



CLEARWATER

SPECIFIC PLAN



Public Meeting #1

February 8th, 2024



With: EPS, JMD, Ganddini Group



Agenda

Presentation

6-6:30pm

- Introductions
- Specific Plan Overview
- Project Area Introduction
- Existing Conditions
- Community Input
- Case Studies and Alternatives Analysis

Open House

6:30-8pm

- Q+A Session at Posters
- Provide feedback on posters

Introductions

City of Paramount

- John Carver, Planning Director
- John King, Assistant Planning Director
- Sol Bejarano, Management Analyst
- Ivan Reyes, Associate Planner

MIG

- Jose Rodriguez, Project Manager
- Alfonso Ramirez, Planner

Technical Consultants

- EPS - Economics
- JMD - Infrastructure
- Ganddini Group - Mobility

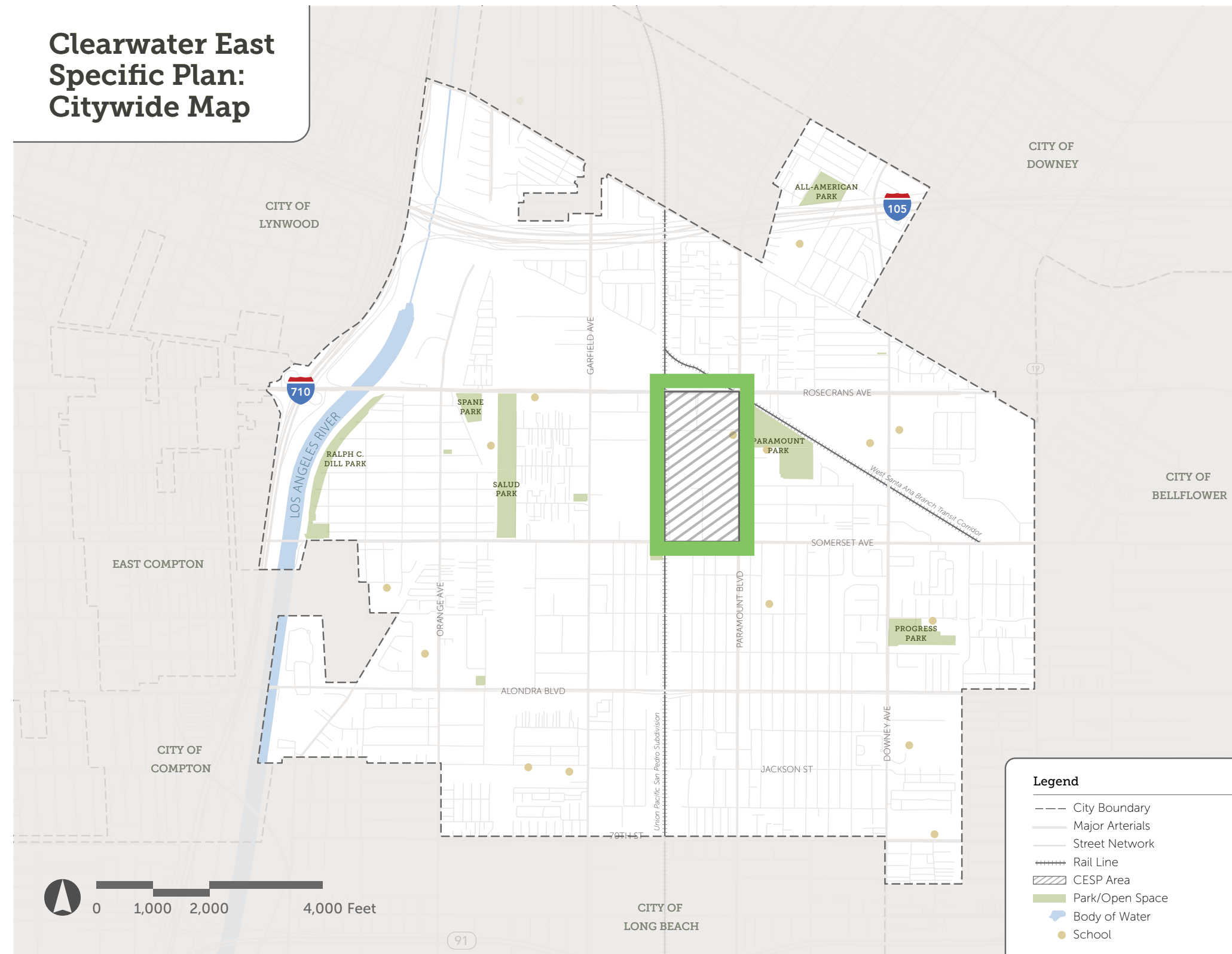


What is a Specific Plan?

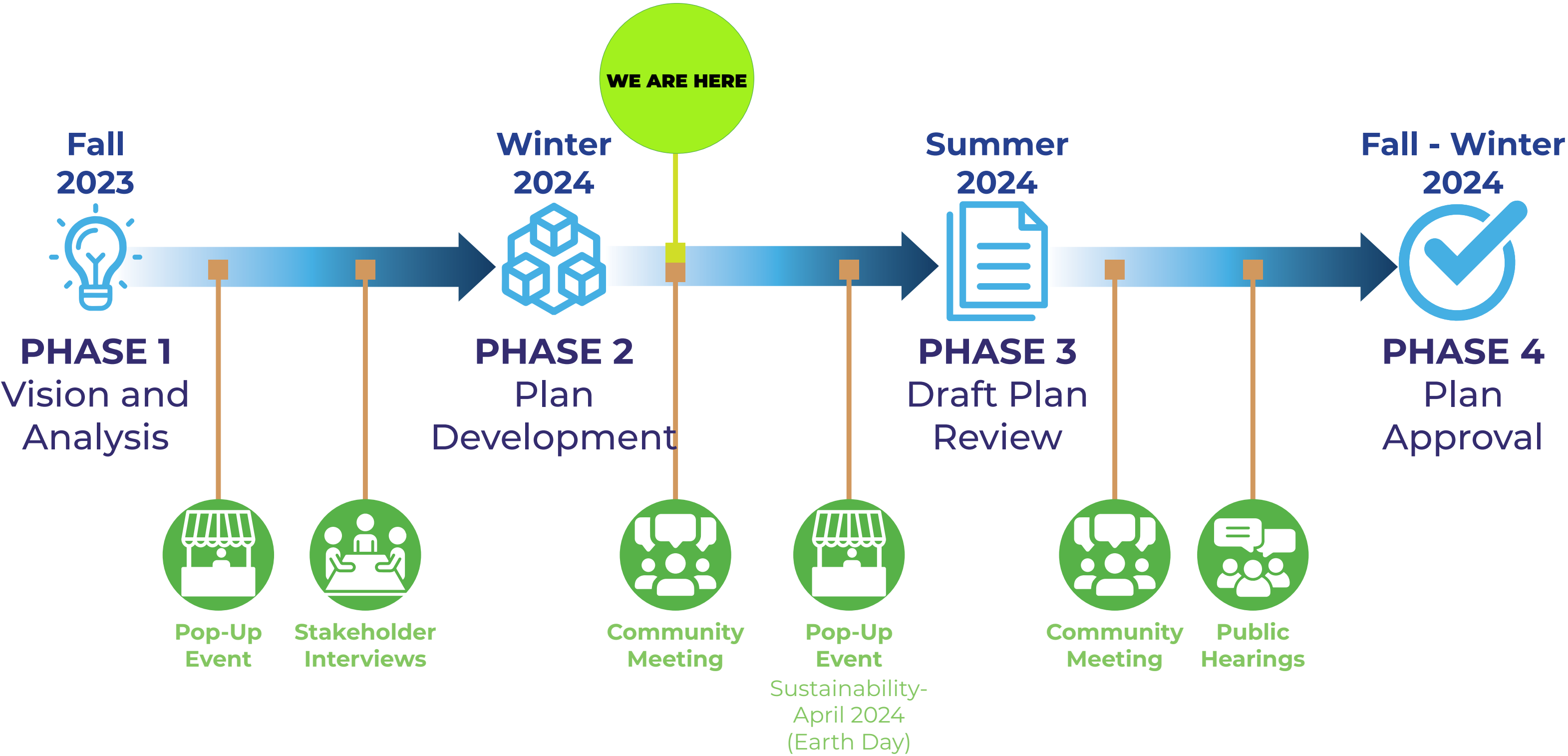
A Specific Plan is a document that provides detailed instructions on how to develop a particular area, such as a neighborhood or corridor.

The Specific Plan may define:

- The types of buildings that can be built
- The height and density of development
- The design of public spaces
- Transportation and parking requirements,
- and other details that help cultivate a sense of community.



Project Timeline



Clearwater Specific Plan Area

Bounded By:

- North - Rosecrans
- East - Paramount
- South - Somerset
- West - Rail Lines



Planning Context



Clearwater Specific Plan

Plan for future Light Rail

West Santa Ana Branch (WSAB)

Planned development of a Light Rail Station at Paramount/Rosecrans with construction expected to start in 2028

Station Area Vision Plan

Completed 2019



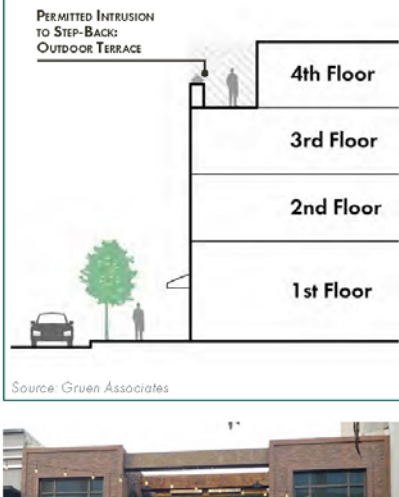
4.3.1 MASSING

A. Upper Story Step-backs.

1. **Maximum Stories without Step-back.** No building shall be erected within the SPA which has 3 or more of stories without providing a floor step-back at all stories above the third story.
2. **Minimum Required Step-back Depths.** Building stories above the maximum number of permitted stories without a step-back shall apply the following minimum step-back depths along the respective frontages as measured from the outermost edge of the building facade associated with the topmost story without street step-back:

Street Frontage	Minimum Step-back Depth	Minimum % of Building Façade
Paramount Boulevard	10 ft min	85%
Rosecrans Avenue	10 ft min	85%
Other Roadways	10 ft min	100%

FIGURE 4.2 - ILLUSTRATION OF UPPER STORY STEP-BACKS



Clearwater Specific Plan

Update Zoning for New Development

General Plan Housing Element (2022)

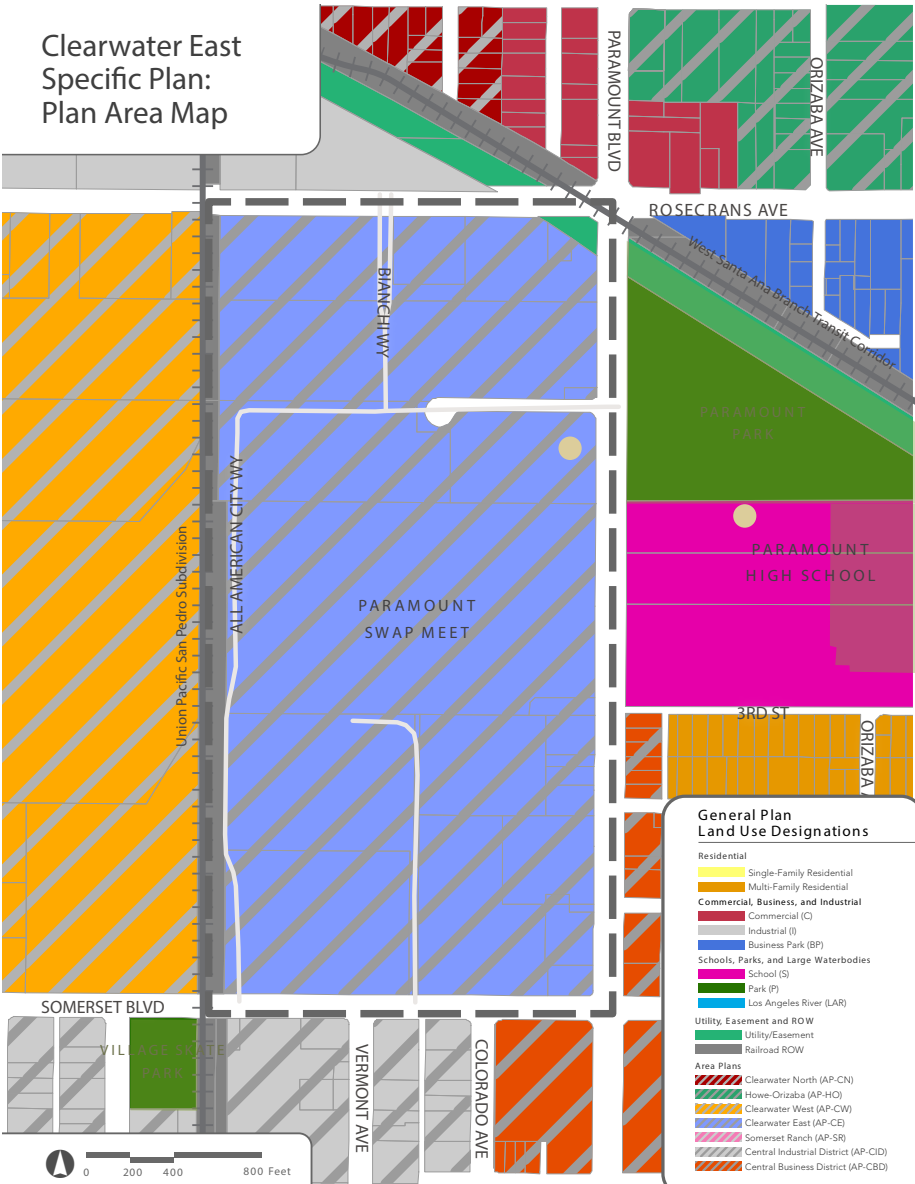
Identifies locations for new housing

North Paramount Gateway Specific Plan

Updates zoning for new housing

Existing Conditions

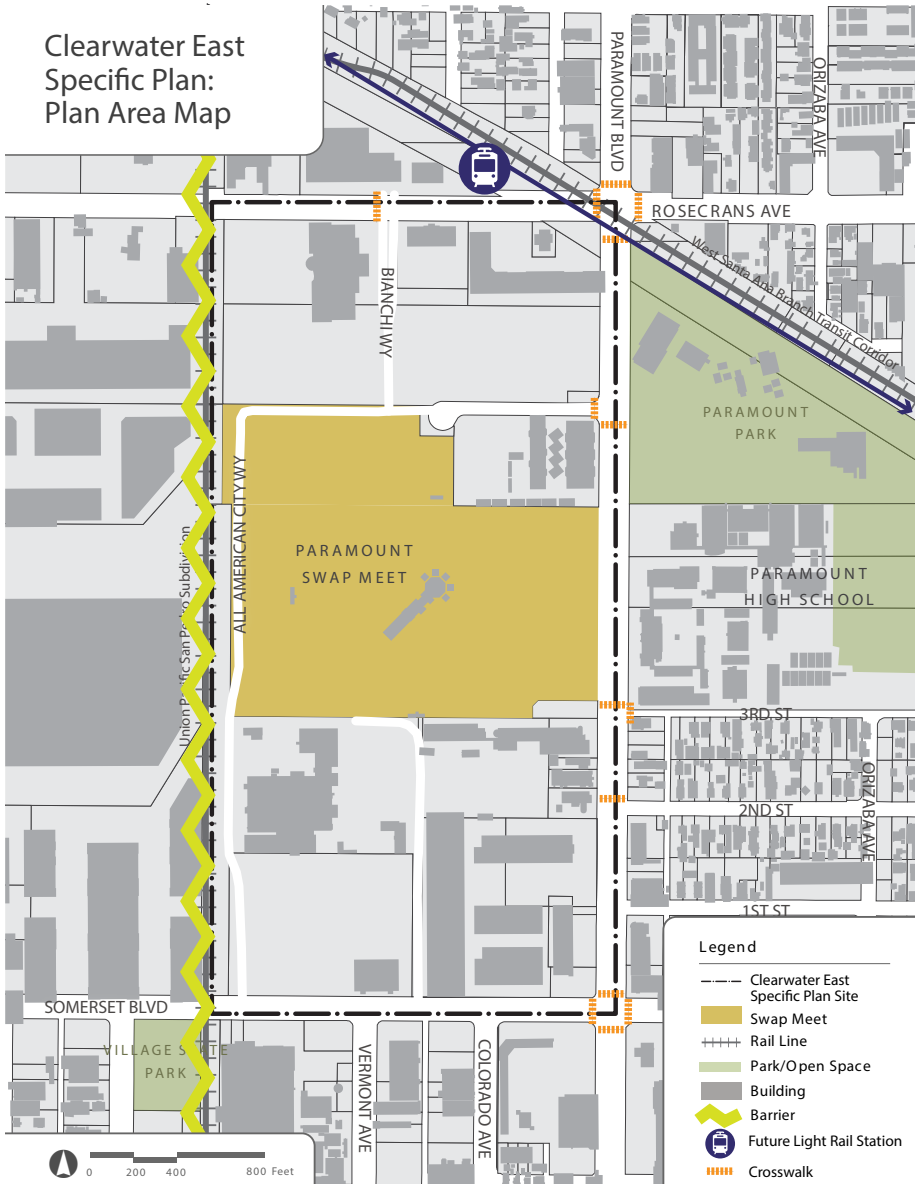
Land Use



Open Spaces and Public Facilities



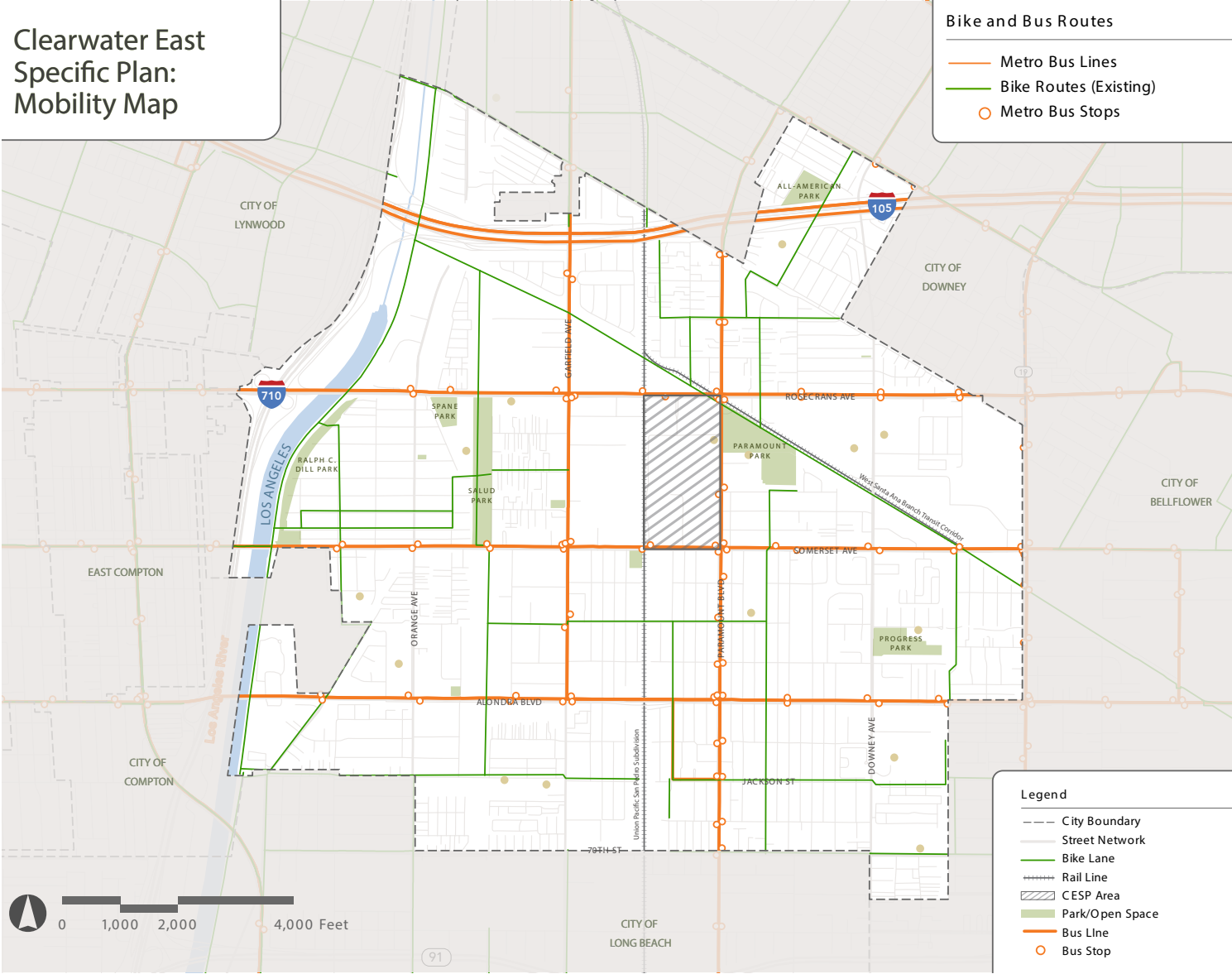
Opportunities / Constraints



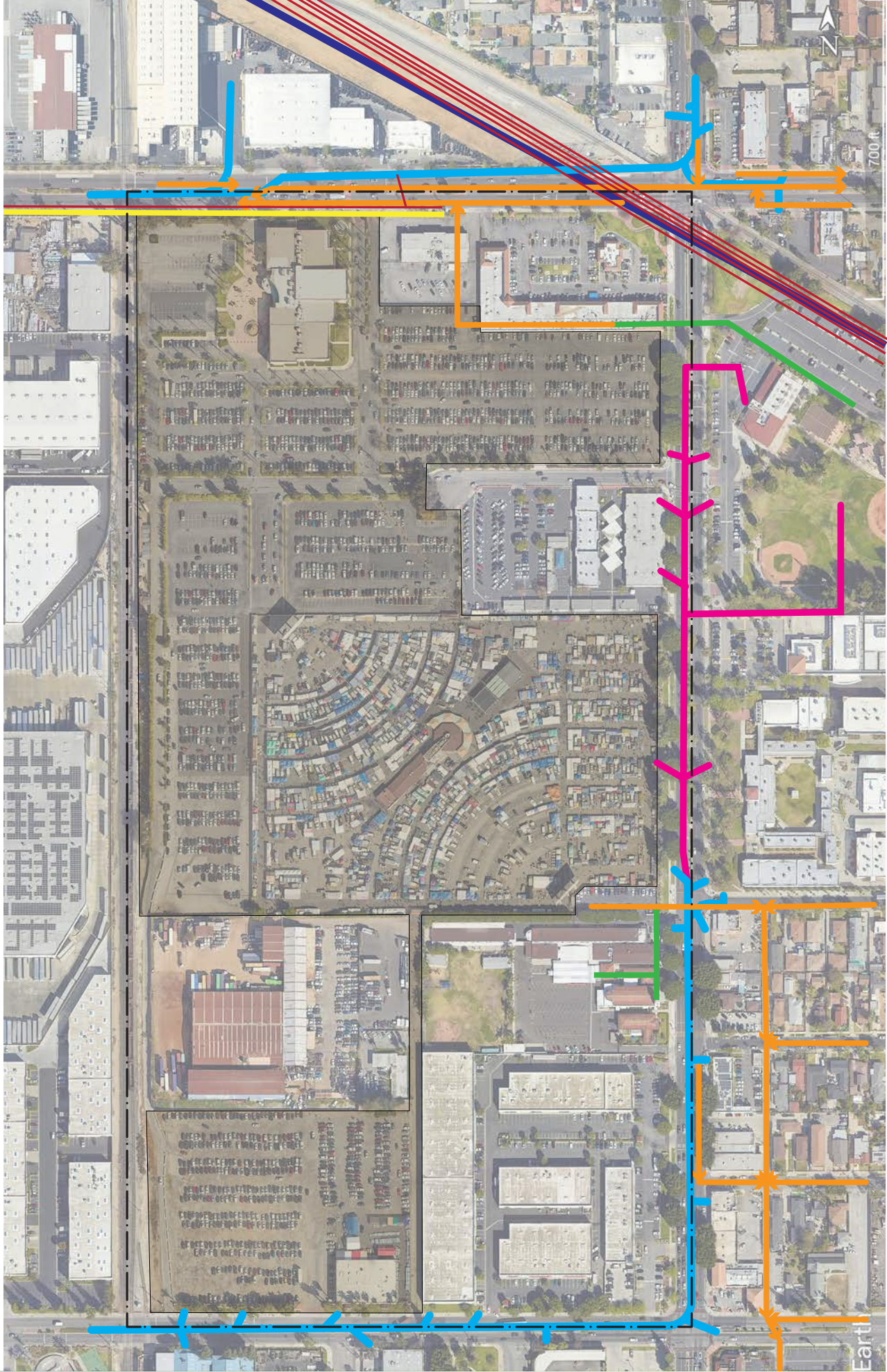
Existing Conditions

Mobility

Clearwater East
Specific Plan:
Mobility Map



Infrastructure



Existing Conditions

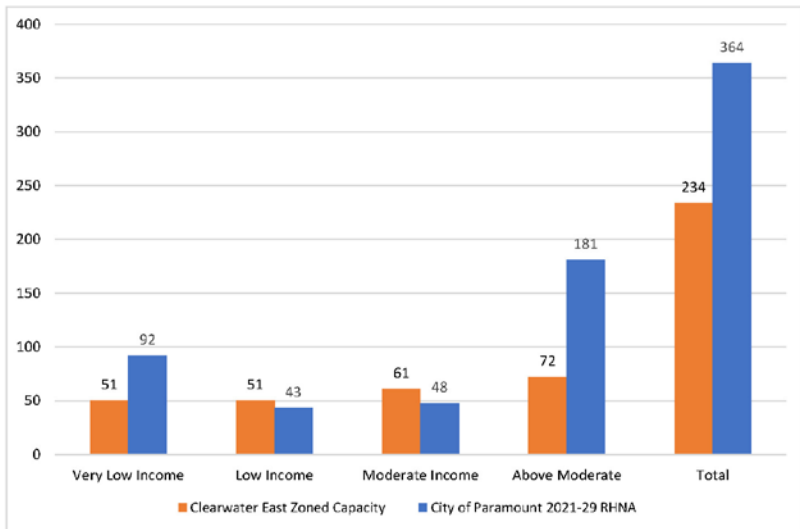
Economics and Demographics

SPECIFIC PLAN TRADE AREA



- Defines most relevant and competitive geography affecting future market prospects
- Includes all or portions of Bellflower, Compton, Downey, Long Beach, Lynwood, Paramount, and South Gate

GENERAL PLAN HOUSING ELEMENT



Source: City of Paramount, EPS

The City's
2021-2029
Needs Assessment
= 364 units

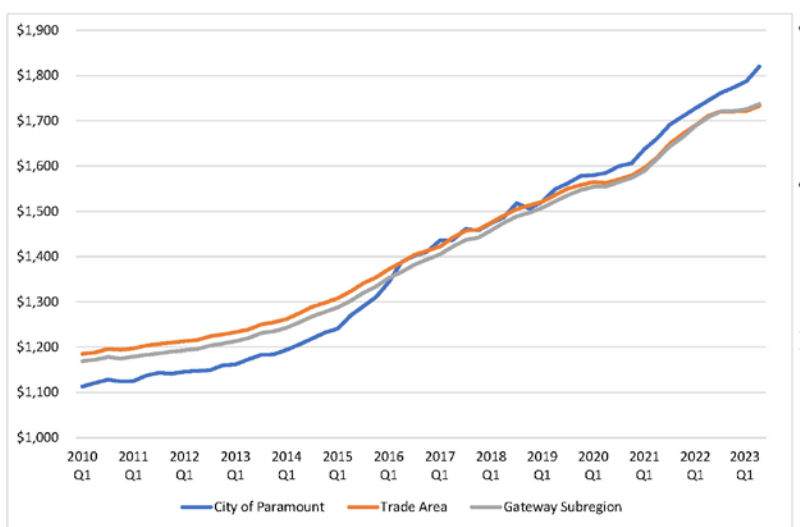
POPULATION AND HOUSEHOLDS – HISTORIC TRENDS

Item	City	Trade Area	Subregion
Population			
2010	54,071	965,237	1,782,528
2021	53,904	970,415	1,785,390
% Growth	-0.3%	0.5%	0.2%
Households			
2010	13,872	295,978	530,318
2021	14,347	306,600	541,305
% Growth	3.4%	3.6%	2.1%

Source: ACS, ESRI BAO, EPS

- Between 2010–2021, population of City and surrounding region stayed relatively stable.
- Number of households increased in same time period, suggesting trend towards smaller household sizes.
- Growth in smaller and younger households suggest demand for range of unit sizes and tenure types.

AVERAGE ASKING RENTS



- Average asking rent for all geographies trended upward over past decade.
- Growth in City's average rents outpaced Trade Area and Subregion.
- Slow growth in rental supply relative to demand driving rental rates up, mirroring regional trends.

RETAIL INVENTORY AND PERFORMANCE

Item	City	Trade Area	Subregion
Inventory (sq. ft. as of Q2 2023)	1,935,491	38,005,596	84,509,731
Share of Trade Area	5%	N/A	N/A
Share of Subregion	2%	45%	N/A
Deliveries since Q1 2010 (sq. ft.)	39,999	2,265,368	3,756,953
% of Total Inventory	0.8%	6.0%	4.4%
Vacancy	2.0%	3.5%	4.2%
Annual Rent (per sq. ft.)	\$17.25	\$28.13	\$26.04

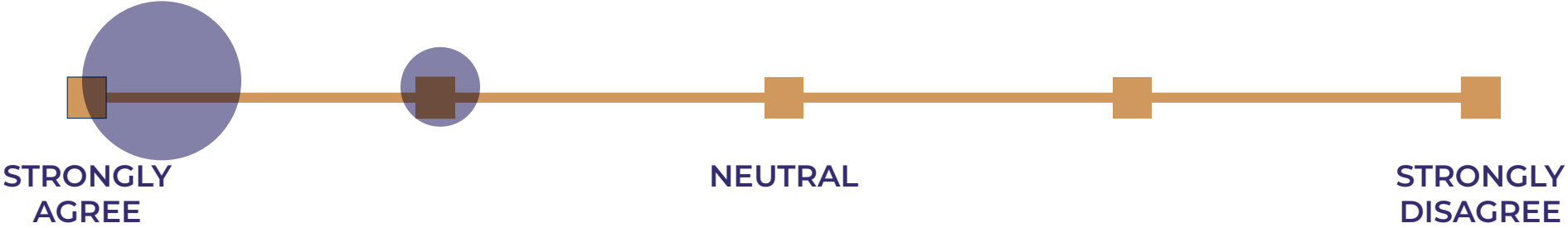
OFFICE INVENTORY AND PERFORMANCE

Item	City	Trade Area	Subregion
Inventory (sq. ft. as of Q2 2023)	438,961	22,133,284	37,619,322
Share of Trade Area	2%	N/A	N/A
Share of Subregion	1%	59%	N/A
Deliveries since Q1 2010 (sq. ft.)	2,580	1,935,716	2,401,045
% of Total Inventory	0.6%	8.7%	6.4%
Vacancy	4.0%	12.0%	4.8%
Annual Rent (per sq. ft.)	\$21.75	\$30.21	\$29.11

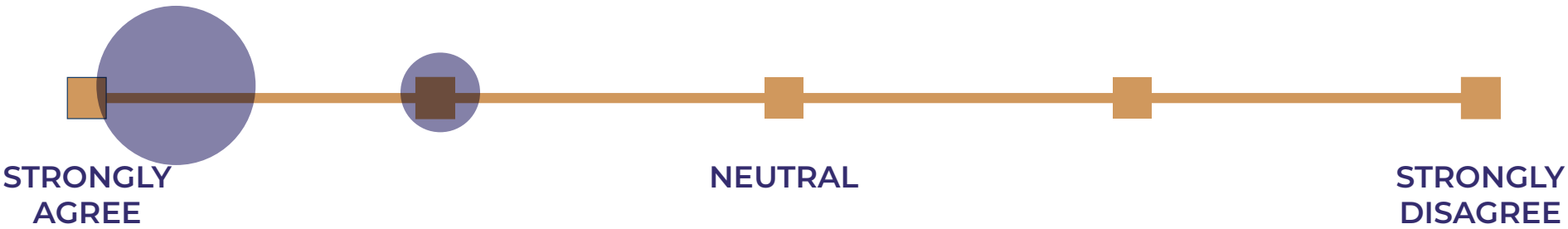
Community Feedback



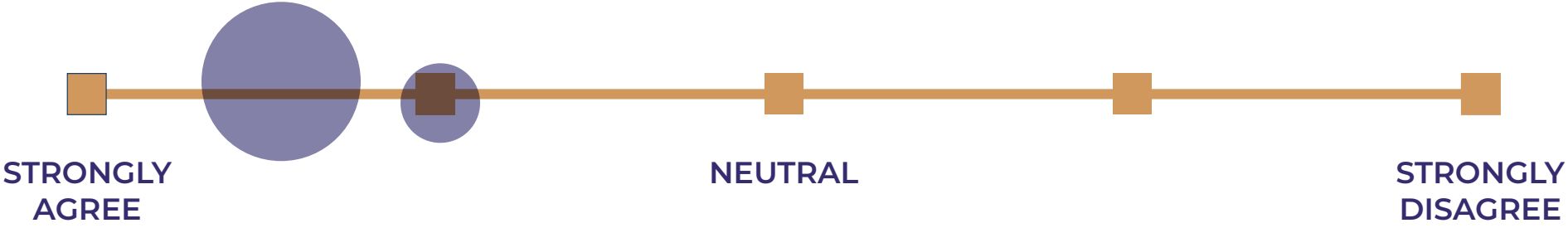
Town Center — Would you like to see a fun vibrant “downtown” area with diverse shopping, dining, and entertainment?



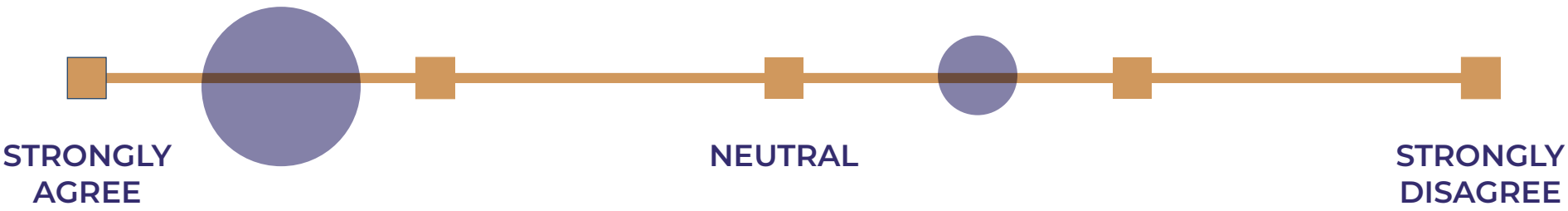
Open Space — Would you like to see more parks, trails, open and natural spaces, recreational opportunities, and public events?



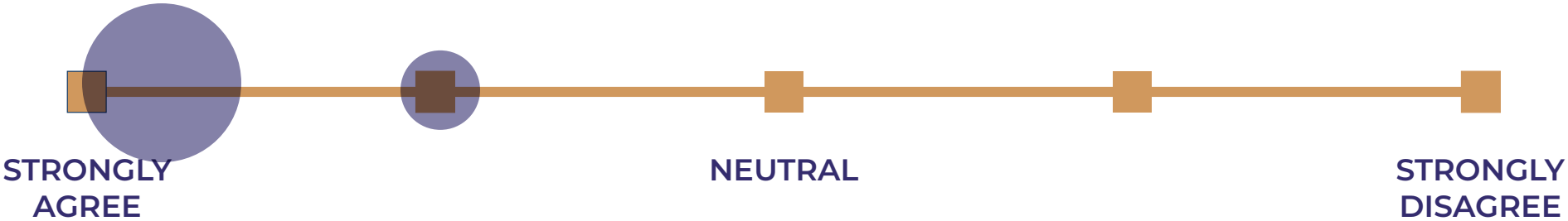
Mobility — Would you like to see safer and more convenient roads and sidewalks for vulnerable road users?



Housing — Would you like to see more housing types are needed to accommodate a wide range of incomes and living situations?

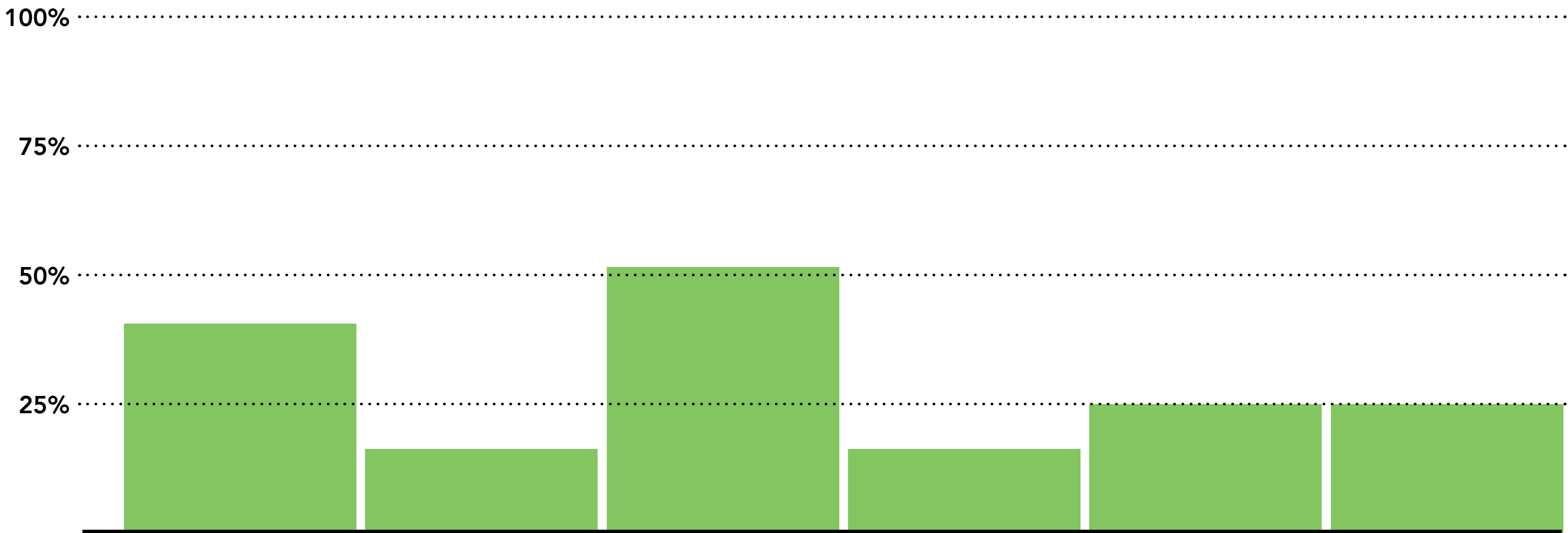


Sustainability — Would you like to see design elements incorporated into the plan to maximize sustainability?



Community Feedback

Where do you like to visit and/or what is a good precedent for Paramount?



Americana, Glendale



2nd and PCH
(Long Beach)



Long Beach Exchange



Bella Terra,
Huntington Beach



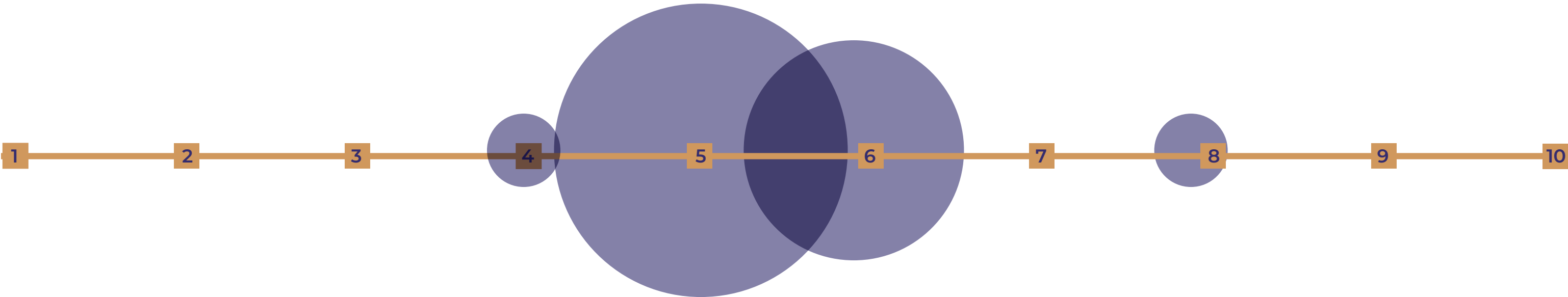
Downtown Downey



SteelCraft, Bellflower

Community Feedback

What would you like to see for the future of the Swap Meet?



1 =
Preserve all of the
Swap Meet



5 =
Keep some of Swap
Meet and redevelop
some areas



10 =
Redevelop all of the
Swap Meet Site

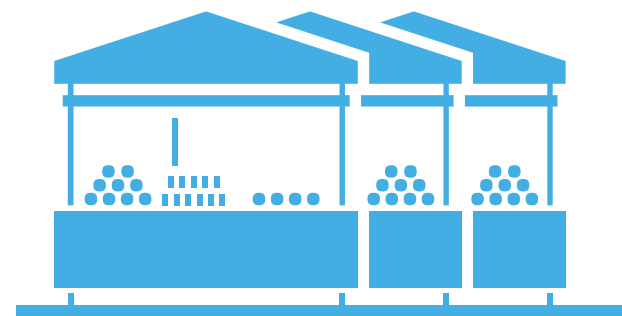
Community Feedback



Want more housing and want housing to be more affordable.



Want a variety of entertainment options they don't need to go to other cities for.



Want to keep the Swap meet, but also like to see it improved.



Improve overall safety and ability to walk around in the City for families

Case Study Analysis

Clearwater Site
Paramount, CA



Amenities Checklist:

• Car Wash Services	
• Dining (Outdoor Dining)	
• Entertainment	X
• Family-friendly Activities	X
• Free Wi-Fi	
• Pop-Ups Kiosks	X
• Public Art/ Installations	
• Public Spaces	X
• Shopping	X
• Within .5 Miles of Public Transit	X

Potential Housing Units (per Housing Element)



234 units at 22 units/acre capacity using only surface parking areas

Approximately 21.18 acres of surface area parking space



Current Tenants:



Bianchi Theatres



Rosecrans/Paramount Plaza



Paramount Swap Meet



Paramount Adult School



Our Lady of Rosary Parish




Somerset Business Park



Honeybee International

The Americana at Brand Glendale, CA



Start of
Construction:
2006


Year Built:
Opened on
May 6, 2008


Development
Cost:
Over \$400 Million



Quick Stats:

Housing Units:

4 distinct mixed-use
building complexes, with
a total of 242 units

**Number Buildings and
Building Heights:**
5 Buildings (includes
parking garage)


Tallest Building
Height: 6 stories

**Over 3,000
Parking Stalls**
(private parking for
residents included)




Open Space Acres

Tree-lined "Great Lawn",
and a 2-acre European-
inspired park

**900, 000 square
feet of retail**

**Approximately
75 Retail Tenants**


**Open Space
Programming:**

- Tuesday at the Green (daytime live music, story time, arts and crafts)
- Movie Nights at the Lawn
- Variety of Seasonal Events (Easter, Santa Workshops)
- Car Shows, Fitness Classes, etc.
- Cultural Celebrations

Amenities Checklist:

• Car Wash Services	X
• Dining (Outdoor Dining)	X
• Entertainment	X
• Family-friendly Activities	X
• Free Wi-Fi	X
• Pop-Ups Kiosks	X
• Public Art/ Installations	X
• Public Spaces	X
• Shopping	X
• Within .5 Miles of Public Transit	X

List of Key Tenants:

Apparel/Fashion-

- Nordstrom
- Banana Republic
- H&M
- Nike

Beauty-

- Sephora
- MAC Cosmetics

Home-

- Crate and Barrel
- Pottery Barn
- Willaims-Sonoma

Entertainment-

- AMC Theater

Restaurants-

- The Cheesecake Factory
- Frida Mexican Cuisine

Eletronics-

- Apple Store
- Bang & Olufsen

And Others...



Alhambra Place
Alhambra, CA


Start of
Construction:
2014


Year Built:
2015


Development
Cost:
\$130 Million



Amenities
Checklist:

• Car Wash Services	
• Dining (Outdoor Dining)	X
• Entertainment	X
• Family-friendly Activities	
• Free Wi-Fi	
• Pop-Ups Kiosks	
• Public Art/ Installations	X
• Public Spaces	X
• Shopping	X
• Within .5 Miles of Public Transit	X

List of Key Tenants:

- Apparel/Fashion-**
- Burlington
- Beauty-**
- Sephora
- Grocery-**
- Sprouts
- Restaurants-**
- Wing Stop
 - Blaze Pizza
 - The Habit Burger Grill
 - Big Catch Seafood
- Services-**
- Citi Bank
 - Bank of America
 - Pacific Dental

And Others...

Quick Stats:

Housing Units:



260 unit luxury
apartment community

Private Open Space



Private Courtyard for
residents in apartment
complex

**Free Surface and
Structure Parking**
(shared structure
with residential
parking)



Number Buildings and
Building Heights:

5 Buildings (includes
parking garage)



Tallest Building
Height: 5 stories



Approximately
13 Retail Tenants



The Paseo Colorado
Pasadena, CA


Start of
Construction:
1975


Year Built:
1980


Development
Cost:
\$115 Million



Amenities
Checklist:

• Car Wash Services	
• Dining (Outdoor Dining)	X
• Entertainment	X
• Family-friendly Activities	X
• Free Wi-Fi	X
• Pop-Ups Kiosks	X
• Public Art/ Installations	
• Public Spaces	X
• Shopping	X
• Within .5 Miles of Public Transit	X

List of Key Tenants:
Apparel/Fashion-

- H&M
- Lens Crafters
- Tommy Bahama
- Q Shoes

Beauty-

- Happy Nails & Spa

Home-

- Pasadena Antique Mall

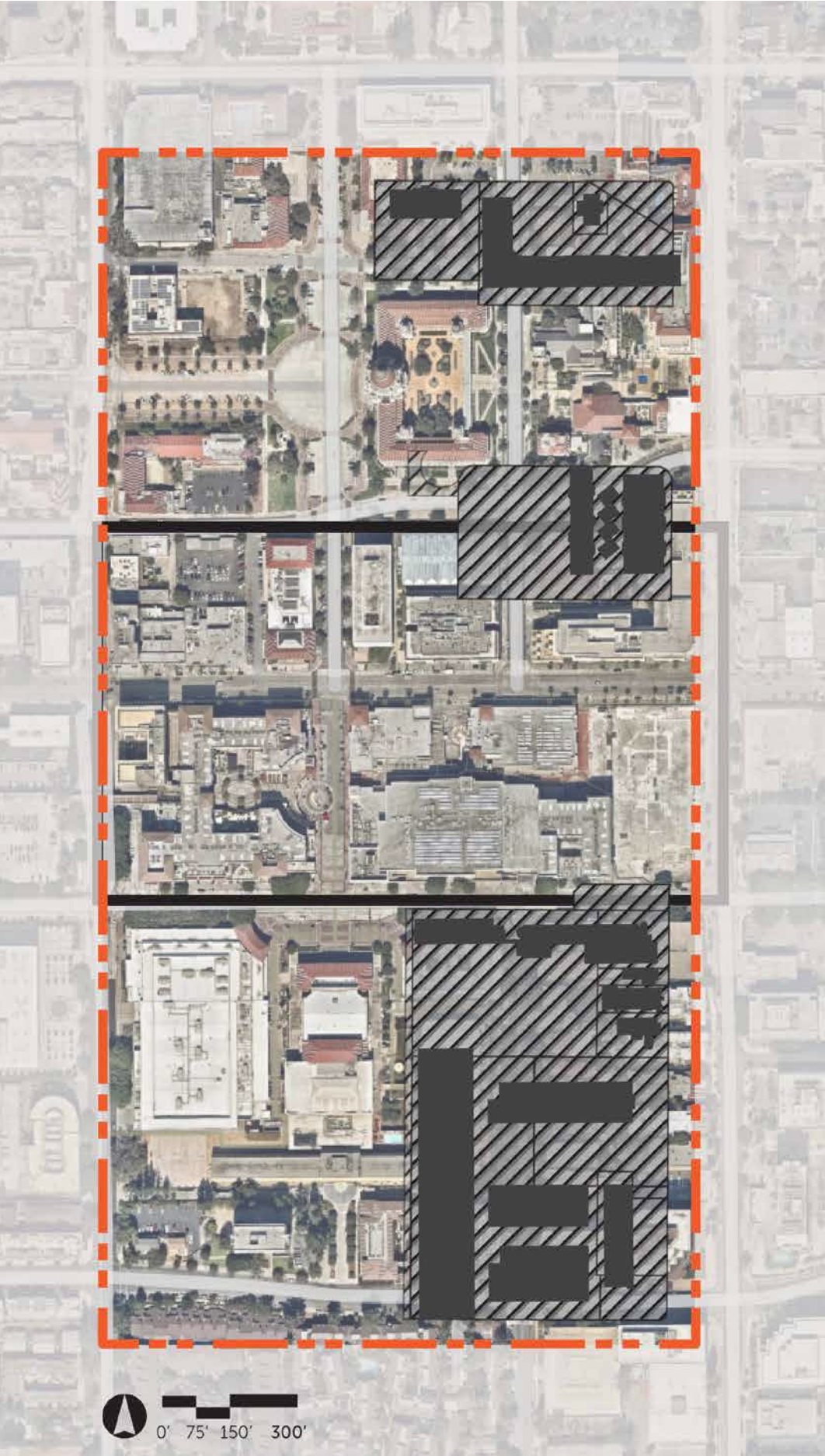
Entertainment-

- Regal Paseo

Restaurants-

- Carmine and Ray's Pizza
- Great Maple - Pasadena
- Starbucks
- Tokyo Wako

And Others...



Quick Stats:

Housing Units:



400 Loft Style
Apartments

Open Space



16,000 sq. ft. of event
space, featuring state-of-
the-art audio/visual and
lighting for up to 350
guests

Formally an old
indoor mall, but
was opened up
as an outdoor
mall in 2001.

Approximately
1,200 Parking Stalls in
an Underground Lot



Number Buildings and
Building Heights:

5 Buildings (includes
parking garage)



Tallest Building
Height: 6 stories

553,377 sq. ft.
of retail space




Approximately
60 Retail Tenants




Open Space
Programming:

- Various Culturally
Significant
Celebrations
- Variety of Seasonal
Events (Easter Day,
Santa Workshops)


MainPlace Mall Adjacent Santa Ana, CA/ Orange, CA



Total Number of Housing Units:
~ 1,524



Total Number of Retail Vendors:
~ 169*




Tallest Structure:
6 stories*

* - This number excludes the 16-story 'Orange Executive Tower' building and parking garage.


Amenities Checklist:

• Car Wash Services	
• Dining (Outdoor Dining)	X
• Entertainment	X
• Family-friendly Activities	X
• Free Wi-Fi	X
• Pop-Ups Kiosks	X
• Public Art/ Installations	
• Public Spaces	X
• Shopping	X
• Within .5 Miles of Public Transit	X




Orange Town & Country Shopping Center

- 14 Retail Vendors
- Surface Parking Lot




City Place Shopping Center

- 81 Vendor Stores
- Surface Parking




City Place Business Center

- Built in 2007
- 74 Live/Work Loft Condominiums
- 3 story structure
- 2 parking stalls per units




City Place Lofts

- Built in 2008
- 185 units
- 4 stories
- Attached garage




Prisma Apartment Homes

- Built in 2018
- 182 units
- 4 story structure
- 1-1.5 parking stalls per units




Eleven10 Apartments

- Built in 2018
- 260 units
- 5 stories
- 1-1.5 parking stalls per units




Avel Apartment Homes

- Built in 2022
- 295 units
- 5 story structure
- 535 Parking Spaces




Vita Apartment Homes

- Built in 2021
- 358 units
- 6 story structure
- 646 Parking Spaces



Town & Country Townhomes

- Built in 2022
- 74 units
- 3 story structures
- Attached garage



Town & Country Retirement Homes

- Built in 1975
- 96 units
- 2-4 story structures
- Variety of amenities



Fullerton Metrolink Area
Fullerton, CA



Quick Stats:



Pinnacle at Fullerton

- Built in 2004
- 192 units
- 4 story structure
- Covered parking structure 1-1.5 stalls per unit
- 9,000 sq. ft. of Commercial Mixed Use



Fullerton City Lights Apartments

- Built in 1997
- 137 units
- Low Income Housing
- 3-story structure
- Covered parking 1-1.5 stalls per unit



Malden Station Apartments

- Built in 2016
- 200 units
- 5-story structure
- 1-1.5 parking stalls per units
- 5-min walk to Fullerton Station



SOCO District

- Open in 2004
- Revitalized the Fullerton Downtown Area
- Variety of businesses, eateries, and lounges
- Active alleyways

Quick Stats:

Total Number of
Retail Vendors:



50+

Total Number of
Housing Units:



~529 Units

Tallest
Structure:



5 stories

Amenities
Checklist:

• Car Wash Services	
• Dining (Outdoor Dining)	X
• Entertainment	X
• Family-friendly Activities	X
• Free Wi-Fi	
• Pop-Ups Kiosks	
• Public Art/ Installations	
• Public Spaces	X
• Shopping	X
• Within .5 Miles of Public Transit	X

List of Key
Tenants:

Restaurants:

- The Old Spaghetti Factory
- Heroes Restaurant & Bar
- The Continental Room
- Stubborn Mule
- Slice Pizzeria
- The Drake Pub & Grill
- Saffron Indian Cuisine

Bars:

- The Copper Mug
- The Vox Nightclub
- Barrel & Bolt

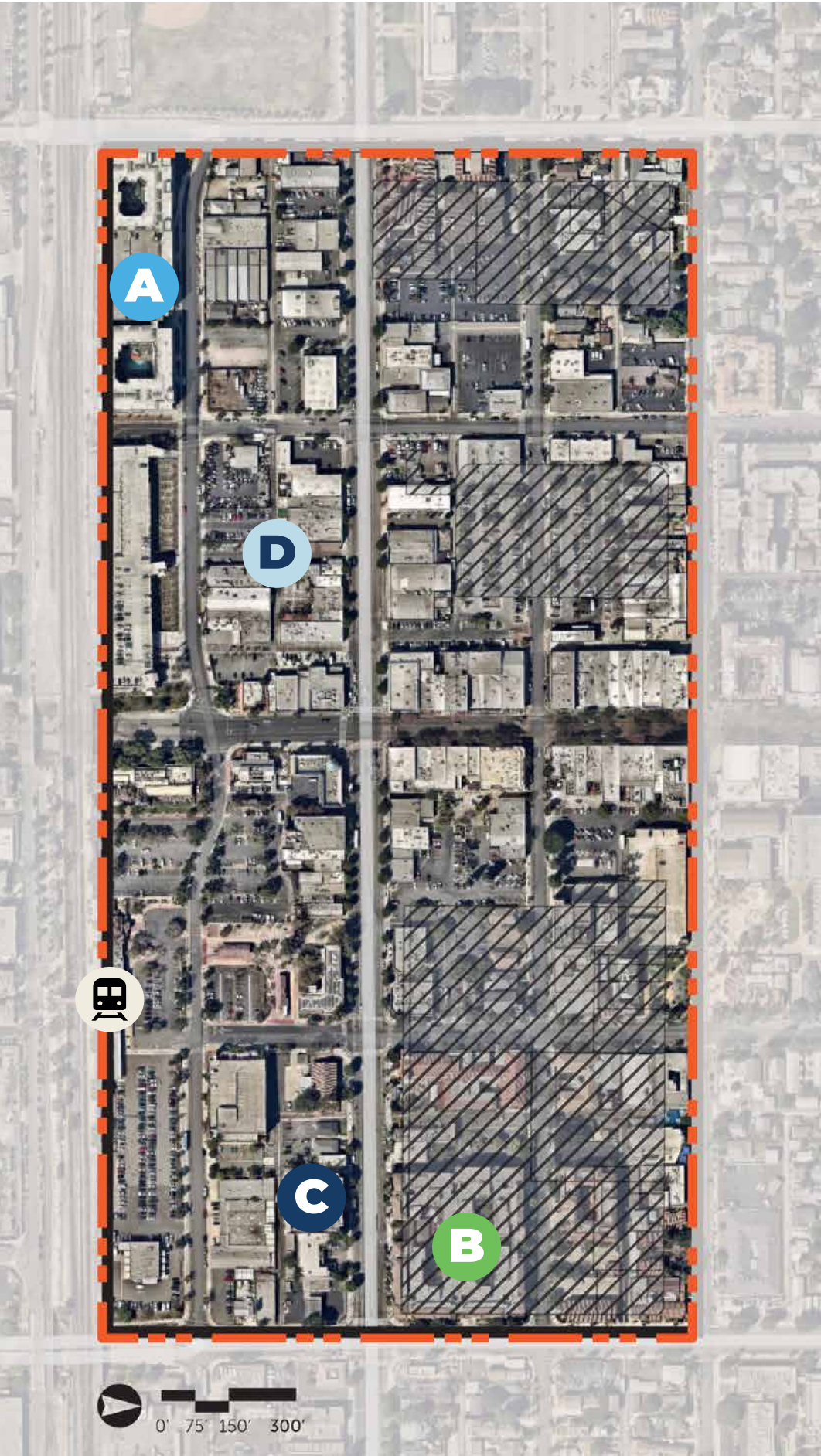
Shops:

- Ace Hardware
- Bleu Moon Vintage
- Fervor Home
- Phoenician Trading Company

Salons:

- Salon Republic
- Haven Salon

And More...



Next Steps



Open House

Q+A Session