural details can be used to enhance a new or existing structure adding color, shadows, and interesting architectural forms. Often the architectural style of the building is depicted through the simple details.

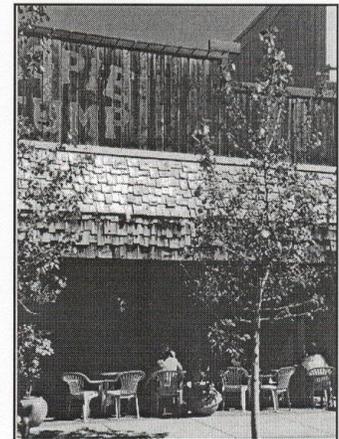


Deep overhang allows ample room for pedestrians

b. Storefront windows should incorporate a base rather than extending the glass to the ground. This protects storefront glass from skateboards, bikes, etc and provides a location for low seat walls, landscaping, or other architectural features. Built-up stucco, brick, or wood base is encouraged.

c. Framing and relieved detailing around windows, pedestrians doors, parapet caps, and building bases are recommended. Window boxes, balconies, and balcony type features or other design details which can enhance two-story structures are encouraged.

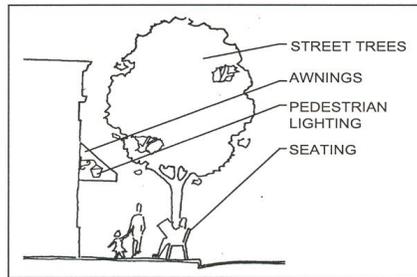
d. Porch, balcony and overhang treatments to the building facade provide pedestrian protection from sun and rain.



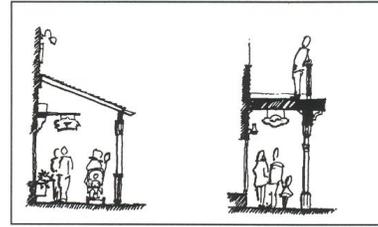
Wood shed roof evokes western theme and promotes outdoor activity in a shaded environment

e. To create a more comfortable space for pedestrians, the use of awnings and canopies are encouraged. Canopies protect people and furniture from inclement weather and reduce the perceived height of the building façade to human scale. Awnings also provide a clearly definable place to introduce color and signage.

g. Exterior walls, especially at ground level, should include elements to build depth and character to the wall plane. Use of reveal patterns, material changes, balconies, overhangs, building pop-outs, and recessed entries is preferred.



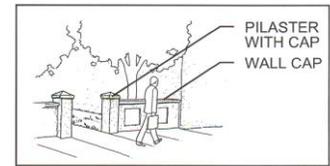
Pedestrian Street Scene



Covered Sidewalk

h. Tile accents and relief bands are simple ways to add interest and character to a building facade.

i. When possible, wrought iron or similar iron grillwork and ornamental fixtures should be used as building accents, lighting or signage.



Garden Walls

8. Low Walls

a. Low walls are an important unifying element providing continuity to the street edge and buffering parking and service areas.

b. Walls should have a minimum height of 2.5 feet and maximum 4 feet height. The finish material and design should be compatible with the architectural character of adjacent buildings.

c. Community art display panels may be incorporated into wall design to enhance public pride.

d. For a clean, finished appearance, and to ensure durability and safety in design, low walls should incorporate a wall cap and pilasters anchoring entry points.

e. Defining breaks in low walls should be incorporated to allow for pedestrian circulation.

9. Building Materials

Building materials and finishes should be selected to reinforce the guiding architectural image (Spanish Mission or Early American) and should be consistent with the desired architectural character of the individual and immediately adjacent buildings. The following materials are suggestions for renovation and new construction to the Old Town Commercial zone street facades and exposed structure sides. Backs of buildings should use similar materials; however, less expensive and more utilitarian substitution materials are acceptable provided they are compatible with the overall

design. Materials and finishes should be selected for ease of maintenance and durability. The following materials are encouraged:

- a. Roofs (see Roof Section for graphic examples)
 1. Exposed wood structural lumbers such as rafter tails, roof beams, and ornamental corbels
 2. Copper accents, gutters, downspouts, and scuppers
 3. Concrete or routed wood corbels
 4. Dimensional asphalt shingles
 5. Standing seam metal roof
 6. Fire retardant light weight concrete shingles

- b. Building Walls
 1. Stone and brick are also acceptable materials (float-finished surfaces are preferred)
 2. Colored or stained concrete block can be used to simulate brick or adobe
 3. Stone or brick wainscoting may be used
 4. Ornamental tiles, wood, brick, and glass block can be used as trim or accents around the base of the building.
 5. Heavy timber construction should be used in trellises, roof overhangs, balconies and other architectural elements.

- c. Low Walls and Fences
 1. Masonry wall with cap detail
 2. Brick or stone wall
 3. Wrought iron or similar iron fence
 4. Brick or stone masonry wall with wrought iron or similar material widow's walk or similar riser

DO NOT USE THE FOLLOWING MATERIALS:

Roofs that use:

- Flat or corrugated metal, aluminum or fiberglass roofing material
- Brightly colored glazed roofing tiles
- Flat asphalt or wood shingles
- Crushed rock
- Spray-finished stucco unless it is not dominant on the building

Building Walls that are:

- Reflective or dark glass
- Poor quality synthetic materials resembling brick or masonry
- Corrugated fiberglass
- Coarsely finished or unfinished plywood
- Metal siding
- Unfinished concrete block and split-face block

- Shingles or untreated redwood shingles
- T-111 Siding
- Slump stone block

Low Walls and Fences that are:

- Rolled wire, fencing, i.e. chicken wire, pig fencing, etc.
- Chain-link (especially uncoated, uncolored)
- Unfinished materials such as concrete block or plywood
- Vinyl or sheet metal siding

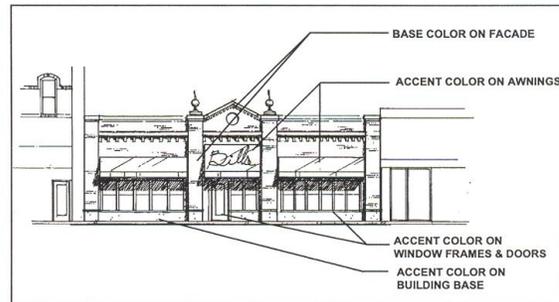
10. Color

Color is an important aspect of the overall building design and street scene creating variation while maintaining an overall consistency in the downtown area. Maintaining a balanced color palette using the correct proportions between lighter "base colors" and brighter "accent colors" on individual buildings is essential to reinforce character and compatibility between structures.

a. Base Color

Buildings with large expanses of blank walls should have lighter, subtle base color. The base color on smaller buildings or those with more elaborate details can use slightly stronger tones. Good base color examples include

1. Light gray
2. Cream/ecru
3. White (non-glaring)
4. Pale Flesh
5. Pale Yellow
6. Light Beige
7. Pastel Tones



b. Accent Color

Brighter accent colors should be carefully and minimally used to accent windows, doors, signs and awnings. Special materials such as glazed tile can also be used to introduce accent colors on building facades. Good accent color examples include:

1. Forest Green
2. Deep Blue Green
3. Dark Browns
4. Rich Magenta
5. Brick Red
6. Deep Blue

11. Lighting

Lighting shall be in compliance with Chapter 17.30 of the Moorpark Municipal Code and in compliance with the guidelines indicated below except that low pressure sodium lighting is not required:

a. Lighting can be used to enhance architectural details, create shadows, provide security to a building and indicate whether a business is open or closed. Lights should be subtle, directional, and not overpowering or glaring lighting sources should be integrated into the architectural design. Examples of well-integrated lights include soffit lighting and accent light fixtures, which can be a design element unto themselves.



b. Accent lighting should be used to accent landscaping (up-lights or focused directional lights) or building details such as tower elements and cupolas.

c. Light fixtures that illuminate large areas (over 200 copy area) should be avoided.

d. Lighting used to illuminate store signs should be subtle and non-glaring. Bulbs should not be exposed and should focus light directly onto the sign or building.



e. Pedestrian level lights add interesting architectural detail as well as provide security and lighting for pedestrians at night. These lights should be incorporated into building and parking lot designs and be well detailed.

f. Lights used nearby or adjacent to High Street should not conflict with the Early American lampposts that are currently located along the street.

g. Recommended lamp types for lighting signs and buildings should be warmer incandescent halogen, metal halide, or "daylight" fluorescent bulbs. Cold (blue-tinted) lamp types are not appropriate. Precise intensity and types of light should be recommended by a qualified lighting design professional. Metal-halite bulbs may only be used as building, accents or to illuminate key building features.

C. Landscape Guidelines

New planting within the Old Town Commercial zone should be consistent with the suggested Plant Palette shown in Table 5 of Section 2.2.1 of the Specific Plan and the City's Landscape Guidelines. In the event there is a

conflict between the City's Landscape Guidelines and this specific plan the City's Landscape Guidelines shall be used.

1. Planting

a. Landscaping should be used to soften the impact of large blank building walls, as well as parking lots. Shrubs and planters can help screen views to parking lots from the street. Trees can breakup large expanses of pavement while providing shade for cars and pedestrians.

b. Colorful annual or seasonal accent planting (via pots, planter boxes and hanging pots) should be used to accent entries and add color and interest to buildings, or special locations.

c. Decorative vines should be considered for use along fences, garden walls, property boundaries and perimeter walls, and on blank building elevations.

d. Free standing earth berms and or earth berms near structures are not permitted unless it is proven that such landscaping techniques will not detract from the overall Early American, natural planting theme.

e. Evergreen trees and shrubs should be used whenever a landscape screen or buffer is required.

2.2.6 Neighborhood Commercial(C-1)

A Site Development Standards

The table below is to be used as a reference tool. For more specific requirements please refer to the particular subsections

Site Development Standard	Zoning Ordinance Reference
Land Use and Permitted Uses	See Chapter 17.20
Development Requirements	See Chapter 17.24 and 17.36
Fences and Walls	See Chapter 17.24
Parking and Signage	See Chapter 17.32 and 17.40

1. Land Use and Permitted Uses

Uses in the Neighborhood Commercial designation shall meet the requirements for the C-1 designation as shown in Chapter 17.20 of the Moorpark Municipal Code.

2. Development Requirements

Development in the Neighborhood Commercial designation shall meet the requirements for the C-1 designation as shown in Chapter 17.24 and Chapter 17.36 of the Moorpark Municipal Code except that the front yard

setback shall be a maximum of twenty (20) feet, an average of ten (10) feet and a minimum of zero (0) for every three hundred (300) feet of street frontage. For example, on Moorpark Avenue starting from the corner of Poindexter Avenue three hundred (300) feet south there are three one hundred foot wide properties along this reach. The front yard setback could be met by having all buildings setback ten (10) feet. Alternatively, these same three properties could meet the front setback requirement by having one at zero, one at twenty (20) feet, and one at ten (10) feet. The purposed of this variable front yard setback to allow for some of the existing buildings to remain while providing some visual relief along this reach of Moorpark Avenue.

3. Fences and Walls.

Fences and walls shall meet the requirements of Chapter 17.24 of the Moorpark Municipal Code and as modified below:

a. Garden walls and low fences are an important unifying element providing continuity to the street edge and buffering parking and service areas.



Wood fence with rounded post and lattice gate

b. The finish materials and design should be compatible with the architectural character of adjacent buildings.

c. For a clean, finished look, durability, and safety, walls should incorporate a wall cap and pilasters at entry points.

4. Parking and Signage

Parking and signage shall meet the requirements of Chapter 17.32 and Chapter 17.40, respectively, of the Moorpark Municipal Code.

5. Building Maintenance and Renovation

Quality maintenance of existing buildings and parcels, combined with progress in meeting design goals for this land use designation are encouraged. To this end, the maintenance guidelines and incentives outlined in sections 2.3.1 to 2.3.3 apply to the Neighborhood Commercial designation.

B. Design Guidelines

1. General Character

This zone is located on the west and east side of Moorpark Avenue between First and Third Streets, consisting primarily of early 1900's residential bungalows. This zone acts as a transition and entry to the Early

American architecture of the Old Town Commercial zone to the north. Because this zone abuts State Highway 23 (Moorpark Avenue), it is essential that new and refurbished uses provide a transition between the residential uses to the west and east, and the well-traveled road. These guidelines are intended to reinforce a pedestrian-friendly atmosphere, encouraging residents to walk from the surrounding neighborhoods for shopping.

Separated by the railroad tracks, but in proximity to the High Street area, this zone serves as a key corridor to downtown and the architectural character should be compatible with the Old Town Commercial zone. Thus, for a description of the desired architectural character in the Neighborhood Commercial zone, refer to the Old Town Commercial zone (Section 2.2.5). The standards and guidelines described in Section 2.2.5 will complement the existing bungalow architecture across Moorpark Avenue, as well as the other surrounding architecture, there by creating a cohesive neighborhood.

2. Building Form and Massing

a. Building form is an important design element for the Neighborhood Commercial zone, specifically to ensure compatibility with the adjacent smaller, single family homes.

b. The size and mass of a larger building should be softened to blend with the surrounding neighborhoods. A variety in roof levels and wall planes should be used to reduce the mass and bulk of the structure.

c. When possible, mass the height of new or replacement structures away from residential neighborhoods for privacy protection.

d. Consistency of the form and massing of buildings will help establish continuity along Moorpark Avenue. The size of new structures should be compatible with adjacent buildings.

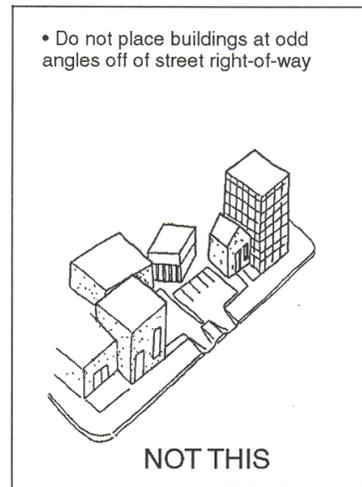
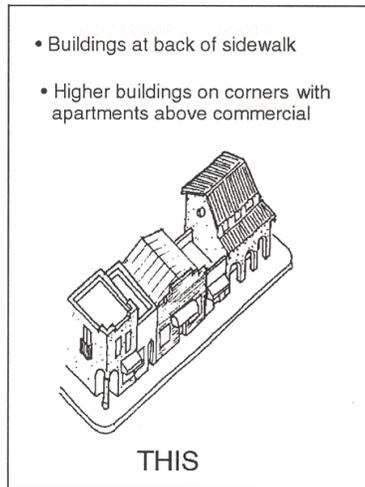
e. Building facades should parallel Moorpark Avenue rather than set at an angle.

f. When possible, buildings should front on to the sidewalk with zero setback to the street.



Awning brings large building wall to pedestrian scale

g. Two and three-story structures should be designed to avoid windows and balconies overhanging into or adjacent to the nearby residential area.



Place buildings to the back of sidewalk

C. Landscape Guidelines

New planting within the Neighborhood Commercial zone should be consistent with the Suggested Plant Palette located in Table 5 of Section 2.2.1 of this Specific Plan and the City's Landscape Guidelines. In the event there is a conflict between the City's Landscape Guidelines and this specific plan the City's Landscape Guidelines shall be used.

1. Planting

- Landscaping should be used to soften the impact of large blank building walls, as well as parking lots. Shrubs and planters can help screen views to parking lots from the street. Trees can break up large expanses of pavement while providing shade for cars and pedestrians.
- Both deciduous and evergreen trees should be used to provide a variety of texture, color and form.
- Colorful annual or seasonal accent planting (via pots, planter boxes and hanging pots) should be used to accent entries and add color and interest to buildings, or special locations.
- Decorative vines should be considered for use along fences, garden walls, property boundaries and perimeter walls, and on blank building elevations.
- Freestanding earth berms and/or earth berms near structures are not permitted unless it is proven that such landscaping techniques will not detract from the overall Early American, natural planting theme.

f. Vines, espaliers and potted plants are excellent ways to texture walls, columns and posts, and shall be used wherever possible.

g. Evergreen trees and shrubs should be used whenever a landscape screen or buffer is required.

h. Nicely detailed gates and iron work can reflect the character of a business or project. Designs should incorporate artistic details in the landscape.

i. Relatively short-lived and high maintenance plants shall be limited to areas receiving regular, skilled maintenance.

2.2.7 Commercial Planned Development (C-2 CPD)

A. Site Development Standards

The table below is to be used as a reference tool. For more specific requirements please refer to the particular subsections

Site Development Standard	Zoning Ordinance Reference
Land Use and Permitted Uses	See Chapter 17.20
Development Requirements	See Chapter 17.24 and 17.36
Fences and Walls	See Chapter 17.24
Parking and Signage	See Chapter 17.32 and 17.40

1. Land Use and Permitted Uses

Uses in the Commercial Planned Development designation shall meet the requirements for the C-2 CPD designation as shown in Chapter 17.20 of the Moorpark Municipal Code

2. Development Requirements

Development in the Commercial Planned Development designation shall meet the requirements for the C-2 CPD designation as shown in Chapter 17.24 and Chapter 17.36 of the Moorpark Municipal Code except that the front yard setbacks shall be established by permit on a case-by-case basis depending upon location and adjacent and surrounding land uses.

3. Parking and Signage

Parking and signage shall meet the requirements of Chapter 17.32 and Chapter 17.40, respectively, of the Moorpark Municipal Code.

4. Fences and Walls

Fences and walls shall meet the requirements of Chapter 17.24 of the Moorpark Municipal Code.

B. Design Guidelines

1. General Character

To support the general character of the different residential and commercial building forms and architecture in the Commercial Planned Development designation building forms and massing which relate to the Early American style architecture should be encouraged.

For the CPD design guidelines, refer to the Institutional design guidelines in Section 2.2.8 of this Specific Plan.

C. Landscape Guidelines

New planting within the CPD designation should be consistent with the Suggested Plant Palette located in Table 5 of Section 2.2.1 of this Specific Plan and the City's Landscape Guidelines. In the event there is a conflict between the City's Landscape Guidelines and this specific plan the City's Landscape Guidelines shall be used.

For landscape guidelines in the CPD designation, refer to the Institutional landscape guidelines Section 2.2.8 of this Specific Plan.

2.2.8 Institutional (I)

A. Site Development Standards

The table below is to be used as a reference tool. For more specific requirements please refer to the particular subsections

Site Development Standard	Zoning Ordinance Reference
Land Use and Permitted Uses	See Chapter 17.20
Development Requirements	See Chapter 17.24 and 17.36
Fences and Walls	See Section 17.24.050
Parking and Signage	See Chapter 17.32 and 17.40

1. Land Use and Permitted Uses

Uses in the Institutional designation shall meet the requirements for the I designation as shown in Chapter 17.20 of the Moorpark Municipal Code

2. Development Requirements

Development in the Institutional designation shall meet the requirements for the I designation as shown in Chapter 17.24 and Chapter 17.36 of the Moorpark Municipal Code

3. Parking and Signage

Parking and signage shall meet the requirements of Chapter 17.32 and Chapter 17.40, respectively, of the Moorpark Municipal Code.

4 Fences and Walls

Fences and walls shall comply with Section 17.24.050 of the Moorpark Municipal Code.

5. Building Maintenance and Renovation

The public facilities in this designation would continue to be maintained by the responsible public agency. Future expansions should be consistent with the design guidelines established within this section.

B. Design Guidelines

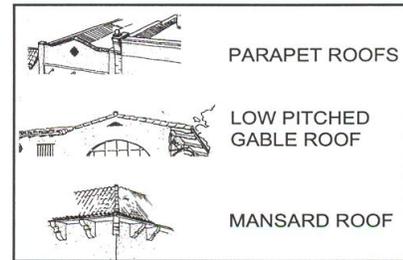
1. Architectural Character-

Property designated Institutional is across the street from the Early American Commercial architecture of the property designated Old Town Commercial. The existing institutional structures have a California-Spanish influence; however, the architecture is of no particular significance and should not be used as an architectural example for additional institutional buildings. The Early American Commercial architecture that is employed in the adjacent C-OT designation should be utilized for the design of future civic buildings and the remodeling the existing buildings.

For a detailed description of the Early American Commercial style refer to Sections 2.2.4 Office and 2.2.5 Old Town Commercial.

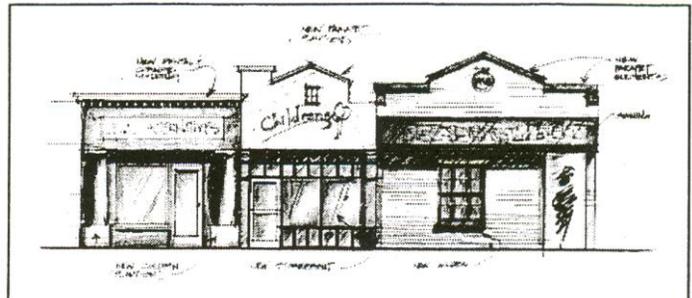
2. Roof Forms

One of the most important factors in determining a building's overall character is the roof design. This includes the shape, form, slope, material, texture and color of roofs. To ensure consistent architectural quality roof masses should be proportionate with the design and scale of the building.



Varied roof forms

a. Varied roof forms within a building such as tower elements, gabled roofs, and extended eaves, with rafters or corbels can also be used to add interest.



b. Flat roofs with articulated parapets are encouraged.

c. Continuous mansard roofs are discouraged unless detailed mansard roof cover treatments are incorporated for visual interest.

d. Deep roof overhangs are encouraged, especially when used in balconies, colonnades, canopies, verandas or where they are specifically used to enhance passive solar design.

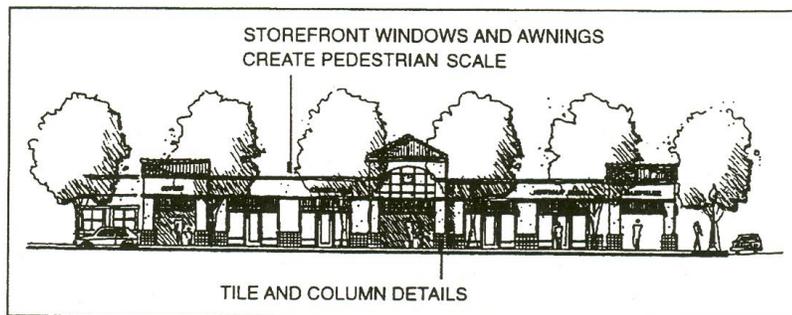
3. Windows and Doors

a. Entrances to institutional buildings should be prominently located. Windows and doors should be carefully detailed. Quality framing, large or deep moldings, detailing, and window box treatment should be used, where possible, as accents.

b. Windows should be recessed from the exterior wall plane a minimum of 6 inches to provide greater visual interest.

c. To unify the building façade, windows and door frames should be consistent throughout the structure.

d. The use of multi-paned windows and mullions are recommended in window and door designs to minimize the expanses of glazing which detract from the desired historical character.



e. To help orient pedestrians and relate the building to the street, buildings and doors should be carefully located and detailed to provide a clear sense of entry.

f. Windows should be vertically rather than horizontally oriented. Specially designed horizontal accents are permitted when design reinforces symmetrical facade composition.

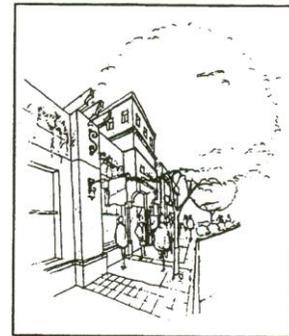
4. Balconies

a. Balconies and covered walkways add pedestrian scale to the building design and to the street are encouraged.

- b. Balconies should have sufficient post detailing and posts should emphasize a sense of strength, balance, and traditional base proportions.
- c. The ratio between the top of the post, the base and the canopy it is supporting should be carefully designed so that sufficient wall surface is present to the next architectural element above.
- d. Spindly and undersized posts, and squat, overly massive posts are not appropriate.

5. Architectural Details

- a. Architectural details should be used to enhance a new or existing structure adding color, shadows, and interesting architectural forms.
- b. Framing and relieved detailing around windows, doors, parapet caps, and building bases are recommended. Use of window boxes, balconies, and false balcony features help enhance two-story structures.

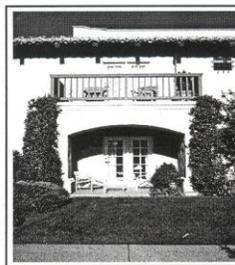


Vertical elements and building detailing breaks monotony

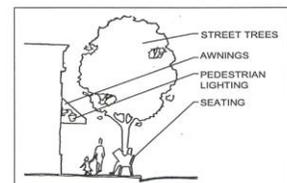
- c. To create a more comfortable space for pedestrians, the use of awnings and canopies is encouraged.
- d. Tile accents and brick or detailed wood relief bands are simple ways to add interest and character to a building facade.

6. Low Walls

- a. Low walls are an important unifying element providing continuity to the street edge and buffering parking and service areas.



Columns and archways cast deep shadows



Pedestrian scale street scene

- b. The finish material and design should be compatible with the architectural character of adjacent buildings.
- c. Community art display panels may be incorporated into wall design to enhance community feeling.
- d. For a clean, finished look, durability, and safety, walls should incorporate a wall cap and pilasters at entry points.

e. Breaks in walls should be incorporated to allow for pedestrian circulation.

7. Building Materials

Building materials and finishes should be selected to reinforce the overall design intent of the project and to be consistent with the desired architectural character of the building. The following are suggestions for the street facades and exposed sides. Backs of buildings should use similar materials, however, may be less expensive and more utilitarian.

Materials and finished should be selected for ease of maintenance and durability. The following materials are encouraged:

a. Roofs

1. Exposed wood structural members such as rafter tails, roof beams, and corbels
2. Copper accents, gutters, downspouts, and scuppers
3. Concrete or stone or wood corbels
4. Unglazed concrete or clay roofing tiles (slate-like/flat)

b. Building Walls

1. Wood siding (horizontal or vertical)
2. Stucco and brick/stone
3. Stone or brick wainscoting
4. Ornamental tiles, wood, bricks, and glass block can be used as trim or accents around the base of the building.

c. Low Walls and Fences

1. Finished solid wood fence
2. Stuccoed brick/stone wall with cap detail
3. Wrought iron or similar material fence
4. Masonry wall with wrought iron on top

DO NOT USE THE FOLLOWING MATERIALS

Roofs which use:

- Brightly colored glazed roofing tiles
- Wood shingles and shakes
- Metal roofing

Building Walls that are:

- Solid brick
- Wood or simulated shingles or shakes
- Reflective or dark glass

- Synthetic materials made of poor quality and resemblance to brick masonry
- Corrugated fiberglass
- Coarsely finished or unfinished plywood
- Metal siding
- Unfinished concrete block and split-face block
- T-111 Siding
- Slump stone block

Low Walls and Fences that are:

- Rolled wire, fencing, i.e. chicken wire, pig fencing, etc
- Chain link
- Unfinished materials such as concrete block or plywood
- Vinyl or sheet metal siding

8. Color

Color is an important aspect of the overall building design creating variation while maintaining an overall consistency within the Civic Center area. It is very important to keep a balanced color palette using the correct proportions between the lighter "base colors" and the brighter "accent colors" on each building.

a. Base Color

Buildings with large expanses of blank walls should have lighter, subtle base color. The base color on smaller buildings or those with more elaborate details can use slightly stronger tones. Base color examples:

1. Light gray
2. Cream
3. White
4. Pale Flesh
5. Pale Yellow
6. Light Beige

b. Accent Color

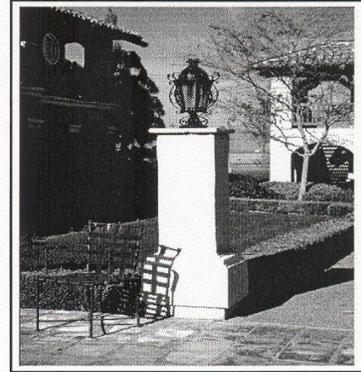
Brighter accent color should be used minimally to accent windows, doors, and awnings. Special materials such as glazed tile can also be used to introduce accent colors on building facades. Accent color examples:

1. Forest Green
2. Deep Blue Green
3. Brick Red
4. Deep Blue
5. Dark Browns

9. Lighting

Lighting can be used to enhance architectural details creating shadows as well as provide security to a building. Low pressure sodium lighting shall not be required.

a. Lights should be subtle, directional, and not over powering or glaring. Lighting sources should be integrated into the architectural design. Examples of well-integrated lights include soffit lighting and accent light fixtures which are a design element unto themselves.



Site lighting strengthens image

b. Accent lighting should be used to accent landscaping or building details such as tower elements-and ornamental windows. It should be low key to reduce sky glow and or glare.

c. Light fixtures that illuminate large areas should be avoided. Lighting used to illuminate store signs should be subtle and non-glaring. Bulbs should not be exposed and should focus light directly on to the sign or building.

d. Pedestrian lights add interesting architectural detail as well as provide security and lighting for pedestrians at night. These lights should be incorporated into the building and parking lot designs and be well detailed.

e. Recommended lamp types for lighting signs and buildings should be warmer incandescent halogen, metal halide, or "daylight" fluorescent bulbs. Cold (blue-tinted) lamp types are not appropriate precise intensity and types of light should be recommended by a qualified design professional.

C. Landscape Guidelines

New planting within this zone should be consistent with the suggested plant palette located in Table 5 Section 2.2.1 of this Specific Plan and the City's Landscape Guidelines. In the event there is a conflict between the City's Landscape Guidelines and this specific plan the City's Landscape Guidelines shall be used.

In addition to the standards in the Single-Family Residential section of the Specific Plan and requirements of the Moorpark Zoning Code, the following landscape guidelines shall apply to the Institutional zone.

1. Planting

- a. Trees and planting should be used to soften the mass of larger buildings, shade parking lots, and accent important areas such as entries, plazas, and courtyards.
- b. The site area devoted to landscaping should be greater than 10% of the overall lot area.
- c. The use of large specimen trees (24" box material, minimum) as specified in the suggested plant palette is encouraged. Shrubs shall be a minimum five-gallon, except where standard nursery and installation practices use one gallon.
- d. Top dressings should be a minimum 2" layer composted organic material to aid in weed control and conservation.

2.2.9 Industrial Park/Light Industrial (M-1)

A. Site Development Standards

The table below is to be used as a reference tool. For more specific requirements please refer to the particular subsections

Site Development Standard	Zoning Ordinance Reference
Land Use and Permitted Uses	See Chapter 17.20
Development Requirements	See Chapter 17.24 and 17.36
Fences and Walls	See Section 17.24.050
Parking and Signage	See Chapter 17.32 and 17.40

1. Land Use

Uses in the Industrial Park/Light Industrial designation shall meet the requirements for the I designation as shown in Chapter 17.20 of the Moorpark Municipal Code.

2. Development Requirements

Development in the Industrial Park/Light Industrial designation shall meet the requirements for the M-1 designation as shown in Chapter 17.24 and Chapter 17.36 of the Moorpark Municipal Code

3. Parking and Signage

Parking and signage shall meet the requirements of Chapter 17.32 and Chapter 17.40, respectively, of the Moorpark Municipal Code.

4 Fences and Walls

Fences and walls shall comply with Section 17.24.050 of the Moorpark Municipal Code.

5. Building Maintenance and Renovation

Quality maintenance of existing buildings and parcels, combined with progress in meeting design goals for this land use designation are encouraged. To this end, the maintenance guidelines and incentives as well as the building restoration guidelines outlined in sections 2.3.1 to 2.3.3 apply to the Industrial Park designation

B. Design Guidelines

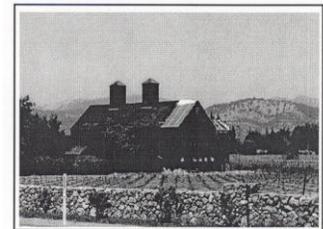
The Industrial Park zones are located along the railroad tracks adjacent to the Early American Commercial style of the Old Town Commercial properties. Because of this proximity, the architectural character should be consistent with the Early American Commercial style of High Street.

General Architectural Character

Early American Commercial Style

1. Roof Forms

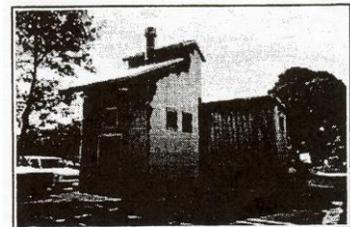
a. Varied roof forms accenting a building such as tower elements, dormers, cupolas, gabled roofs, clerestories, extended eaves with rafters can be used to add interest to large agrarian structures.



Agrarian Architecture

b. Weather vanes are indications of farmland structures and provide vertical landmarks to downtown.

c. Single pitch, basic roof structures are also appropriate to the agrarian style.



Good example of agrarian building form

2. Windows and Doors

a. Consistency between windows and door frames should be maintained throughout the structure to unify the building.

b. The use of either very large repeated, or very small multi-paned windows and mullions are recommended in window and door designs to minimize the expanses of glazing which detract from the desired agrarian character.



Repeated window patterns reinforce character

c. To create a more comfortable space for pedestrians, the use of awnings and canopies are encouraged. Canopies protect people and furniture from inclement weather while bringing the building façade to human scale. Awnings also provide a place to introduce color and signage.

3. Low Walls

a. Low walls are an important unifying element providing continuity to the street edge and buffering parking and service areas.

b. Walls should have a minimum height of 2.5 feet and maximum 4 feet. The finish material and design should be compatible with the architectural character of adjacent buildings.

c. For a clean, finished look, durability, and safety, walls should incorporate the wall cap and pilasters at entry points.

d. Breaks in walls should be incorporated to allow for pedestrian circulation.

4. Building Materials

Building materials and finishes should be selected to reinforce the overall design intent and to be consistent with the desired architectural character of the building. Below are suggestions for the street facades and exposed sides of buildings. Backs of buildings should use similar materials, however, maybe less expensive and more utilitarian. Buildings in this zone will be primarily utilitarian in function, thus can use less expensive materials, provided the building design and material selection meet the intent of these guidelines.



Vertical board and baton siding is appropriate

a. Materials and finishes should be selected for ease of maintenance and durability. The following materials are encouraged:

b. Roofs (see Roof Section for graphic examples)

1. Dimensional asphalt shingles
2. Standing seam metal roof
3. Light Weight Concrete shingled roofs
4. Aluminum, galvanized or corrugated tin accents, gutters, downspouts, and scuppers

c. Building Walls

1. Horizontal lap siding, board and batten siding, and barn siding are the most appropriate material to be used on a main surface of the building.
2. Metal siding
3. Stucco, adobe, and brick are also acceptable materials
4. Colored concrete block used to simulate brick
5. Stone or brick wainscoting maybe used on buildings
6. Heavy timber construction used in trellises, roof overhangs, balconies, and other architectural elements

d. Low Walls and Fences

1. Finished solid wood fence
2. Masonry wall with cap detail
3. Brick wall
4. Wrought iron or similar material fence
5. Brick or stone masonry wall with wrought iron accent

DO NOT USE THE FOLLOWING MATERIALS:

Roofs that use:

- Brightly colored glazed roofing tiles
- Slate or concrete tile

Building Walls that are:

- Reflective or dark glass
- Synthetic materials made of poor quality and resemblance to brick or masonry
- Corrugated fiberglass
- Coarsely finished or unfinished plywood
- Unfinished concrete block and split-face block
- Shingles
- T-111 Siding
- Slump stone block

Low Walls and Fences

- Rolled wire, fencing, i.e. chicken wire, pig fencing, etc.
- Chain-link
- Unfinished materials such as concrete block or plywood
- Vinyl or sheet metal siding

5. Color

Color is an important aspect of the overall building design and street scene creating variation while maintaining an overall consistency with the surrounding neighborhood. It is very important to keep a balanced color palette using the correct proportions between the lighter "base colors" and the brighter "accent colors" on each building.

a. Base Color

Buildings with large expanses of blank walls should have lighter, subtle base color. The base color on smaller buildings or those with more elaborate details can use slightly stronger tones. Whenever possible, color should include natural, earth tones or subtle, gray blue colors.

b. Accent Color

Brighter accent color should be used minimally to accent windows, doors, and awnings.

6. Lighting

Lighting can be used to enhance architectural details creating shadows as well as provide security to a building and indicate whether a business is open. Lights should be subtle, directional, and not overpowering or glaring. Lighting sources should be integrated into the architectural design. Examples of well integrated lights include soffit lighting and accent light fixtures which are a design element unto themselves. Low pressure sodium lighting shall not be required.



Wall mounted and free-standing lighting should complement the building

a. Accent lighting should be used to accent landscaping or building details such as tower elements and cupolas.

b. Light fixtures that illuminate large areas should be avoided. Lighting used to illuminate store signs should be subtle and non-

glaring. Bulbs should not be exposed and should focus light directly onto the sign or building.

c. Pedestrian lights add interesting architectural detail as well as provide security and lighting for pedestrians at night. These lights should be incorporated into the building and parking lot designs and be well detailed.

d. Recommended lamp types for lighting signs and buildings should be warmer incandescent halogen, metal halide, or "daylight" fluorescent bulbs Cold (blue-tinted) lamp types are not appropriate. Precise intensity and types of light should be recommended by a qualified design professional.

C. Landscape Guidelines

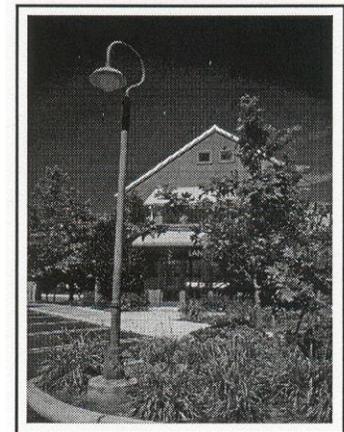
New planting within the Industrial Park zone should be consistent with the Suggested Plant Palette located in Table 5 of Section 2.2.1 of this Specific Plan and the City's Landscape Guidelines. In the event there is a conflict between the City's Landscape Guidelines and this specific plan the City's Landscape Guidelines shall be used.

1. Landscaping should be used to soften the impact of large blank building walls, as well as parking lots.

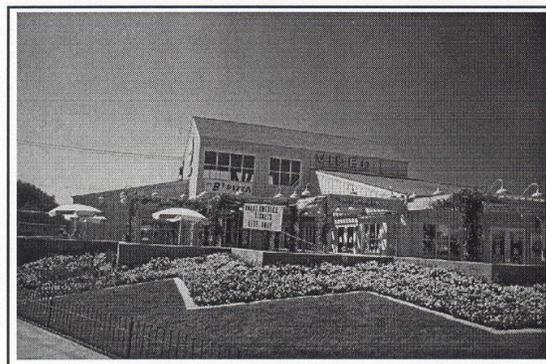
2. Shrubs and planters can help screen the views of the parking lot from the street.

3. Trees can break up the expanses of pavement while providing shade for cars and pedestrians.

4. Colorful accent planting should be used to accent entries and add color and interest to buildings.



Landscaping can soften parking lots



Berms with edge treatments can be an appropriate image

2.3 Private Property Maintenance, Expansion, and Renovation

2.3.1 Private Property Maintenance Guidelines

All buildings, public sidewalks, and spaces need to be well maintained to present a clean, well-kept appearance in the downtown. Keeping the area free from trash, debris, removing graffiti, repairing cracked sidewalks, and general cleaning of building facades goes a long way to beautify downtown Moorpark.

Property owners of buildings which do not currently meet design guideline criteria should be encouraged to beautify by making simple changes such as repainting, adding new signage and lighting, installing awnings, and removal of unsafe and unsightly building features. To that end, the City has provided a series of photosimulations prepared by an architect who depicts examples of how existing building facades can be improved to increase the quality of the architecture and make the buildings and the area a more desirable place to visit. These photosimulations are shown as an Appendix to the Specific Plan as Commercial Photosimulations. This type of work is recommended as a first tier facade improvement program.

Sections 2.3.1 and 2.3.3 contain development standards and/or guidelines related to site up keep, land use and renovation. These standards and guidelines are intended to supplement the City's existing Municipal Code Title 8, Health and Safety, Chapter 17.08.48 Property Maintenance. However, listed below are some voluntary building and site maintenance measures encouraged for all districts.

1. Regularly clean and maintain painted and stained surfaces.
2. Treat metal windows and doors for rust protection or finish in a permanent, opaque color.
3. Business owners should sweep up trash and debris daily around their buildings.
4. Storefront repairs such as old cracked window mullions, cracks in stucco, chipped paint, broken windows, damaged signs, etc should be repaired.
5. Owners of vacant lots should cut weeds and eliminate trash on a regular basis.
6. Vacant lots should be screened at the street frontage with low walls and landscaping.
7. Immediate removal of graffiti.

2.3.2 Legal Non-Conforming Uses, Expansions, and Renovations

Chapter 17.52 of the City's Zoning Ordinance (Non-conforming Uses) allow for the continued operation of uses that current do not conform to the established zone or specific plan. With the approval of an Administrative Permit, the Community Development Director could grant moderate expansions of non-conforming buildings and uses as long as the supplemental findings for non-conforming uses are met.

Moderate expansions are defined as floor area or use area increases of less than fifty percent (50%) of the total existing floor/use area. Land use intensification is defined as additional activity or services offered by a business which increase the degree of non-conformity from the zone in which the use is located.

When the Director can make all of the following findings, in addition to any findings required by the Zoning Ordinance, moderate expansions of non-conforming buildings and uses can occur:

1. The property and its associated improvements have historically been maintained in a clean and well-kept manner, and/or the nature of the proposed expansion will result in related site and building improvements which will improve the overall appearance and compatibility of the use with adjacent and surrounding land uses; and
2. The proposed expansion incorporates design measures such as façade improvements, shielding of future and existing exterior lighting, and conforming signs, or has proposed operational measures such as hours of operation, limitations on outdoor use areas adjacent to sensitive land uses; and
3. The location, orientation, height, and mass of the expansion will not significantly affect privacy for nearby residences or inhibit business operations of surrounding commercial uses; and
4. The location, orientation, height, and mass of expansion areas will conform to the design guidelines established for the land use district in which the use is located; and
5. The expansion of the building or use is in conformance with the goals and policies of the Downtown Specific Plan.

The Community Development Director may add conditions to the permit to assure compliance with the above noted findings.

2.3.3 Lot Consolidation and Incentives

The maximum density in the High to Very High Density Residential areas can only be achieved when lot consolidation occurs. On the Specific Plan

Zoning Map, Figure 6, those areas are zoned RPD 7 – 14 dwelling units per acre. Lot consolidation allows for greater flexibility in site design, potential for reduction in the number of driveways serving the consolidated property and opportunities to more quickly improve a neighborhood. Density bonuses which are granted must be consistent with the requirements of Chapter 17.64 of the Moorpark Municipal Code and the California Government Code 65915 et seq. Without lot consolidation, the density bonus in the RPD 7 -14 dwelling units per acre zones will be calculated at 7 du /ac. With lot consolidation, the density bonus will be calculated at 14 du /ac.

3.0 Circulation, Overall Site Development and Beautification

3.1 Existing Conditions

The major street circulation routes in the plan area are High Street, Spring Road, Los Angeles Avenue, and Moorpark Avenue. Large trucks have been restricted from High Street and must use Los Angeles Avenue and Moorpark Avenue (State Highway 118 and Highway 23) although vehicular traffic is quite heavy through the High Street corridor. Automobile traffic is expected to decrease once Spring Road is open from Charles Street to Walnut Canyon Road.

Sidewalks adjacent to commercial uses on the north side of High Street are 15 feet wide; a good width for a pedestrian-oriented downtown. Sidewalks on Spring Road and Moorpark Avenue, exist but are 4.5 to 5 feet in width in many areas and directly adjacent to the curb in many areas. People living in the nearby residential areas utilize these sidewalks to access the commercial uses on High Street and Moorpark Avenue.

East/west connections for pedestrians that run parallel to Moorpark Avenue are the internal streets in the residential sections of the plan area. Landscaping along High Street and Charles Street is well defined and mature, while along Moorpark Avenue very little landscaping exists and is frequently interrupted by the diversity of the land uses, noncontiguous building setbacks, and clutter from utility lines and signage poles.

3.2 Circulation System Hierarchy

As shown on the Circulation Element Map Spring Road and Moorpark Avenue (Highway 23) are the major north/south roads which link northern portions of the City to Los Angeles Avenue. Heavy Truck traffic is experienced on Highway 23 traveling to and from the City of Fillmore to the northeast. Once Spring Road has been completed from Charles Street to Walnut Canyon Road, much of the pass through automobile traffic now using Walnut Canyon/Moorpark Avenue should be diverted. It is anticipated that High Street will then carry primarily local traffic in the AM and PM hours in addition to the east/west traffic from the SR 118. Once traffic signals at Casey Road/Walnut Canyon Road, High Street/Moorpark Avenue and Poindexter Avenue/Moorpark Avenue are synchronized, traffic flow along this reach should improve.

3.3 Overall Site Development and Beautification

There are two components to overall design; first is the design of the amenities along the streets and second is how the site design relates to the street. Streets are truly the public's domain, places where everyone goes and

where the image of a place is shaped: places where the vitality of a town or an area is measured largely by the composition and life on its streets. Streets provide an intrinsic opportunity to shape and add character to our communities. By embracing the street as an important public place, we create an environment rather than simply a means to get from point A to point B.

In downtown Moorpark two primary streets play a major role in creating the ambiance and character of the area; High Street and Moorpark Avenue. In order to properly establish a long-term vision, revitalization of the downtown "streetscape" is necessary to establish a blue-print for renovation and new growth. By painting a picture for these two key downtown streets, the City can target a vision for realizing the community's desires for beautifying these important public travel ways in the downtown. Transitional beautification enhancements into the downtown should be considered for Spring Road north of Los Angeles Avenue and Moorpark Avenue near Los Angeles Avenue to provide a sense of entry or gateway to the downtown area.

Site development will take time, money, effort, and partnerships between public and private interests in order to realize its goals. The general goals are

3.3.1 General Goals

- a) Retain, expand and attract selected business opportunities in the downtown and provide amenities to attract shoppers and visitors.
- b) Create public plazas and open spaces that serve as focal points and landmarks for community events.
- c) Provide standards and guidelines for the location, amount, type and quality of new development in downtown.
- d) Promote downtown as a special place for cultural and civic events, dining, entertainment, and shopping.
- e) Focus city and Redevelopment Agency investment and public improvement on the downtown core, giving it the highest priority.
- f) Make provisions for entry statements along key corridors to the downtown, i.e. at Moorpark Avenue near Los Angeles Avenue at Moorpark Avenue and High Street, and Moorpark Avenue and Spring Road.
- g) Encourage property owners and business owners to help maintain and improve the appearance of the downtown by upgrading and renovating building facades, screening unsightly mechanical equipment,

improving the appearance of their storefront sidewalks, cleaning up vacant lots, participating in an active merchants association, developing a downtown icon or logo, and a cooperative plan for compliance and safety in the downtown.

- h) Encourage outdoor seating for food service establishments allowing appropriately permitted encroachments on the public sidewalks to accommodate such activities.

3.3.2 Building Renovation and New Development Goals

- a) New development and expansions of existing buildings downtown shall be consistent with the design standards and guidelines described in the downtown Specific Plan and with the requirements of the zone in which it is located. Infill projects are encouraged to help create the intensity of development traditionally associated with historic downtowns.
- b) New buildings and remodels of existing buildings shall be consistent with the development standards and guidelines in the Specific Plan and the City's Zoning Ordinance.
- c) Buildings which have historic or architectural significance should be preserved, and to the extent possible restored to highlight their traditional materials and architecture.

3.3.3 Land Use Goals

- a) Seek proposals for the development of a retail development, consistent with the specific plan development standards and guidelines, for the property the Moorpark Redevelopment Agency owns along the south side of High Street.
- b) Encourage continued investment in the neighborhoods surrounding the downtown so these neighborhoods continue to improve and remain viable.
- c) Maintain coordination with the VCTC, Union Pacific, and Metrolink to ensure that vacant and under-used sites along the tracks are maintained and developed with compatible uses that are integrated into the downtown.
- d) Encourage evening and weekend activities in the downtown, especially those that support one another such as dining, strolling, art galleries, crafts, etc.

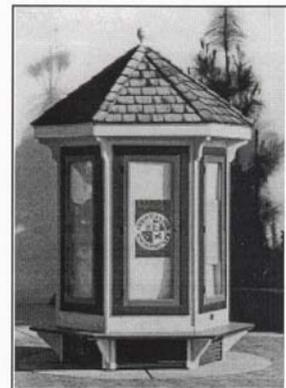
- e) Actively pursue the relocation of the Post Office in the downtown area to bring more daily use of the downtown area.
- f) Continue to maintain a civic presence in downtown through the expansion of the Civic Center area to provide for an enlarged City Hall and Library.

3.3.4 Circulation and Parking Goals

- a) Enhance pedestrian, bicycle, and automobile circulation facilities.
- b) Pursue directional signage and landscaping in parking lots to help direct traffic and soften the effect of traffic in parking areas.
- c) Encourage facilities that provide for increased pedestrian traffic downtown such as building awnings, gazebos, informational kiosks or directional signs, public restrooms, clearly defined crosswalks and pedestrian ways.
- d) Preserve on-street parking and locate off-street parking in places that are easy to recognize and access, but are well screened from public sidewalks.
- e) Provide more a greater distribution of on-site parking lots to better serve the businesses along High Street.

3.3.5 Activities, Events and Promotions Goals

- a) Create a logo theme in order to establish a downtown identity and develop a program of frequent activities tied to that theme.
- b) Once the concentration of commercial uses increases, investigate the re-establishment of a Downtown Merchants Association or possibly creation of a business improvement district.
- c) The City, Redevelopment Agency, and Downtown Merchants Association should sponsor and encourage festivals, events, and other activities in the downtown.
- d) Encourage citywide and regional promotions of the downtown as a district of the City.
- e) Consider working with Caltrans, to pursue historic or downtown signage on Highway 23 and Highway 118 to increase regional



Construction of a public kiosk along High Street could display announcements to civic functions and a citywide directory

attraction and tourism.

There are a number of beautification elements for areas within the public right-of-way. Construction of a public kiosk along the south side of High Street could be done on property owned by the Redevelopment Agency. Others can be simply implemented by the City as funding is secured. Use of bollards, low garden walls, courtyards and the like are just a few concepts private property owners could implement with the future development of their property. Other elements of the streetscape beautification plan are described on the following pages.

3.3.6 Public Pathways and Plazas

Opportunities exist to connect the downtown through public sidewalk and pathways to private plazas and public gathering spaces. Re-use of the existing gazebo on the south side of High Street is encouraged, or if possible, reconstruction of a larger bandstand structure could provide a functional alternative for public performances.



Bandstand promotes entertainment and evokes turn of the century character

Pedestrian and bicycle connections should be encouraged through the use of public sidewalks, private/public paseos, or coves through new buildings to key landmarks such as the church at the corner of Walnut and Charles Streets, and the civic center. The corner of High Street and Moorpark Avenue which is owned by the Redevelopment Agency has the potential to become a pocket park or open space focal point with the opportunity for locating public art within this space.

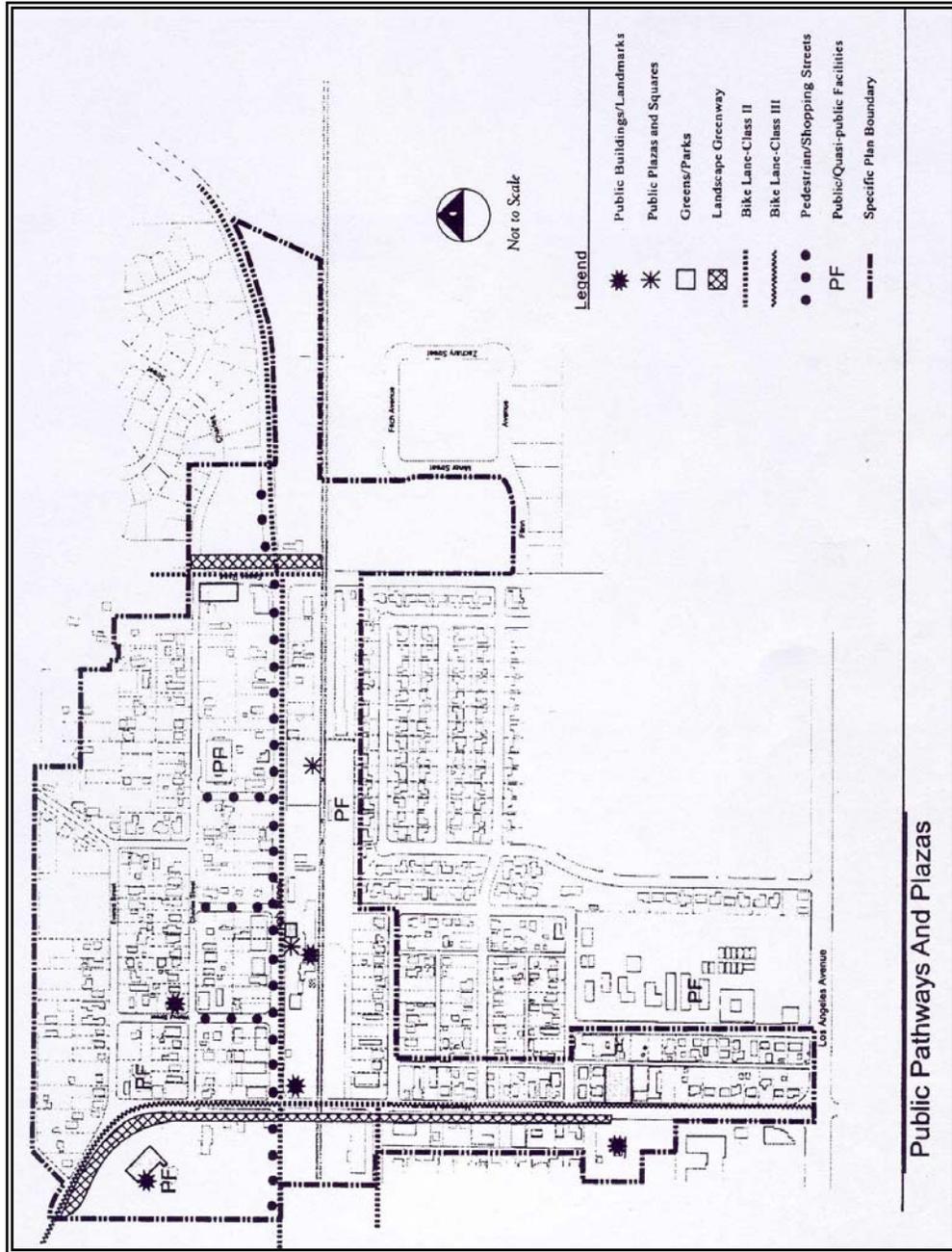
Public Plazas/Parks

Small plaza areas integrated into the design of the development on the south side of High Street along with strategically located public pocket parks and greens act as an attraction, drawing the public to use these area. Providing public and private open space in the form of plaza and pocket parks also allows for retail commercial to take advantage of this attraction by locating uses such as restaurant and art studios adjacent to them.

Opportunities exist for the City to acquire strategically located lots for a park or public facility. The City is implementing a public pocket park at Magnolia Avenue and Charles Street. This area is protected and will be increased by the vacation of a portion of Magnolia Avenue. A much needed small play area will be provided for the Charles Street

neighborhood. Opportunities also exist to provide a landscaped open space area at Charles Street and Spring Road with the realignment of Spring Road by the developer of the Specific Plan to the north.

Figure 12



This parcel will provide a nice landscape buffer along Spring Road.

3.3.7 Street Trees

Street trees should be planted a minimum of 30 feet on center to act as traffic calming devices. Trees should not be planted any closer than ten feet from any driveway. Tree installation shall include 24-inch box size species and they should be staked per City standards. Consideration should be given to using decorative tree grates where planting area is limited and access for the disabled is required. The general tree character shall be compatible with the mature California Peppers on High Street, providing a large canopy of shade for pedestrians as well as substantial greenery to establish rural character. The following species shall be planted unless otherwise specified by the City. On Moorpark Avenue tree planting is currently subject to Caltrans approval.

Street	Botanical Name	Common Name
High Street	<i>Schinus molle</i>	California Pepper
Moorpark Avenue	<i>Prunus blireiana</i>	Flowering Plum
	<i>Pistacia chinensis</i>	Chinese Pistache
	<i>Lagerstroemia indica</i>	Crape Myrtle
	<i>Geijera Parviflora Rutaceae</i>	Australian Willow, Wilga
Magnolia Court	<i>Magnoliagrاندiflora</i> "MajesticBeauty"	Southern Magnolia (medium size)
Walnut Street	<i>Pistacia chinensis</i>	Chinese Pistache
Bard Street	<i>Pyrus calleryana</i> 'Bradford'	Bradford Pear

3.3.8 Medians

With driveway consolidation along Moorpark Avenue and greater use of the existing alley on the east side, opportunities exist in the future for installation of raised and planted medians on Moorpark Avenue. Medians would control vehicle-turning movements and serve to slow traffic and thus reduce noise. The medians will introduce color and greenery and also provide a place for directional signage to parking lots, announcing key intersections, and other downtown features. Installation of a median is subject to Caltrans approval.

3.3.9 Lighting

The City of Moorpark has installed decorative theme lights along High Street to enhance the character of the street both with the fixture and with the quality of the lighting. Ultimately, these fixtures should be continued along Moorpark Avenue to the civic center, and south to the gateway feature, which will designate the beginning of the downtown core. Consideration should be given to using these light fixtures as a design element on Magnolia Avenue, Bard and Walnut Streets between High Street and Charles Street to significantly reinforce the small town scale of downtown. The globes are mounted onto concrete fluted poles, which

should be fitted with bracket hangers to accommodate a custom banner with a selected downtown logo, and to advertise festivities and events in the future.

In addition to the decorative street lighting, there should be provisions for lighting flag poles, directional signage, and entrance signage. Lighted bollards should be used in areas such as a public plaza. Bollard style lighting should be similar to the light poles and fixtures and in keeping with the Early American heritage.

3.3.10 Street Furnishings

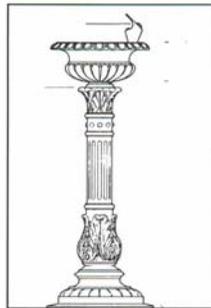
A six-foot bench and trash receptacle should be placed every 200 feet, on average, along High Street and should be clustered at transit stops and public plazas. Decorative planter pots should be placed adjacent to light posts and/or benches with a maximum distance of 50 feet between pots. As the existing benches, trash receptacles and planter boxes need replacing, they should be replaced with benches similar to the Victorian wrought iron and wood bench that now exists, or an appropriate alternate approved by the City of Moorpark Community Development Department. Bike racks, lockers, newspaper racks, etc., should also be carefully located along the street. Drinking fountains should be located in public gathering areas. Bollards should be used to define public plazas and walkways. Properly placed, bollards can delineate between vehicle and pedestrian zones, creating a safe walking environment.



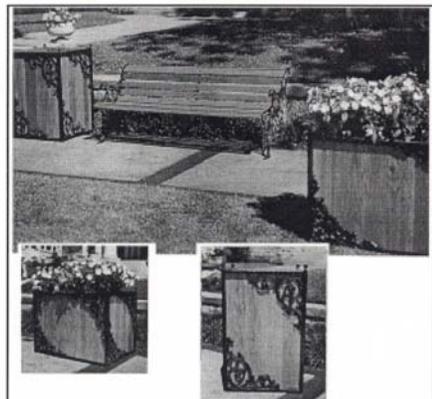
Victorian style iron bollards demarcate pedestrian walkways



Handsomely detailed wood planters are encouraged colorful accents along the street and retail shops



Decorative iron drinking fountain should be placed in public areas



Victorian style recycled wood and iron benches, trash receptacles, and planters provide needed seating, trash collection, and color to pedestrian areas

3.3.11 Landscaping

In addition to the street trees and median planting, streetscape planting is an inexpensive and quick way to beautify a street. Planting along Moorpark Avenue and High Street should consist of planter pots, flower boxes on or adjacent to the buildings, parking lot shrub and hedge screens, plaza landscaping, and building setback landscaping. All planting done within the downtown core should be consistent with the suggested plant palette shown in Table 5 in Section 2.2.1. The intent of the plant palette is to complement the historic architecture with plants that emulate those used in gardens in that era. Substituted plants should be used with the approval of the City of Moorpark Community Development Department.

3.4 Roadway Improvements

In addition to streetscape beautification, a number of roadway improvements are suggested. No significant realignment of either Moorpark Avenue or High Street will be required to implement the improvements. Realignment of the intersection of Moorpark Avenue at Poindexter Avenue and First Street is needed to create a four way intersection. This would alleviate the current circuitous route through that intersection for east and west bound traffic on Poindexter Avenue. Additionally there will be a need to consolidate driveways and share parking in order to minimize traffic conflicts along Moorpark Avenue. More effective use of the alley for parking and access for the east side of Moorpark Avenue will also aid in reducing traffic conflicts.

3.4.1 Traffic Calming

High Street: To assist in attracting customers to the downtown, the traffic speed on High Street needs to be reduced. There are a number of ways in which this might occur through the use of traffic calming methods or devices including, but not limited to blubout or curb extensions, gateway features, raised intersections, and road narrowing through striping for diagonal on-street parking. The City should explore all methods of traffic calming in order to reduce traffic speed, increase safety and make High Street more pedestrian friendly.

Bard Street: A pedestrian activated stop light could be considered at the intersection of High and Bard Streets to facilitate pedestrian crossing of High Street. This would provide a safe point of pedestrian and bicycle crossing and would slow traffic on High Street. It would also have the added benefit of increasing merchant visibility as traffic slows or stops for crossing pedestrians. Alternatively, consideration should also be given to the use of a “landscaped bulb out” on the curbing at the corner at High Street and Bard Street with the use of a stop sign.

3.4.2 Programmed Roadway Improvements

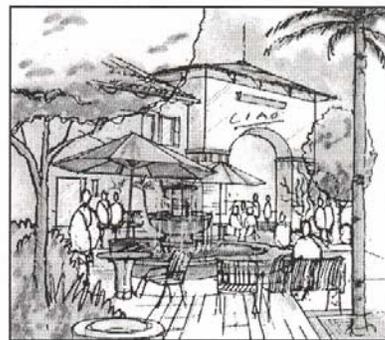
Decorative themed lights have been installed by the City. The decorative light theme should be considered along Spring Road and Moorpark Avenue to enhance the ambience and provide for a greater sense of entry into the High Street area. Improvement to the intersection of Moorpark Avenue at Poindexter Avenue and First Street should be explored to make this a four way intersection. Consideration should also be given to a cul-de-sac at Everett Street and Walnut Canyon, with a street connection to Wicks Road.

3.4.3 Re-striping of High Street

In most small downtown areas that were constructed at in the in the early 1900's on-street parking was diagonal to the curb face. Consideration should be given to re-striping High Street for diagonal parking. Allowance for left turn, right turn and through lanes at the intersections of Walnut and Bard Streets and Spring Road and Moorpark Avenue would have to be made. At these intersections on-street parking may need to be prohibited or restricted in order to accommodate traffic flow and turning movements in peak hours.

3.4.4 Vacation of a Portion of Magnolia Street

Recently the new Fire Station was completed at the northwest corner of Magnolia Street and High Street. In the process of acquiring the site for the Fire Station the Redevelopment Agency acquired the residential lot at the southwest corner of Magnolia Street and Charles Street. This vacant lot is available for conversion to a pocket park and since the portion of Magnolia Street adjacent to this lot is not needed for circulation. The vacation of that portion of the street has occurred and will be added to the park. Providing a park at this location will serve the residents north of High Street providing easy access by pedestrians.



Magnolia Plaza can provide an important public gathering place and promote retail activity

3.4.5 Realignment of Poindexter Avenue and First Street Intersection

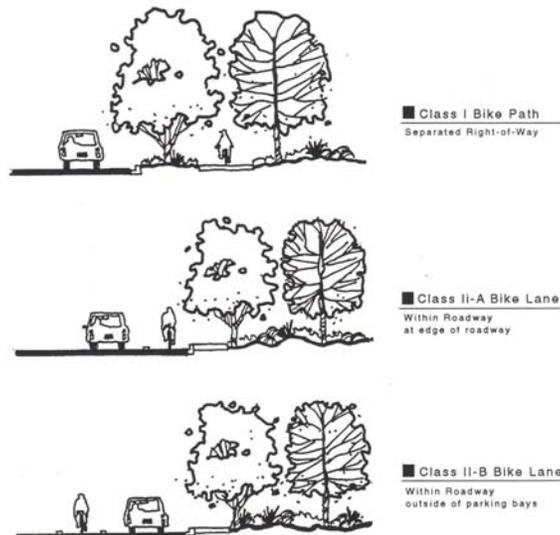
Presently the intersection of Poindexter Avenue and First Street at Moorpark Avenue are off-set causing delays in traffic flow and making pedestrian access circuitous. This intersection should be realigned so that it provides a four way configuration. This realignment would provide more efficient traffic flow, easier signalization, increase the ease of use for pedestrians, and increase pedestrian and traffic safety.

3.5 Pedestrian/Bicycle Circulation

Opportunities are available as development occurs to provide a continuous bikeway system through the downtown area connecting the rest of the City. Once the system is connected to the rest of the City, it will make bicycle travel a more attractive means of transportation throughout the City. When complete, the bikeway system will provide safe and convenient Class II bike routes, both within and outside the area. These connections will provide an essential critical link to regional commuter bike traffic.

The bikeway plan is fairly simple and envisions development of Class II-A and B bike lanes along Poindexter Avenue entering the Plan area from the west, connecting to Moorpark Avenue north to High Street, then east along High Street and Los Angeles Avenue to Princeton Avenue. There may be a need to modify the bike lanes to accommodate angle parking for vehicles along High Street. Class II bikeways will also be designated along Spring Road from the south entering the Plan area at Los Angeles/New Los Angeles Avenue and will extend north of Charles Street. Other important connections will be provided on the local streets from Moorpark Avenue to Third Street, and east and then south to the Flory School.

Figure 15



Under Caltrans Bikeway Planning and Design Standards, bikeways are defined in three classes as shown in Figure 15.

Bikeways are defined by these categories:

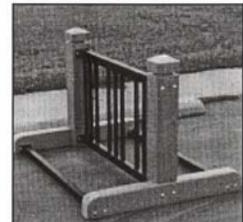
- Class I bike paths:** Bike paths provided within a completely separated right-of-way for the exclusive use of bicycles and pedestrians, with cross-flow of motorists minimized minimum eight feet wide.
- Class II-A bike lanes:** Provides a striped lane for one-way bike travel on a street or highway. Class IIA bike lanes are located between the parking stalls and the traffic lanes, minimum five feet wide.
- Class II-B bike lanes:** The same as Class IIA, except the bike lane is located in areas where there is no on street parking and is adjacent to the curb. Minimum width four feet where there is no gutter.
- Class III bike routes:** Bike routes provided within the street right-of-way designated by signs or permanent markings. Re-striping of bike lanes will connect to existing and planned bike lanes outside of the Specific Plan area. High Street is being reclassified as a Class II bike route to better facilitate pedestrian and bicycle access to the downtown core.

3.5.1 Bicycle Racks and Bench/Rest Stops



While no specific locations have been designated in the plan, bicycle racks and bench/rest stops should be placed on both Moorpark Avenue and High Street in order to increase ridership.

Bench/rest stops can consist of a simple bench, seating area, and canopy trees for shade. Bicycle racks can be simply bolted to an existing sidewalk, a plaza, or a paving space in key areas such as downtown.



Bike racks should be functional yet detailed to complement the historic charm of downtown

3.5.2 Pedestrian Walkways

Currently, the existing sidewalk and crosswalk connections from the civic center to downtown, as well as along Moorpark Avenue north to the

Metrolink parking lot are interrupted and not well defined. Opportunities exist for bulbouts, neckdowns and defined pedestrian crosswalks in various locations, that will make pedestrians feel safer and promote walking convenience.

3.6 Public Transit

3.6.1 Bus Transit

The City currently has a public transportation system which serves the needs of persons living and/or working in the community. Improved public transit to the downtown will increase pedestrian circulation and decrease vehicular trips both through and to the area. Bus connections to Amtrak and the Metrolink station could be used by commuters as well as visitors to the downtown.

3.6.2 Rail Service

Amtrak and Metrolink currently serve Moorpark both for regional trips as well as intra-state service. The rail stop is located off of High Street and Moorpark Avenue. As this service increases there is sufficient land south of the railroad tracks to provide both short-term and long-term parking. Ingress and egress to this south parking area should be examined in light of any realignment of the Poindexter Avenue/First Street and Moorpark Avenue intersection. Alternative for safer and more convenient access should be explored.

Ongoing coordination with both VCTC and Union Pacific will be necessary to ensure the safe crossing, at grade at the Metrolink station continues, as well as appropriate buffers be accommodated along the rail lines and the City-owned parcels. Further, in order for the City to pursue development of the High Street property, an agreement that allows vehicle access and parking on a portion of the VCTC right-of-way is necessary. Preliminary discussions with VCTC staff have indicated their willingness to support this use provided setbacks, fencing and buffer criteria can be met. Written correspondence from VCTC staff indicating their support for this use can be found in the Appendix to this Plan.

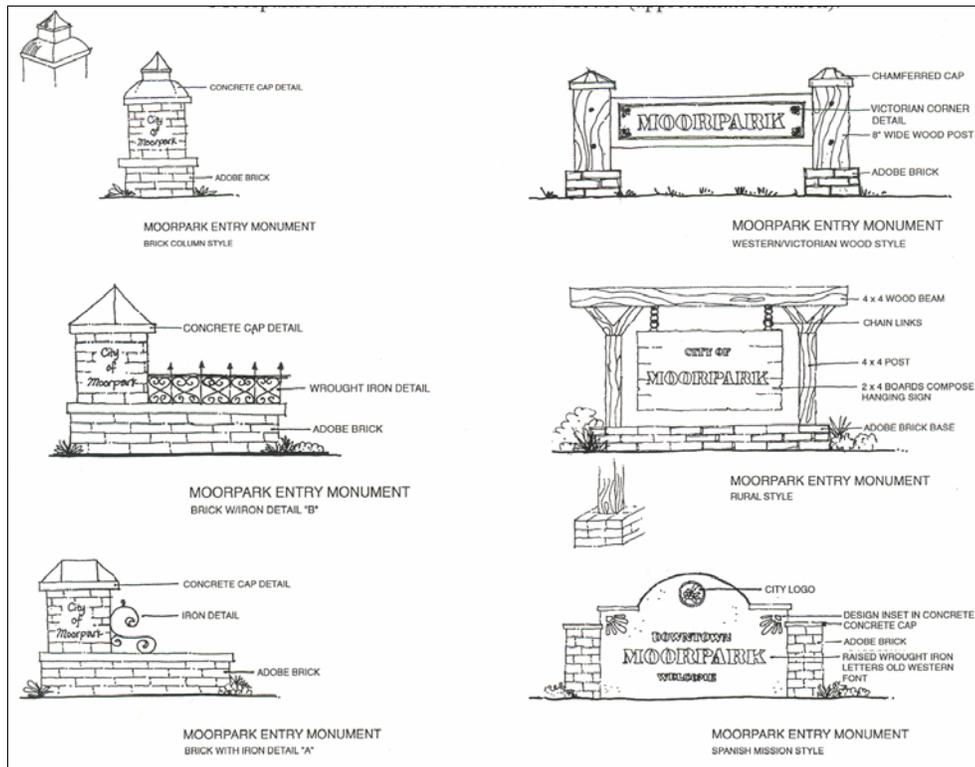
3.7 Gateways and Signage

3.7.1 Designated Gateway Locations

To facilitate circulation into the downtown and recognize the downtown as a special place in the City, entry monuments should be constructed at the following gateway locations and coordinated with CalTrans or private land owners as appropriate. These entry monuments should be subtle, classy

structures that reflect the character of the downtown. Signage should reflect a downtown logo and directional arrows to key stopping points and uses. Signs should be lighted, landscaped, and placed prominently at the back of the sidewalk or as possibly an over-the-street structure. The following gateway locations are suggested:

- High Street and Moorpark Avenue
- High Street and Spring Road
- Moorpark Avenue and Los Angeles Avenue (approximate location)



3.8 Parking

Parking in the downtown specific plan area is divided into separate areas, i.e. High Street and Moorpark Avenue. Parking requirements for Moorpark Avenue shall be consistent with the parking requirements of the City's Zoning Ordinance. Special consideration should be given to the High Street area parking requirements due to the nature of the area, its state of development and its prominence in the community. While parking should still be convenient, consideration should be given to High Street as a shopping center or district and allow on-street parking to be counted toward the current Zoning Ordinance standard. Off-street parking, both private and public, should be placed behind buildings whenever possible. Parking lots can be created behind proposed and existing buildings and reciprocal access and

parking agreements shall be utilized to maximize shared parking and consolidating access. The City's parking ordinance should provide a parking incentive, through the reduction of the required parking standard, to attract businesses to locate along High Street. Care should be taken to require reciprocal access in order to minimize driveway cuts along High Street, provide convenient vehicular access from property to property and to maximize on-street parking. On High Street the City's parking ordinance should allow for a limited number of parking spaces per property to be reserved or designated for those uses on that property when the property owner provides parking above the prescribed standard. Reserved parking should have a time limitation so that the spaces become available for evening or non-peak use. Directional parking signs should also be utilized to guide customers to parking areas.

3.8.1 Parking Conditions on High Street and Surrounding Streets

A parking survey was performed for the High Street, Walnut Street area taking count of on-street and off-street parking that has been provided. On-street parking was based upon actual counts of the existing parking on Walnut Street and an estimate of 105 angle parking spaces that would be striped on High Street. Building square footages were estimated for all existing commercial buildings not including the theater. The total square footage of the existing commercial building is 108,300 square feet, requiring 361 parking spaces based upon a ratio of one space for each 300 square feet of building square footage. Approximately 105 diagonal on-street parking spaces can be provided on High Street with an additional 32 parking spaces on Walnut Street for a total of 137 spaces. Based upon an actual count of the existing off-street parking, there are a total of 143 parking spaces. Parking for the theater is currently accommodated on the land owned by the Redevelopment Agency, but this is only a temporary measure. Future parking for the theater is anticipated to be in the area of the Civic Center on the west side of Moorpark Avenue, a short distance from the theater.

3.8.2 Parking Conditions on Moorpark Avenue

Development along the east side of Moorpark Avenue south of First Street is still primarily in existing single family homes. There are a few commercial developments that have occurred, all of which meet the current parking requirements of the Zoning Ordinance. Development on the west side of Moorpark Avenue is primarily commercial and has existing parking or sufficient areas of land to meet the current parking requirements of the Zoning Ordinance. On street parking on Moorpark Avenue is not permitted nor anticipated in the future.

3.8.3 Parking Recommendations

Parking along the reach of High Street and its surrounding streets will be sufficient to meet current and future demand if the following recommendations are implemented:

- a) Development of the Redevelopment Agency owned property must be at a parking ratio consistent with the Zoning Ordinance.
- b) Parking for the theater must be accommodated in the plans for the future Civic Center.
- c) Reciprocal access and parking agreements shall be required for all new development. When parking is provided above the required standard, those spaces would not be subject to the reciprocal requirement. Additional driveways should be minimized and shared driveway access required where physically feasible.
- d) Parking areas should be located behind the buildings whenever physically possible.
- e) Limited term parking along High Street.

Parking along Moorpark Avenue will be sufficient to meet current and future demand if the following recommendations are implemented:

- a) Development of all property must be at a parking ratio consistent with the Zoning Ordinance.
- b) Properties on the east side of Moorpark Avenue shall utilize the alley for ingress and egress to its parking areas.
- c) Reciprocal access and parking agreements must be required for all new development. Additional driveways should be minimized and reciprocal driveway access required where physically feasible.
- d) Parking areas should be located behind the buildings whenever physically possible.

3.8.4 Parking Management Plan

As the High Street and surrounding area builds out, parking demand may increase and parking management may be necessary. The following recommendations should be implemented in anticipation of future need:

- a) Annually adjust the in-lieu parking fee based upon the construction cost index.
- b) Periodically review parking restrictions to make sure that long term parking is limited and there is an adequate number of parking space turnover.
- c) Work with the downtown merchants to conduct a program so that employees do not park in street curb spaces.
- d) Negotiate with VCTC for the sale of the existing Metrolink parking lot and the adjacent vacant land so that additional parking can be made available to the High Street and surrounding area. Utilize the parking in-lieu fee to pay back the cost of acquisition.
- e) Work with the VCTC to relocate Metrolink and Amtrak parking to the south side of the railroad tracks so that parking lots on High Street are available for customers of the High Street merchants.
- f) Provide signage to publicly owned, leased, or used lots.
- g) Provide pedestrian amenities, access and directional signs to public lots.

4.0 Public Utilities, Infrastructure, Services and Safety

Public services and utility service infrastructure are the framework for all well planned communities. Combined with the roadway system, public facilities such as water, sewer, storm drainage, and utilities provide the essential service for the orderly growth of a community. Public services such as fire and police protection, schools, and libraries, need to keep pace with the growth of a community to keep it a safe and desirable place to live, work and visit.

4.1 Water Service

The City of Moorpark obtains its domestic water from both State water and local ground water sources. The Calleguas Municipal Water District is the purveyor of State Water for the Ventura County Water Works District 1. Water Works District 1 manages and provides water service to the City of Moorpark and its outlying unincorporated areas.

Water Works District 1 is guided in its management of water resources by the 1992 Water System Master Plan (specific to the District 1 area) and the 1995 update of the Urban Water Management Plan (prepared by the District for the State Department of Water Resources). In addition to these district documents, the Ventura County Water Management Plan (adopted in November of 1994) provides a comprehensive approach to water management and policies for multiple water districts and communities in the Ventura County area.

While water resources are fully available at a local level to service the project area, water is still considered a limited resource in California. For this reason, it is still important to utilize reasonable water conservation methods.

The planting guidelines contained in the different district design guidelines of the Specific Plan should be implemented as a means of meeting water conservation goals. These measures include drought tolerant planting and proper irrigation system design. Local and State codes will augment the Specific Plan guidelines at time of construction permits, by requiring additional water conservation methods such as low flow showerheads and water closets.

4.2 Sewer Service

The City obtains its wastewater treatment service through the Ventura County Water Works District I. In 1996 the District adopted a Sewer Master Plan to guide growth and development for their service area. That Master Plan calls for the future expansion of the wastewater treatment plant from its current 3 million gallons per day capacity, to 5 million gallons per day. Although there are no specific threshold triggers for the expansion of the treatment plant, as with any limited resource or capacity related service, it is important to exercise efficiency in water use and discharge. The same water conservation methods discussed in section 4.1 will aid

in reducing waste water discharge, thereby prolonging the need to increase capacity at the sewer treatment plant.

4.3 Drainage

The City of Moorpark completed the Downtown Drainage Master Plan in 1987. In April of 1995, a Citywide Master Plan was adopted, updating and expanding the storm drainage System for the whole City. In May 1997, the Ventura County Flood Control District released the Draft Gabbert and Walnut Canyon Channels Flood Control Deficiency Study Report, which identifies needed flood control improvements for the Gabbert Canyon and Walnut Canyon watersheds. The downtown area has undergone a number of storm drainage infrastructure upgrades over the past few years. Additional detention facilities are planned north of the downtown area and channel improvements and detention basins are also planned west of the downtown.

The storm drainage system servicing the majority of the residential and commercial areas within the downtown Specific Plan area, is fully in place. Storm water from the northeastern portion of the plan area (Spring Road and further east) is collected at Spring Road and designed to discharge at the Arroyo Simi to the south. The northwestern portion of the plan area is designed to be collected at High Street and then routed west to a concrete box drain/culvert in Walnut Canyon.

Future private site development within the Specific Plan area would be designed to discharge to an approved storm drain system as determined appropriate at the time of individual permit entitlement. Individual projects must comply with Regional Water Quality Control Board (NPDES) Standards for discharge and pollutant runoff mitigation as well. All public right-of way projects would need to be designed compatibly with existing and planned drainage systems and infrastructure.

4.4 Solid Waste and Recycling

Ventura County is divided into four watershed areas for purposes of solid waste management and distribution: the western, eastern, northern and central watersheds.

The City of Moorpark's downtown area is located in the eastern watershed of Ventura County and the Simi Valley landfill is used for disposal of solid waste generated within the project area.

The Simi Valley landfill is owned and operated by Waste Management Inc (WMI). The landfill is located north of the 118 freeway between Alamos Canyon and Madera Road, in the City of Simi Valley. Based on current permits, the landfill has available capacity in excess of 5 million tons. The average daily disposal rate is approximately 2,000-3,000 tons, while the landfill's permit would allow a maximum daily tonnage of 3,000 tons. Current permits for the landfill would expire in the year 2004, with the ability to extend that permit to 2009 if fill capacity remains available.

The main businesses providing waste hauling services in the Specific Plan area are GI Industries and Moorpark Rubbish Disposal. In addition to standard hauling services, curbside recycling service is available to Moorpark residences for household generated containers and green waste. These recycling efforts will remain in place and will continue as measures that aid in meeting County and State solid waste reduction mandates.

New development and redevelopment in the Specific Plan area should be conditioned to reduce solid waste generation as follows:

- 1 Comply with the provisions of the City of Moorpark's curbside recycling program.
- 2 Where possible in new or redeveloped projects, separate recycling container space should be provided in service areas in addition to trash containers.
- 3 All refuse generated during construction should be separated, and when possible recyclable materials (such as concrete, asphalt and steel) should be diverted from the landfill.

4.5 Fire, Police, Protection and Enforcement

4.5.1 Fire

The City of Moorpark contracts with the Ventura County Fire Protection District for fire protection services. Station No.42 is located at 782 Moorpark Avenue, across from the City Hall, Library, and Senior Center. A second station (No.40) is located on Cedar Springs Road outside of the Specific Plan area. Response time for a fire service call to the downtown area averages 6 minutes or less.

Water and fire protection infrastructure is adequately intact to service the downtown area as it exists. New development would need to install supplemental fire protection infrastructure specific to a project's needs, as build-out occurs.

4.5.2 Police

The City of Moorpark police services are contracted from the Ventura County Sheriffs Department. The Sheriff Substation is located at 2101 East Olsen Road in the City of Thousand Oaks. Serving the immediate customer support needs for the downtown area is the Police Resource Center located at 23 West Los Angeles Avenue in the Town Center. Response time for non-emergency calls averages 7-8 minutes.

Typical response calls by the Sheriffs Department to the downtown area are related to loitering, vehicle burglary, and alcohol related incidents. Calls for

response to graffiti are sporadic, experiencing approximately 25 incidents reported in March and April of 1997. While the Sheriff's office statistics may not paint a picture of a serious crime problem in the downtown area, a perceived problem with safety or visible traces of vandalism are deterrents to would be downtown patrons. This was evidenced by the results of the resident survey where by citizens are concerned with potential crime in downtown.

One of the purposes behind the Vision Plan presented in Chapter 3.0 Circulation and Beautification (Streetscape Beautification) is to focus on improving the appearance of public places. With such improvements, the intent is to increase civic pride and safety in the downtown, and consequently attract new business and patrons.

Examples of design measures incorporated into this Plan that may help alleviate the perceived crime and safety problems in the downtown area are: a) improved lighting for better night time visibility and reduced cases of vandalism, b) creation of public gathering places for downtown patrons, other than private property/curb loitering, c) use of construction materials for low walls and building exteriors, which are designed for durability and safety, d) landscaping improvements to strengthen the visual character of the community and to emphasize the presence of community pride, e) increased business activity that fosters pedestrian activity, f) stronger connections and possible relocation of civic uses to downtown, g) image building and promotional programs supported and organized by the community.

4.6 Public Utilities

The following utility purveyors provide service to the Moorpark Specific Plan area:

- Electrical service
- Gas Service
- Phone Service
- Cable TV
- Southern California Edison Company
- Southern California Gas Company
- Pacific Bell
- TCI

The majority of these services to the downtown area are provided through underground service rather than above ground service poles. The City's Public Works Department will continue to oversee public infrastructure projects, which include undergrounding.

4.7 Other Public Services

Public services are an important element to a safe and enjoyable community environment. Maintaining appropriate levels of public service in the area of civic

facilities, parks, public safety, schools and libraries is critical in generating and maintaining a positive image and attracting patrons and tourists to the downtown area.

4.7.1 City Hall

City Hall is located within the Civic Center cluster of buildings at 799 Moorpark Avenue. City Hall houses the following City Departments: City Manager's Office, Administrative Services, Community Development, Community Services, and Public Works. The City Council Chambers is adjoining the Senior Center, also located at the City Hall site. The City Building and Safety Department (which includes Engineering services) is located at 18 West High Street. The location of these central civic facilities is important to the balance of uses downtown, and should be retained.

4.7.2 Library

The Moorpark County Library serves the City of Moorpark and is located at 699 Moorpark Avenue, adjacent to the Senior Center and City Hall. The Library is approximately 7,700 square feet (having just undergone a 2,717 square foot expansion completed in June of 1996). The book collection is currently 37,000 in number, with room to expand. Other available materials and services include magazines, audio tapes, a reference section, a computerized catalog/index system, and text-only Internet connection.

4.7.3 Senior Center

The Senior Center is located near City Hall at 799 Moorpark Avenue and is currently 2,100 square feet in size. Attached to the center are two meeting rooms that are used as Council Chambers. The Senior Center is staffed by one full time and two part time employees, along with volunteers who keep the center open Monday-Friday from 8:00 AM - 4:00 PM. The Center provides a range of activities and services for the senior population, including daily lunches, a Meals-on-Wheels program, a wide scope of social services, and educational and craft classes. The Senior Center hopes to construct an approximate 1,500 square foot expansion to their facility, at this same location, in the near future. Expansion of this important facility supports the goals for more quasi-public uses in downtown. Efforts to encourage this expansion should be pursued by the City.

4.7.4 Post Office

The U S Post Office is located at 215 West Los Angeles Avenue. The Post Office had been previously located on High Street, but outgrew their facilities. There has been discussion in the past about moving the Post Office back to High Street or to a site east of Spring Road and south of the railroad tracks. The Post Office is a high traffic use that brings users into the downtown core. In the

context of the downtown Specific Plan, there could be a significant benefit in locating the Post Office closer to the City Hall center and High Street.

4.7.5 Chamber of Commerce

The Chamber of Commerce is located within the "Town Center" commercial complex at 225 West Los Angeles Avenue. The Chamber provides a range of services to a broad group of retail and service related businesses, as well as tourists and other community visitors. Like the post office, the Chamber of Commerce Offices were located in the downtown along Moorpark Avenue. Relocating the Chamber of Commerce closer to High Street would have positive benefits relating to visitor information availability and business representation in the downtown.

4.7.6 Satellite Utility Company Offices

While there are no separate satellite offices representing the utility companies in the downtown, the Chamber of Commerce accepts payments for the Edison, Gas, Cable and ATT Long Distance Companies. Utility payment services are a beneficial presence in the downtown, allowing people to combine errands with shopping and other service activity. Expanding satellite payment services (waste disposal and electric company billing as examples) could have beneficial results for increasing downtown activity, and is encouraged.

4.7.7 Medical Facilities

There are no Hospital or Urgent Care facilities located within the City of Moorpark. However, there are numerous private medical offices located in the City. Both the Simi Valley Hospital and the Los Robles Hospital in the City of Thousand Oaks are located approximately 8 miles away. Ambulance service is provided by American Medical Response, located on Moorpark Avenue, who provide support emergency response and transportation to each of the hospitals. Fire Station No.42, on Moorpark Avenue, has one engine and staffs three EMTDs (Emergency Medical Technicians certified in Defibrillation) who respond to all calls and are capable of providing basic life support services. The Plan encourages additional medical offices in and near the downtown core to increase downtown activity and support the demand for more senior housing in walking distance to the High Street Corridor.

4.7.8 School Facilities

The City of Moorpark is within the Moorpark Unified School District. The schools within the Moorpark Unified School District, which serve the residential districts within the downtown Specific Plan area are listed below.

<u>School</u>	<u>Grades</u>	<u>1996-97 Enrollment</u>
Campus Canyon	K-3	679
Peach Hill	K-3	751
Mountain Meadows	K-2	723
Arroyo West	3-5	768
Flory School	4-5	581
Chaparral Middle School	6-8	693
Mesa Verde Middle School	6-8	920
Moorpark High School	9-12	1683
Community High School	9-12 (continuation)	105

The District's Administrative Offices are located at 30 Flory Avenue. Bus service is available to students throughout the district. The schools servicing the downtown area are described as not being at their capacity. A new elementary school is under construction off of Casey Road, northwest of the Downtown Specific Plan Area.

4.7.9 Parks

The City of Moorpark has 13 public parks that are maintained by the City's Community Services Department. Twelve of these are considered Neighborhood Parks and one is a Community Park.

The Arroyo Vista Community Park and Recreational Center are located at 4550 Tierra Rejada Road. This park is planned ultimately to be 69 acres in size, and is partially developed at this time with Community Service staff offices, community rooms, gymnasium, covered picnic areas, tot play areas, multi-use outdoor rink, four soccer fields, two softball fields and one football field.

There are no Neighborhood Parks located within the Specific Plan boundary. The closest Neighborhood Park would be Poindexter Park, located at 500 Poindexter Avenue, just west of the Specific Plan boundary near Chaparral Middle School. This 7-1/2 acre park opened in the fall of 1996 and has two Little League size playing fields, outdoor pavilion areas, and children's play equipment.

Although not considered a Neighborhood scale park, there is a small City maintained "pocket" park located at the City Hall complex on Moorpark Avenue. This park has picnic benches and children's play areas. The Vision Plan within the Specific Plan (Chapter 3.0 - Circulation and Street Beautification) proposes the creation of a number of public green areas and park-like plazas to augment existing open space and park opportunities in the downtown.

5.0 Implementation and Administration of the Specific Plan

This chapter is intended to provide a menu of options for City Council and agency staff to consider implementing over time. These are recommendations only and future decision makers may choose to implement these ideas in whole or in part.

One of the most frequently raised questions is how the City of Moorpark plans to implement the ideas and programs outlined in this Specific Plan. Implementation involves securing the necessary capital resources to fund public improvements, agency coordination involving areas in the Specific Plan where jurisdictions are affected by specific actions (Caltrans, VCTC), enforcement of standards and guidelines to ensure new development or renovated structures meet the intent of the Plan, and identifying action steps and programs to fulfill the Plan's many concepts. The following discussion addresses options for these important components.

The objective of this implementation plan is to clearly describe the potential steps to pursue the Specific Plan programs. This section contains the following information:

1. Summary description of known potential funding sources.
2. A description of recommended public projects and programs.
3. Opinions of probable cost for each identified improvement.

Both general and detailed descriptions of identified, potential funding sources are described in Section 5.1 below. These sources are certainly not all encompassing, but layout multiple alternative financing programs that the City may pursue to implement the Plan.

In addition to the possible available funding sources, this implementation plan sets forth a number of recommended implementation programs that may target revitalization of the Downtown. These programs are intended to characterize, in a specific way, how the City may want to continue to invest public monies, staff time, and develop private partnerships to fulfill the goals of this Specific Plan. These programs recommended for consideration have been divided into economic development programs as well as promotions and special events programs.

The Specific Plan public streetscape implementation recommendations have been divided into four public improvement projects (High Street Corridor, Moorpark Avenue Corridor, Railroad Depot Plaza, and Magnolia Plaza). For simplicity, public improvement projects have been summarized into table format, shown in Table 12 entitled "Implementation Program". These tables also detail specific improvements recommended for consideration in the downtown and the probable costs associated with those improvements.

The implementation recommendations and recommended programs are intended to identify options for consideration by the City and the Redevelopment Agency to achieve the visual presentation in the Specific Plan.

5.1 Discussion of Potential Funding Sources

The Downtown Specific Plan contains comprehensive recommendations for both physical improvements and programs. As such, a variety of funding sources will be required to implement many of these recommendations. In some cases, public/private partnerships will need to be formed to implement desired programs. The following describes the various funding mechanisms that are available at the local, state and federal level that may be pursued by the City and/or adjoining agencies to implement the planned public improvements.

5.1.1 Local Funding Sources

General Fund Monies (CIP)

This is the most accessible and flexible funding source available to local agencies. Local revenues are collected in the City General Fund from property tax, sales tax, and transient occupancy tax and expended on projects and programs as defined in the City's adopted budget. Projects and programs that may be funded by this source of money generally include those items which cannot be paid for by other funding sources and which provide a direct community-wide benefit for the residences or businesses in town. However, since this funding source is the City's primary operating capital and highly competitive, it should be looked at as a secondary source to fund most projects.

Redevelopment Area Tax Increment Financing

The Downtown Specific Plan area lies within a City Redevelopment Area, thus, is eligible for expenditure of bond proceeds levied against the potential increased tax increment for the area. The City Redevelopment Agency has invested upwards of \$3 million in downtown improvements in recent years. Most of these monies have been expended to upgrade infrastructure facilities (storm drains, new curb and gutter), and streets (widening, bulbouts, sidewalks, lane and parking space striping). In addition to the infrastructure "fixes" to downtown, funds have been used to install new, decorative style lampposts on High Street, some street furniture (benches, trash receptacles and planters), street trees and landscaping. To date, the City Redevelopment Agency has completed one bond issuance totaling \$10 million. Another bond issuance is not likely in the short term. Approximately \$1 million in bond proceeds remains that must be spent on public improvements in the Redevelopment Area. These remaining funds should be carefully used to implement some of the higher priority programs identified in this Specific Plan.

Gas Tax Revenue

The City receives State Gas Tax revenue which can be used for transportation planning and capital improvements for roadways. Gas tax is based on the percentage of total value of gas sold within the City.

Property and Business Improvement Districts

A property and business improvement district (PBID) is a newly established benefit assessment district that can be formed based upon state legislation known as AB3754. PBID districts are geographically defined business areas in which private property owners band together to gain legal standing and generate sufficient revenue to realize common goals for improving the service and facilities of an area. All types of businesses and some residential zones can be included within this district including commercial, professional office, finance institutions, and high density residential. The PBID can perform a number of activities designed to supplement existing City services; such as marketing district businesses and activities, promotion of public events, street and sidewalk cleaning, graffiti removal, promotion of tourism, sanitation, retail retention and recruitment. Physical improvements such as benches, kiosks, pedestrian shelters, signs, lighting, restrooms, trash receptacles, planting area, fountains, plazas, etc., are often also funded by a PBID. This is a potential funding source that may be appropriately utilized along the High Street Corridor. Establishing a PBID in this area may be difficult until more properties develop and downtown business sales improve, and should be reconsidered as a likely future source of revenue.

Municipal Bond Financing

Federal and State laws allow cities to issue bonds with interest payment to investors that are exempt from Federal and State income, thus allowing cities to sell the bonds at below market interest rates. Cities in turn can utilize funds for certain projects that serve a public purpose. Provided the public purpose is well defined, such bonds give cities a powerful vehicle for financing capital improvements. Bond payments for improvements within the Specific Plan area would be secured by the formation of an assessment district. An assessment district such as a landscape, lighting, or street improvement can be formed to fund public improvements that will benefit a localized area. The City floats bonds to pay for such improvements, and the debt is paid by assessing property owners who will be served by this improvement. The individual property owner portion of the debt is based on the owner's proportion of benefit. Any method that reasonably measures these benefits can be used to spread the debt among property owners. One drawback of municipal bond financing is that it requires approval of two-thirds of the voters in a local election. Also, since the project is within the City's Redevelopment area, additional property obligations are not warranted.

Landscape and Lighting District

The City of Moorpark has a number of existing landscape and lighting districts. These districts were established to maintain landscape and lighting in sub-areas of the city, the maintenance cost being paid for by assessments on property owners within each district. The City has previously established a citywide lighting and landscaping district based on land use type, to supplement maintenance costs. However, creation of new districts is highly unlikely since the

passage of proposition 218, which requires a 2/3-majority voter/landowner approval for formation. Today, the existing residential neighborhoods surrounding the downtown are generally comprised of low to moderately priced homes. It is unlikely that these owners would be willing to support additional tax assessments.

City Housing Rehabilitation Program

As a recommendation of the earlier 1989 Downtown Study, the City has implemented a Housing Rehabilitation Program that targets rehabilitation of substandard housing in the redevelopment area. Originally established using CDBG Small Cities Set Aside Funds, this 2 1/2 year standing program is administered wholly by the City and has been successful to date, with 40-45 projects either completed or in progress. The program originated with a maximum offering to eligible participants of up to a \$5,000.00 grant and a \$10,000.00 low interest deferred loan. Due to strong activity, the grant award was removed from the program, but the \$15,000.00 loan cap retained. Operation and monitoring of the program is staff intensive due to complex bidding procedures and contractor coordination requirements. However, modifications to the program at these early stages in its inception may cause the program to suffer, and are not recommended.

Development Impact Fees

While most of the Specific Plan area is built out, some of the planned improvements could be necessary because of the pressures for either new development or recent growth in the surrounding area. Therefore, it could be logical to attach an appropriate portion of the financial responsibility of these improvements to new development. A mechanism commonly utilized for funding various roadway improvements is development impact fees. Impact fees collected through this mechanism are based on the proportion of impact relative to the improvements necessary, providing a clear connection or "nexus" between development and particular improvement. Since most of the project area is built out, development impact fees will not likely be one of the primary mechanisms for paying for improvements. The only likely parcels to be developed and conditioned or assessed with impact fees to improve the downtown are the City-owned parcels on High Street, the various undeveloped parcels on High Street and the vacant land on the east side of Spring Road.

Vehicle Registration Surcharge Fee (AB 2766)

Available to cities, counties, and transit operators, this competitive fund is administered by the Ventura County Air Quality Management District (VCAQMD), requires no City fund match and can be used for any public improvement that demonstrates reductions in emissions including commuter and recreational bicycle use.

Bicycle License Fees

At the discretion of local jurisdictions, bicycle license fees and/or additional fees (i.e. special tax, user fee, etc.) on the sale of bicycle equipment can be used to help pay for local improvements to the bicycle system. At the very least these programs can be used to fund a bicycle engraving and registration program which can greatly add to the ability to recover stolen bicycles.

Rule 20A Funds

While most of the utility lines downtown have been placed underground, a few unsightly lines exist along Moorpark Avenue that should be placed underground. The Public Utilities Commission required utility companies to create a fund in each jurisdiction for the purpose of underground the utility lines. Each city adopts a priority list of projects for the use of these funds. The City should review its current list to ensure that the downtown is a priority area for future undergrounding of utilities. It may take several years for the fund to accumulate sufficient monies to allow for pole undergrounding. However, the City may borrow funds from the account for up to five years against future expected monies. If the City chooses to borrow monies from this fund, no other underground projects can be funded during the same time period. The City may also choose to augment Rule 20A funds with other sources, if deemed appropriate.

5.1.2 State Funding Sources

Proposition C Local Return Funds

May be used for public transit projects as well as a broader category of public transit, bikeways, street and road improvements that benefit transit and congestion management activities. Proposition C funds cannot be traded.

Transportation Demand Agency (TDA) Funds

The State Transportation Agency sets aside approximately 2% of all TDA funds for bike improvement projects. In some cases additional funding maybe set aside through this funding course on a case by case basis, depending upon the effectiveness of the bikeway system that is planned. Allocation of these funds requires a competitive forum applicable to all local agencies. This State source of funding could be applied to bikeway projects within the downtown area.

Flexible Congestion Relief (FCR) Program

Available to cities, counties, transit operators, and Cal Trans, FCR funds can be used to fund both commuter and recreational bikeway projects.

State and Local Transportation Partnership Program (SLPP)

These monies are available to any road project being resurfaced using local funds that includes bike lanes. The City is required to front the expenditures, and then can be reimbursed through this Caltrans-administered program. Since Class II bike lanes and Class III bike routes are planned for portions of the

Specific Plan area, these funds may be available to supplement project improvements.

Bicycle Lane Account (BLA) Program

This program makes monies available for planning, design, and construction of bike lanes statewide, this Caltrans-administered program requires a 10% City fund match and the City having an adopted Bikeway Plan. The City does not currently have a comprehensive Bikeway Plan. However, if pursued, these funds may be attainable to fund improvements in the downtown.

Petroleum Violation Escrow Account (PEVA)

This program is funded by fines levied against petroleum producers in the State, and is available to local jurisdictions for projects which demonstrate energy conservation such as bicycle and pedestrian facilities. Project funding must be approved by Caltrans or by special legislation for allocation to local agencies, and is subject to review by the California Energy Commission and U.S. Department of Energy.

Environmental Enhancement Measures (EEM) Fund

EEM monies are another State funding source and are affiliated with the State Highway Account Fund. The EEM funds are set aside for environmental enhancement and are available through a competitive process to various local agencies throughout the State. Projects that are eligible are those which contain environmental elements which will serve to beautify, or environmentally enhance a roadway. Such elements may be landscaping for heat reduction and traffic calming, rubberized asphalt for noise reduction and drainage and runoff systems to help meet NPDES standards, some of these planned improvements could apply to State Route 23 or Moorpark Avenue as a regional arterial through the downtown.

5.1.3 Federal Funding Sources

As of the writing of this Specific Plan, a number of Federal funding sources were identified. The availability and legislative policy framework for identified sources is subject to modification over time.

Inter-modal Surface Transportation Efficiency Act (ISTEA)

This Federal legislation provides California with approximately 200 million dollars over a six-year period for transportation enhancement activities from the ISTEA Act of 1991. Although the ISTEA program itself will be sunseting in 1998, this Federal funding program provides money for transportation enhancement activity such as bike lanes, landscaping, beautification, safety, and assistance in alternative transportation beautification activities. Improvements such as street trees, sidewalks, pedestrian crossing, bike lanes, median landscaping, street repair, intersection signalization, and transit improvements all may be eligible for funding. Caltrans is the agency responsible for allocating funds in California

through this Act. This next calendar year, the Federal Government is revamping the ISTEA program. Called the NEXTEA program, increased funding levels are targeted especially for alternative transportation improvements (bike lanes, public transit, pedestrian enhancement, etc)

ISTEA (NEXTEA) Funding Programs

These programs, which will be reauthorized (and possibly reconfigured) in 1997, currently include:

- **Surface Transportation Improvement Program (STIP):** This competitive program is administered locally by the Ventura County Transportation Commission and approved by Caltrans and the FHWA. Funds are available to local jurisdictions for bikeway improvements and require a 20% City fund match, or no match if the project improves safety.
- **Congestion Management and Air Quality Program (CMAQ):** For non-attainment regions, this program is available for local bikeway projects that serve a primarily transportation purpose.
- **Transportation Enhancement Activities (TEA):** This competitive program is available to local jurisdictions for projects which enhance the transportation environment, including bikeway and streetscape projects. The program is administered locally by the Ventura County Transportation Commission and is approved statewide by the California Transportation Commission (CTC). The program requires a 20% City fund matches.
- **Bridge Replacement and Rehabilitation Program (HBRR):** This program is available to local jurisdictions to assist in the reconstruction of bridges (including bicycle and pedestrian components), and must be approved by the Caltrans Division of Structures and Office of Local Programs. Since no bridges exist in the downtown, this program is probably not available to the City of Moorpark.
- **National Highway System** Available to local jurisdictions for bikeway projects that provide a high degree of safety, this program is administered by Caltrans and requires a 20% City fund match.
- **Scenic Bikeways Program** This Caltrans administered project will be available when TEA funding expires. Since Downtown Moorpark is located in rural Ventura County and State Route 23 is considered a regional commute pattern, it is likely that program criteria could be met and these funds available for project improvements.
- **Office of Traffic Safety** Administered by the State Office of Traffic Safety, this program is available to local jurisdictions for safety program implementation and training, and for identification of highway hazards. The program requires a 25% City funds match.
- **US Department of Agricultural Forest Service Fund** The USDA Forest Service provides funds for a variety of urban and community forest programs. In addition, the Forest Service provides information

on selecting, planting and maintaining trees in stressful urban environments. Because the project involves some landscaping, funding for tree purchase and planting within the downtown may be made available from this program, particularly for installation along Moorpark Avenue.

5.2 Recommended Implementation Programs

This Specific Plan should be viewed as an economic development strategy for downtown Moorpark. Every implementation program is intended to directly or indirectly benefit the downtown. Below are the various implementation programs recommended in this Plan that will spur the downtown business environment. These programs should be implemented on an as-needed basis, as determined by City efforts and policy. For simplicity, these programs have been divided into two categories: A. Economic Development, and B. Promotions and Special Events.

5.2.1 Economic Development Recommended Programs

A. Hire an economic development specialist to support the RDA. The purpose of this new position will be to design, oversee and target potential business to the City, with a specific action to attract users identified in this Plan to the downtown.

Program 1. Work with the Redevelopment Agency and City Council to determine project general fund and RDA funding limits to target the City's ability to hire a new full or part-time position. This position should be funded to assist and supplement the redevelopment manager's responsibilities. Should permanent funding not be available, possibilities for a contract position, dedicating half-time for existing staff or partnering with a local non-profit for services, should be pursued.

B. Implement and monitor the Redevelopment Agency's downtown Business Retention and Attraction Program. If the program remains current and operational, there is up to \$25,000 in loan funds available, amortized at 3% - first participant at the time of Plan Preparation is the Red River Restaurant on High Street.

Program 1. Advertise and promote this new program to downtown merchants/landowners.

Program 2. Monitor this low interest loan program for facade/storefront and interior restoration over a five-year period. If activity is low, evaluate whether additional monetary incentives are needed to prompt participation, or if loan requirements (security, amortization period, etc.) need reevaluation.

Program 3. Initiate a grant program for downtown businesses and property owners for painting, awnings, signs and window displays.

Program 4. Set-up a low interest loan program, similar to the business retention

and attraction program for seismic upgrades/retro fits (although few exist in the downtown).

Program 5. Formalize a program to streamline the permit process and/or reduce permit fees when a new business meets the preferred land use type and goals of this Specific Plan. Components of an ideal incentive program may include:

- Credit toward application and permit fees of up to the cost of redesigning the building.
- Waiver of fees related to a building renovation project that does not result in any increase in FAR (including sewer, water, utility fees, etc.) if they exist.
- Waiver of construction permit and planning fees for replacement buildings that are in full compliance with the Downtown Specific Plan.
- Waiver of sewer and water charges during the construction period, limited to a maximum of 6 months, and not to exceed 6 months of occupied use.
- Simplified process for demolition of non-historic or non-compliance buildings with the intent/design guidelines of the Downtown Specific Plan.
- Differentiation between Level A and B building renovation improvements:

Level A: Cosmetic plant-ons, facade upgrades

Level B: Full structural remodel

Program 6. Formalize a "fee write-down" program for new businesses that meet the preferred land use type and goals of this Specific Plan. This program should grant new business owners a reduction in permitting fees based upon a quantified percentage (10%-20%) of the businesses 5-year projected revenue stream (combination of property tax sales tax, job generation and transit occupancy tax). The projected revenues would be calculated through a simple checklist and permit fees offset by the percentage of revenue anticipated.

C. Solicit new "anchors" to the downtown.

Program 1. Write and issue an RFP for developer participation/sale or lease of the City-owned railroad depot property on High Street, with the preferred uses and urban form combining private businesses with public spaces. Preferred uses include retail commercial, specialty retail, restaurant/dining, transit-dependent, entertainment (i.e. performing arts or classic movie house), and/or civic (post office or civic offices), etc.

Program 2. Devise a sales program for the property, including preparation of a sales brochure on the property and placing the site on the market.

Program 3. Pursue relocating other civic uses to the High Street site (i.e. post office, library, civic offices) and evaluate the possibility of a developer partnership in trade for a guaranteed lease.

Program 4. Should developer interest in the High Street City-owned property be low, or the VCTC decides that use of the right-of-way is not preferred, consideration should be given to the following:

1. Investigate with the banking community the lending feasibility should a developer wish to build-out the property (80-90% coverage) and provide parking off-site. This alternative would require City cooperation to allocate off-site parking to the property.
2. Prepare financial projections for reuse of the site should the VCTC ROW not be obtained, including the following reuse options:
 - Maintain/expand existing lease holds assuming an aggressive solicitation program, and build-out of the property based upon existing legal right.
 - Conventional development of the property outside the right-of-way, assuming on-site parking provided at City ordinance requirements (and lender satisfaction). This option would likely have the site built-out with structures anchoring the ends and a parking lot in the center, facing High St (+/-35% single story site coverage is estimated).
 - Develop the site as a parking lot and park, and increase the downtown FAR's accordingly to absorb the unrealized development potential.
 - Develop the site into a series of "pavilions", a marketplace or mercantile. This alternative would involve strategic and carefully designed and managed semi-permanent structures that could be housed with a range of uses such as; crafts, foods, bath and home, quick print, bookstore, etc. This option would require the City soliciting pre-leases to determine the market and potential lease rates. The intent of this alternative is to provide uses consistent with the community voiced desires for the downtown, but that would not require substantial City investment in construction.

Program 2. Provide a subsidy to attract the preferred uses listed above and/or earmark staff time to develop an incentive based program to entice preferred users.

Program 3. Pursue formal approval from the VCTC for use of the right-of-way for parking and landscaping per the Vision Plan diagram.

Program 4. Work with the land owner of the seven-acre Spring Road property to entice the preferred uses as defined by this Plan. Provisions should be made to streamline the Planned Development permit process that incorporate the elements of this Specific Plan, waiver or reduction of processing/permitting fees, or relax certain development standards if the overall design of the project meets or exceeds the design objectives of his Specific Plan. Incentives that involve the reduction of fees or the relaxation of development standards will need to be considered carefully so that other public objectives are not compromised.

D. Support continued participation in the City Housing Rehabilitation Program.

Program 1. Continue to devote 50% to 100% of a full time equivalent staff member to management of this program.

Program 2. Within a 5-year period, evaluate the annual participation levels of targeted housing in the downtown, and determine if staffing support is sufficient to meet program goals.

Program 3. Upon successful operation of the program for a five-year period, reinstate the \$5,000 grant offering to program participants.

E. Improve public streetscape and other public spaces to help draw people downtown.

One of the primary goals of this Specific Plan is to attract people to the downtown local businesses. To accomplish this, one major goal is to improve the public spaces, namely the streets, the Depot Plaza, the civic facilities and the key gateways into the historic core. Increasing the public spaces provides for new opportunities, such as outdoor dining, picnicking, holding small gatherings/concerts/performances and other special events. The following programs should be pursued either as a whole or incrementally to invest in the success of these important public spaces.

Program 1. Implement streetscape improvements on High Street (crosswalks, bike lane striping, landscaping, furniture, brick banding, gateway signage, etc.).

Program 2. Work with the RDA to solicit a developer to "partner" the improvements to the Depot Plaza.

Program 3. Implement streetscape improvements along Moorpark Avenue (medians, crosswalks, gateway signage, street trees, transit stops, etc.).

Program 4. Conversion of Magnolia Street to a public plaza to be closely coordinated with adjacent landowners and phased with future development of the vacant/underdeveloped properties at the corner of High Street and Magnolia Ave.

Program 5. Consider purchase of the parcels at the corner of Moorpark Avenue and Third Street for community center complex, public spaces or civic uses.

Program 6. Work with the VCTC and Union Pacific to increase visibility/awareness of the Metrolink station and parking lot, through directional signage and promotional programs.

Program 7. Work with Cal Trans to construct freeway signage announcing downtown at the identified locations specified in this Specific Plan.

Program 8. Consider reestablishing the "friendly police presence" on High Street through either one of the following:

- Relocation of the volunteer police resource center (that originally located at the High Street/Moorpark Avenue intersection) to High Street.
- Develop an image building program to promote "safe shopping" in the downtown.
- Locate an agricultural employment kiosk to display employment opportunities in a central, accessible location (Possibly bilingual).

- Appoint a "local safety advisory committee" of local residents/merchants/property owners to address safety issues.
- Designate a (part or full-time) uniformed police/security officer specifically to cover the downtown "beat".
- Develop a cultural arts program, possibly with local youth or school district participation aimed at integrating community based public art into the downtown.
- Develop an apprenticeship program with local youth participation that could offer employment opportunities in civic or special public projects.

F. Continue to provide ample parking and access.

Program 1. Construct downtown entry statements at the three identified locations specified in this Specific Plan.

Program 2. Construct downtown parking lot directional signage as identified in the Specific Plan Vision Plans.

Program 3. Continue to work with the VCTC to advertise use of the Metrolink and plentiful parking availability.

Program 4. Encourage new development to design sites with parking lots behind buildings and easily identified signage to clearly mark public and private parking spaces.

Program 6. As properties develop, the demand for sufficient parking will increase. The City Department of Community Development should re-evaluate the parking supply downtown every 5 years. If the parking needs are not being satisfied, the City should implement the parking management provisions as recommended in Section 3 8 of this Specific Plan.

Program 7. As ridership increases or decreases, the City should work with the VCTC to consider reuse of the Metrolink parking lot on the south side of the railroad tracks. Should peak use not demand all parking spaces provided, partial reuse of this central facility is encouraged.

5.2.2 Promotions and Special Events Recommended Programs

The downtown must develop an identity as a place recognized by the community for being special. In order to succeed, it must be clearly distinct from the other existing and proposed commercial areas of the City. A combination of the programs identified in this Implementation Plan should be pursued to promote the long-term vitality of the downtown. However, this process must also build on the attractive features of the High Street core, including its historical character. The design guidelines of this Plan emphasize Moorpark's historic purpose as a rural, agricultural and early American center, balancing its evolution into the bedroom community that it is today. Using its past as an attraction, the downtown must become the venue for an expanding list of seasonal and other special events. To accomplish this, the City and its residents must invest in not only physical improvements to the downtown, but in promotional campaigns/efforts that reinforce the special character of the downtown. The

following programs are recommended to enhance the downtown image and environment:

Program 1. Invest in downtown promotion and planning through either initiating, promoting or influencing one or a combination of the following:

- Assist and/or fund a portion of the Chamber of Commerce annual budget to promote the downtown image and community events.
- Charge the existing Downtown Merchants Association with local promotion, focused on fundraising efforts to rebuild the downtown image.
- Develop a community-supported logo for downtown, and consider "Shop Moorpark", "Moorpark Beautiful", banner and flag programs, and other local themes/awards programs to recognize downtown efforts and events.
- Hire part-time staff or a consulting firm (advertising) to coordinate downtown promotions and special events and develop a regular event schedule. This could be done as a pilot project for a 5-year period, hopefully resulting in success for downtown merchants/landowners who then could consider organizing into a formal "Business Improvement District" (BID or PBID).
- Establish a downtown BIA (merging the existing Merchant's Association) as a consortium of downtown businesses whose mission is to promote the downtown as a place for business and community activities. The roles of this association will be to guide the efforts of this Plan through a cooperative partnership between the City, Redevelopment Agency and downtown business, and to act as the lead in sponsoring downtown activities.

Program 2. Consider developing a public display of the City's agricultural heritage.

Program 3. Consider setting aside "seed" monies for establishing a historical museum, walking tour or brochure on the City's past.

5.3 Public Streetscape Improvements

The following tables outline in detail the various public streetscape improvements envisioned in the Vision Plans, Figures 8 through 11. These improvements can be phased as the City obtains funding, or as individual parcel development occurs that may influence or participate in the planned improvement. Such elements as entry monument signage, banner signs, street furniture and street trees may be constructed or installed initially in stages, since such improvements do not require substantial road resurfacing, traffic controls and significant capital investment. Other suggested improvements such as Moorpark Avenue median construction, decorative bulbouts and crosswalks, sidewalk banding, etc. will demand a greater degree of merchant participation and capital cost, thus should be planned for accordingly. Plaza improvements could be developed independently by the City, but should be phased to correspond with future development of vacant/underdeveloped parcels so that landowner/developer participation is achieved.

Table 12

MOORPARK				
Preliminary Statement of Probable Cost				
April 10 1997				
Note: The following cost estimate is for preliminary budget purposes only. The cost items do not include general conditions, traffic signalization, drainage, subsurface items, and cost escalation. This estimate is not based on construction documents or detailed design plans but on schematic plans.				
Moorpark Avenue	UNIT	QUANTITY	UNIT COST	EXTENSION
DEMOLITION				
Mobilization	ls			\$29,500.00
Traffic control plan	ls			\$3,500.00
Traffic control	ls			\$16,000.00
Sawcut concrete sidewalk for tree grates	lf	800	\$1.75	\$1,400.00
Sawcut asphalt roadway for crosswalk	lf	1,150	\$2.00	\$2,300.00
Sawcut asphalt roadway for median	lf	1,620	\$2.00	\$3,240.00
Sawcut concrete for accessible ramps	lf	440	\$1.75	\$770.00
Remove concrete sidewalk for tree grates	sf	1,275	\$5.00	\$6,375.00
Remove asphalt roadway for crosswalk	sf	7,020	\$0.75	\$5,265.00
Remove asphalt roadway for median	sf	6,035	\$0.75	\$4,526.25
Remove concrete for accessible ramps (225 sf/ramp)	sf	3,825	\$5.00	\$19,125.00
			SUBTOTAL	\$92,001.25
CONSTRUCTION				
Assemble ramps at crosswalks	ea	17	\$1,000.00	\$17,000.00
Arrow striping (acrylic paint)	ea	16	\$300.00	\$4,800.00
Bike lane logo striping (acrylic paint)	ea	28	\$300.00	\$8,400.00
Bike lane striping (acrylic paint)	lf	2,800	\$0.40	\$1,120.00
Crosswalk adobe-like paving material	sf	5,830	\$11.00	\$64,130.00
Crosswalk concrete banding	sf	1,150	\$5.00	\$5,750.00
Crosswalk striping (acrylic paint)	lf	1,150	\$1.00	\$1,150.00
Median striping (acrylic paint)	lf	1,660	\$0.40	\$664.00
Median curbing	lf	1,620	\$12.00	\$19,440.00
Median nose textured concrete paving	sf	835	\$5.50	\$4,592.50
Parallel parking striping (acrylic paint)	lf	50	\$1.00	\$50.00
Roadway cold milling	sy	8,722	\$7.50	\$65,415.00
Roadway resurfacing (asphalt paving)	sf	78,500	\$0.35	\$27,475.00
Roadway striping (acrylic paint)	lf	960	\$0.40	\$384.00
Tree grates	ea	51	\$600.00	\$30,600.00
			SUBTOTAL	\$250,970.50
SITE ELEMENTS				
Gateway sign	ea	1	\$12,000.00	\$12,000.00
			SUBTOTAL	\$12,000.00
PLANTING				
Median shrubs/groundcover	sf	5,200	\$1.25	\$6,500.00
Median trees (15 gal)	ea	17	\$100.00	\$1,700.00
Street trees in grates (15 gal)	ea	51	\$100.00	\$5,100.00
Soil preparation and fine grading	sf	5,200	\$0.07	\$364.00
Import 6" top soil for all grading areas	cy	21	\$30.00	\$630.00
Mulch (2" layer on all planting areas)	cy	21	\$47.00	\$987.00
90 day maintenance period	sf	5,200	\$0.10	\$520.00
Irrigation (piping, heads)	sf	6,475	\$2.25	\$14,568.75
Controller with enclosure	ea	1	\$4,500.00	\$4,500.00
RP device with enclosure	ea	1	\$3,500.00	\$3,500.00
Meter hook up	ls	1		not included
			SUBTOTAL	\$38,369.75
			Total	\$393,341.50
			15% Contingency	\$59,001.23
			Grand Total	\$452,342.73

MOORPARK**Preliminary Statement of Probable Cost**

April 10 1997

Note: The following cost estimate is for preliminary budget purposes only. The cost items do not include general conditions, traffic signalization, drainage, subsurface items, and cost escalation. This estimate is not based on construction documents or detailed design plans but on schematic plans.

High Street	UNIT	QUANTITY	UNIT COST	EXTENSION
DEMOLITION				
Mobilization	ls			\$40,000.00
Traffic control plan	ls			\$4,000.00
Traffic control	ls			\$18,000.00
Sawcut concrete sidewalk for adobe-like banding	lf	7,871	\$1.75	\$13,774.25
Sawcut asphalt roadway for bulb-outs	lf	770	\$2.00	\$1,540.00
Sawcut asphalt roadway for crosswalk	lf	3,270	\$2.00	\$6,540.00
Sawcut concrete for comer planter	lf	70	\$1.75	\$122.50
Sawcut concrete for accessible ramps	lf	450	\$1.75	\$787.50
Remove concrete sidewalk for adobe-like banding	sf	7,871	\$5.00	\$39,355.00
Remove adphalt for bulb-outs	sf	4,050	\$0.75	\$3,037.50
Remove asphalt roadway for crosswalk	sf	7,280	\$0.75	\$5,460.00
Remove concrete for comer planter	sf	350	\$5.00	\$1,750.00
Remove concrete for accessible ramps (225 sl/ ramp)	sf	1,200	\$5.00	\$6,000.00
			SUBTOTAL	\$140,366.75
CONSTRUCTION				
Assemble ramps from sidewalk to crosswalks	ea	13	\$1,000.00	\$13,000.00
Arrow striping (acrylic paint)	ea	16	\$300.00	\$4,800.00
Bike lane logo striping (acrylic paint)	ea	12	\$300.00	\$3,600.00
Bike lane striping (acrylic paint)	lf	2,200	\$0.40	\$880.00
Bulb-out adobe-like paving	sf	540	\$5.50	\$2,970.00
Bulb-out concrete w/ reinforcing and driveway	sf	200	\$4.00	\$800.00
Bulb-out curb and gutter	lf	770	\$14.00	\$10,780.00
Crosswalk adobe-like paving material	sf	3,830	\$11.00	\$42,130.00
Crosswalk concrete banding	sf	730	\$5.00	\$3,650.00
Crosswalk concrete slab	sf	540	\$5.00	\$2,700.00
Crosswalk striping (acrylic paint)	lf	730	\$1.00	\$730.00
Parallel parking striping (acrylic paint)	lf	1,150	\$1.00	\$1,150.00
Roadway cold milling	sy	10,600	\$7.50	\$79,500.00
Roadway resurfacing (asphalt paving)	sf	95,400	\$0.35	\$33,390.00
Roadway striping (acrylic paint)	lf	230	\$0.40	\$92.00
Sidewalk adobe-like banding	lf	7,871	\$5.50	\$43,290.50
			SUBTOTAL	\$243,462.50
SITE ELEMENTS				
Benches (6' Cambridge Lionshead)	ea	5	\$800.00	\$4,000.00
Bike racks	ea	2	\$625.00	\$1,250.00
Gateway monument sign (in median)	ea	2	\$12,000.00	\$24,000.00
Parking directory sign (in median)	ea	2	\$350.00	\$700.00
Flagpoles with flags in comer planter	ea	2	\$3,000.00	\$6,000.00
Public art (in median)	ea	1		not included
Drive-up mailbox	ea	2		not included
Wrought iron fencing (4' tall)	lf	170	\$25.00	\$4,250.00
Trash receptacle (Cambridge Lionshead)	ea	1	\$900.00	\$900.00
Recycling receptacle (Cambridge Lionshead)	ea	1	\$900.00	\$900.00
			SUBTOTAL	\$42,000.00

PLANTING				
Bulb-out shrubs/ groundcover	sf	4,050	\$1.25	\$5,062.50
Bulb-out trees (15 gal)	ea	3	\$100.00	\$300.00
Bulb-out trees near Magnolia Ct (24" box)	ea	4	\$300.00	\$1,200.00
Shrubs in circular corner planter	sf	350	\$1.25	\$437.50
Accent groundcover by gateway sign	sf	120	\$1.25	\$150.00
Accent groundcover on corner	sf	420	\$1.25	\$525.00
Large trees in bulb-out by crosswalk (24" box)	ea	4	\$300.00	\$1,200.00
Soil preparation and fine grading	sf	14,141	\$0.07	\$989.87
Import 6" top soil for all planting areas	cy	58	\$30.00	\$1,740.00
Mulch (2" layer on all planting areas)	cy	58	\$47.00	\$2,726.00
90 day maintenance period	sf	14,141	\$0.10	\$1,414.10
Irrigation (piping, heads)	sf	14,141	\$2.25	\$31,817.25
Controller with enclosure	ea	1	\$4,500.00	\$4,500.00
RP device with enclosure	ea	1	\$3,500.00	\$3,500.00
Meter hook up	ls	1		not included
			SUBTOTAL	\$55,562.22
			Total	\$481,391.47
			15% Contingency	\$72,208.72
			Grand Total	\$553,600.19

MOORPARK**Preliminary Statement of Probable Cost**

April 10 1997

Note: The following cost estimate is for preliminary budget purposes only. The cost items do not include general conditions, traffic signalization, drainage, subsurface items, and cost escalation. This estimate is not based on construction documents or detailed design plans but on schematic plans.

Magnolia Court	UNIT	QUANTITY	UNIT COST	EXTENSION
DEMOLITION				
Mobilization	ls			\$17,300.00
Demolition of existing concrete, curb and asphalt paving	sf	12,580	\$2.00	\$25,160.00
Removal of existing concrete, curb and asphalt paving	sf	12,580	\$4.00	\$50,320.00
			SUBTOTAL	\$92,780.00
CONSTRUCTION				
Site preparation				
Adobe-like brick paving	sf	12,580	\$5.50	\$69,190.00
Circular concrete accent	sf	255	\$5.00	\$1,275.00
Raised planter seatwalls (18" high)	lf	230	\$50.00	\$11,500.00
Tree Grates	ea	12	\$600.00	\$7,200.00
			SUBTOTAL	\$89,165.00
SITE ELEMENTS				
Benches (6" Cambridge Lionshead)	ea	7	\$800.00	\$5,600.00
Bike racks	ea	1	\$625.00	\$625.00
Bollards	ea	5	\$660.00	\$3,300.00
Drinking Fountain	ea	1	\$3,500.00	\$3,500.00
Hanging banners	ea	9	\$400.00	\$3,600.00
Kiosk	ea	1	\$8,000.00	\$8,000.00
Planter pots (square Cambridge Lionshead)	ea	8	\$1,000.00	\$8,000.00
Trash container (Cambridge Lionshead)	ea	3	\$900.00	\$2,700.00
Recycling container (Cambridge Lionshead)	ea	3	\$900.00	\$2,700.00
			SUBTOTAL	\$38,025.00
PLANTING				
Shrubs/ flowers in planter pots	sf	72	\$2.75	\$198.00
Shrubs/ groundcover in raised planters	sf	500	\$1.25	\$625.00
Trees in planters (15 gal)	ea	5	\$100.00	\$500.00
Trees in grates (15 gal)	ea	12	\$100.00	\$1,200.00
Soil preparation and fine grading	sf	572	\$0.07	\$40.04
Import 6" top soil for all planting areas	cy	2	\$30.00	\$60.00
Mulch (2" layer on all planting areas)	cy	2	\$47.00	\$94.00
90 day maintenance period	sf	572	\$0.10	\$57.20
Irrigation (piping, heads)	sf	872	\$2.25	\$1,962.00
Controller with enclosure	ea	1	\$4,500.00	\$4,500.00
RP device with enclosure	ea	1	\$3,500.00	\$3,500.00
Meter hook up	ls	1		not included
			SUBTOTAL	\$12,736.24
Total				\$232,706.24
15% Contingency				\$34,905.94
Grand Total				\$267,612.18

MOORPARK

Preliminary Statement of Probable Cost

April 10 1997

Note: The following cost estimate is for preliminary budget purposes only. The cost items do not include general conditions, traffic signalization, drainage, subsurface items, and cost escalation. This estimate is not based on construction documents or detailed design plans but on schematic plans.

High Street Plaza	UNIT	QUANTITY	UNIT COST	EXTENSION
DEMOLITION				
Mobilization	ls			\$19,650.00
			SUBTOTAL	\$19,650.00
CONSTRUCTION				
Site preparation				
Adobe-type brick paving	sf	7,600	\$10.00	\$76,000.00
Concrete or brick paths	sf	6,600	\$5.00	\$33,000.00
Restroom				not included
			SUBTOTAL	\$109,000.00
SITE ELEMENTS				
Benches (6' Cambridge Lionshead)	ea	24	\$800.00	\$19,200.00
Bike racks	ea	2	\$625.00	\$1,250.00
Bandstand	ea	1	\$35,000.00	\$35,000.00
Trash container (Cambridge Lionshead)	ea	4	\$900.00	\$3,600.00
Recycling container (Cambridge Lionshead)	ea	4	\$900.00	\$3,600.00
Planter pots (Square Cambridge Lionshead)	ea	10	\$1,000.00	\$10,000.00
Drinking fountain	ea	1	\$3,500.00	\$3,500.00
			SUBTOTAL	\$76,150.00
PLANTING				
Shrubs/flowers in planter pots	sf	90	\$2.75	\$247.50
Trees (15 gal)	sf	20	\$100.00	\$2,000.00
Sod	sf	12,000	\$0.75	\$9,000.00
Shrubs/groundcover	ea	3,500	\$1.25	\$4,375.00
Large trees by bandstand (36" box)	ea	2	\$500.00	\$1,000.00
24" box tree	ea	6	\$300.00	\$1,800.00
Soil preparation and fine grading	sf	12,020	\$0.07	\$841.40
Import 6" top soil for all grading areas	cy	49	\$30.00	\$1,470.00
Mulch (2" layer on all planting areas)	cy	49	\$47.00	\$2,303.00
90 day maintenance period	sf	12,020	\$0.10	\$1,202.00
Irrigation (piping, heads)	sf	12,320	\$2.25	\$27,720.00
Controller with enclosure	ea	1	\$4,500.00	\$4,500.00
RP device with enclosure	ea	1	\$3,500.00	\$3,500.00
Meter hook up	ls	1		not included
			SUBTOTAL	\$59,958.90
Total				\$264,758.90
15% Contingency				\$39,713.84
Grand Total				\$304,472.74

MOORPARK

Preliminary Statement of Probable Cost

April 10 1997

Note: The following cost estimate is for preliminary budget purposes only. The cost items do not include general conditions, traffic signalization, drainage, subsurface items, and cost escalation. This estimate is not based on construction documents or detailed design plans but on schematic plans.

Moorpark Avenue	\$452,342.73
High Street	\$553,600.19
Magnolia Court	\$267,612.18
High Street Plaza	\$304,472.74

Grand Total for all public improvements	\$1,578,027.84
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5.4 Specific Plan Administration, Adoption and Amendments

This section of the Downtown Specific Plan describes the process, procedures and criteria for administration, adoption and amendments to the Downtown Specific Plan.

5.4.1 Specific Plan Administration

The Moorpark Community Development Department is responsible for the administration, implementation, and enforcement of this Specific Plan. The Community Development Director is responsible for making the determination of whether an amendment to the Specific Plan text or maps is needed. Amendment procedures are described below.

5.4.2 Specific Plan Adoption

The Specific Plan was adopted by City Council Resolution. Adoption of this Specific Plan involved City Council approval of a General Plan Amendment (text and map). Upon adoption, the Specific Plan, Mitigated Negative Declaration and Mitigation Monitoring Plan established the land use and zoning for the downtown. An ordinance amendment was prepared to supplement the City Zoning Code. This ordinance set forth text and map zoning amendments for establishing new zones, specific site development standards and allowable uses for the downtown. The City Council adopted this enabling ordinance as a part of the City Zoning Code. In the event that any regulation, condition, program, or portion of this Specific Plan is held invalid or unconstitutional by a California or Federal Court of competent jurisdiction, such portions shall be deemed separate, distinct, and independent provisions, and the invalidity of such provisions shall not affect the validity of the remaining portions of the Specific Plan.

5.4.3 Specific Plan Amendments

Over time, sections of the Downtown Specific Plan may need to be revised, as economic conditions or City needs indicate. Proposals to amend the Downtown Specific Plan must be accompanied by detailed information to document the change requested. The request should include revised Specific Plan text and revised Land Use and Zoning diagrams, where relevant, depicting the amendment desired. The applicant should indicate the economic, social or technical issues that generate the need to amend the Specific Plan. When applicable, any proposal to amend the Specific Plan must be accompanied by studies that analyze the amendments potential effects. City staff is responsible for review of all submitted information in support of the amendment request, and will determine whether the proposed amendment is both consistent with the General Plan and can be supported by the conclusions of the supplemental studies, if needed. Both the Planning Commission and City Council must hold public hearings on the Specific Plan amendment, in accordance with Section 65453 of the State Government Code. Amendments to any new land use, zone,

site development standards or allowable uses as prescribed by the Specific Plan enabling ordinance (which has been adopted by City Municipal Code) shall be adopted by ordinance. All other amendments shall be adopted by City Council Resolution. Adoption of any proposed amendment to this Plan shall include the determination of the following findings:

- A. Changes that have occurred in the community since the approval of the original Specific Plan which warrant approving the proposed amendment.
- B. The proposed amendment is consistent with the City of Moorpark General Plan.
- C. The proposed amendment will result in a benefit to the area within this Specific Plan.
- D. The proposed amendment will not result in any unmitigated impact to adjacent properties.
- E. The proposed amendment will enable efficient and less costly delivery of necessary services and/or public facilities to the population within the area of this Specific Plan.

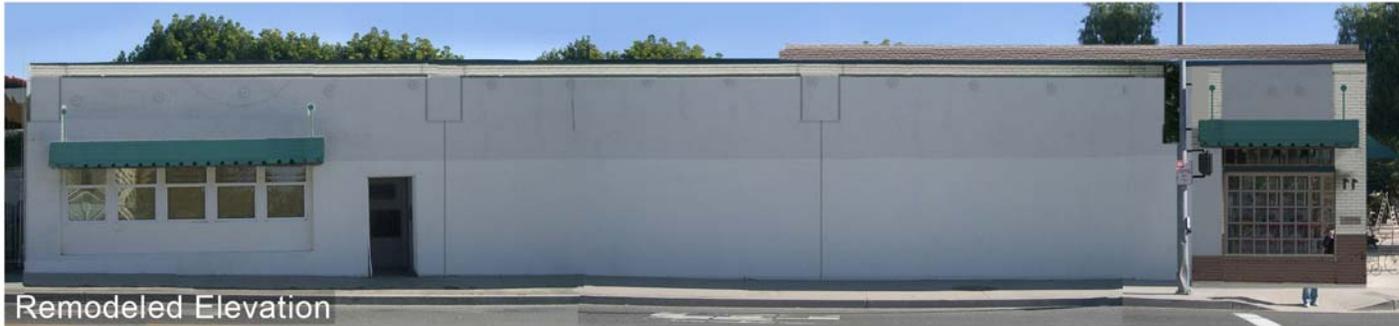
Amendments to the Specific Plan are subject to additional CEQA review.

EXHIBIT 2

NORTH SIDE OF HIGH STREET BETWEEN MOORPARK AVENUE AND WALNUT STREET



EASTSIDE OF MOORPARK AVENUE, NORTH OF HIGH STREET



NORTH SIDE OF HIGH STREET BETWEEN WALNUT STREET AND BARD STREET



NORTH SIDE OF HIGH STREET BETWEEN BARD STREET AND MAGNOLIA STREET



NORTH SIDE OF HIGH STREET AT SPRING ROAD



SOUTHSIDE OF HIGH STREET, WEST OF SPRING ROAD



WESTSIDE OF MOORPARK AVENUE AT POINDEXTER AVENUE



SOUTHWEST CORNER OF MOORPARK AVENUE AND POINDEXTER AVENUE



WESTSIDE OF MOORPARK AVENUE BETWEEN SECOND STREET AND THIRD STREET



WESTSIDE OF MOORPARK AVENUE AT LASSEN AVENUE



EASTSIDE OF MOORPARK AVENUE, NORTH OF FIRST STREET



EASTSIDE OF MOORPARK AVENUE, SOUTH OF FIRST STREET

