

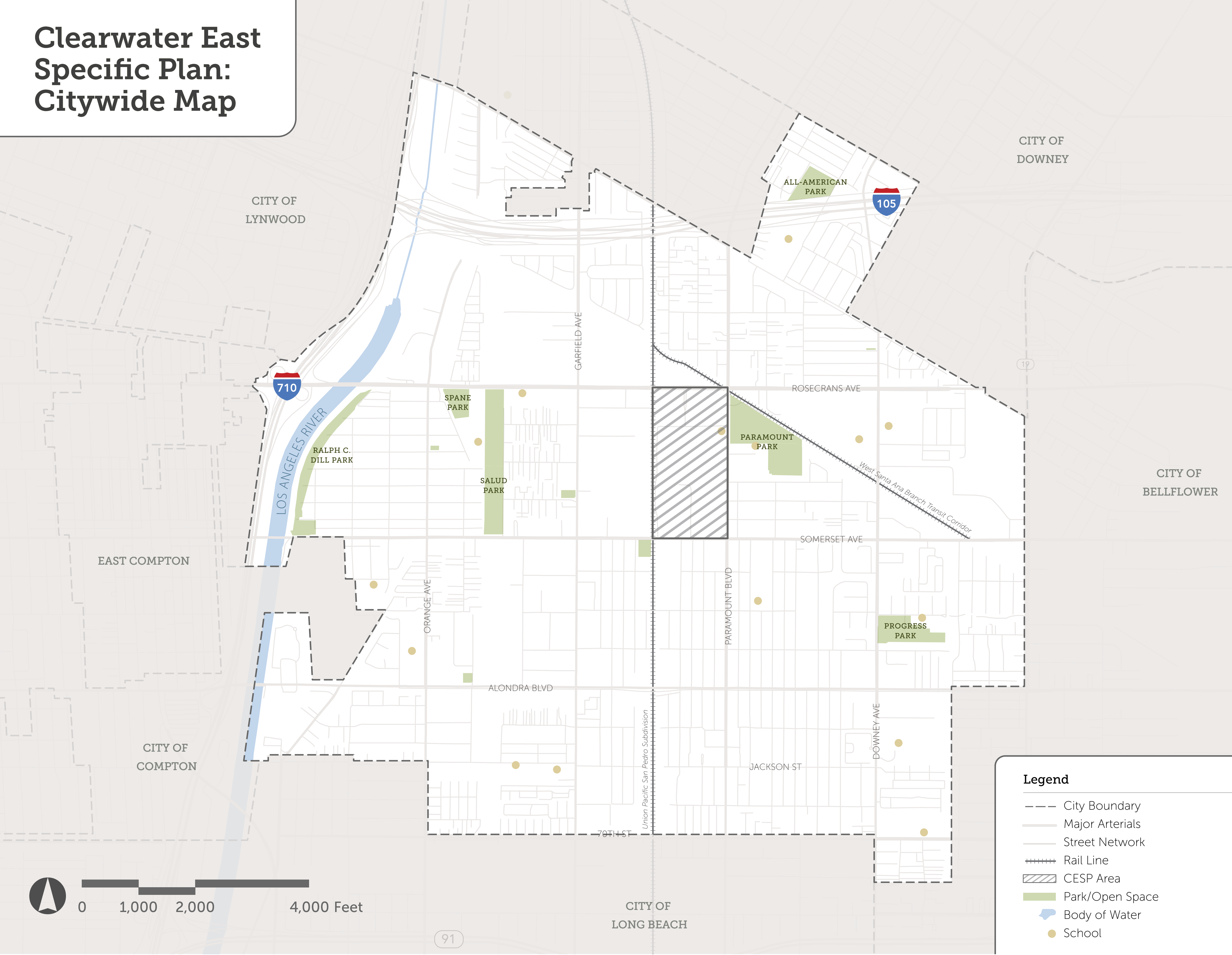
Project Introduction

Clearwater Specific Plan



Project Area

Clearwater East
Specific Plan:
Citywide Map



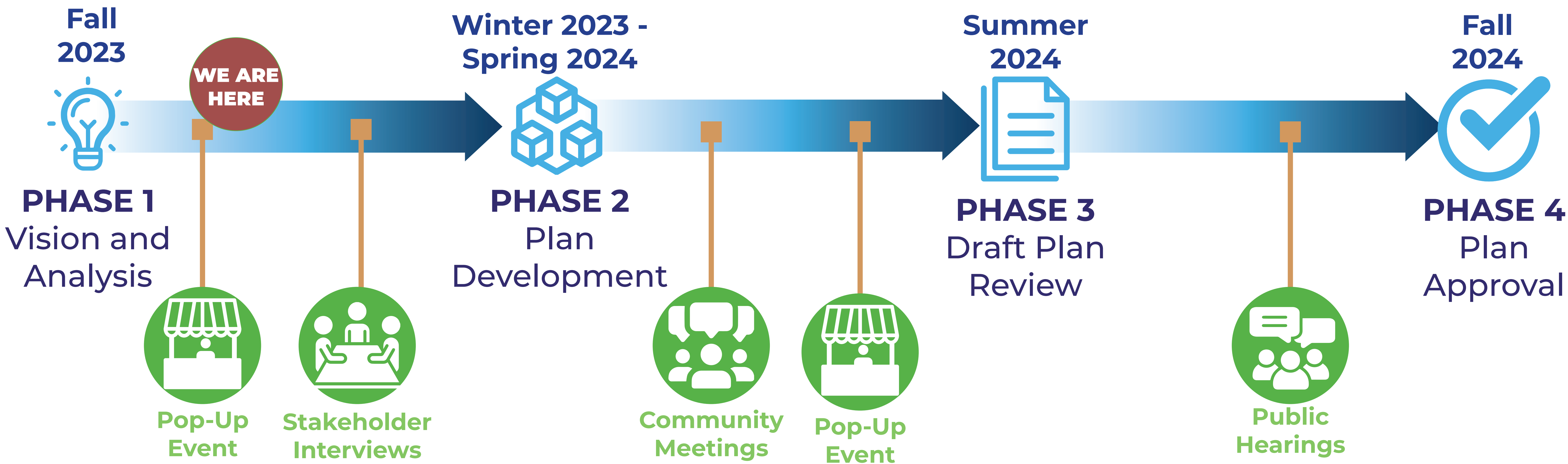
What is a Specific Plan?

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



Engagement Approach

The Specific Plan will be a collaborative approach which seeks to include:

- Paramount residents
- City Leadership
- City and Public Agency Staff
- Property Owners,
- Nearby Businesses
- High School and School Board
- Community Based Organizations (CBOs)

A variety of public community workshops, study sessions, stakeholder interviews, and charrettes will be held to help develop a vision for the Clearwater East site.

Questions and Contact Information

If you have questions or would like more information please use the resources below:

Paramount Planning Department

Phone 562-220-2036

Email planning@paramountcity.com

Website <https://www.paramountcity.com>

Paramount City Hall, 16400 Colorado Avenue

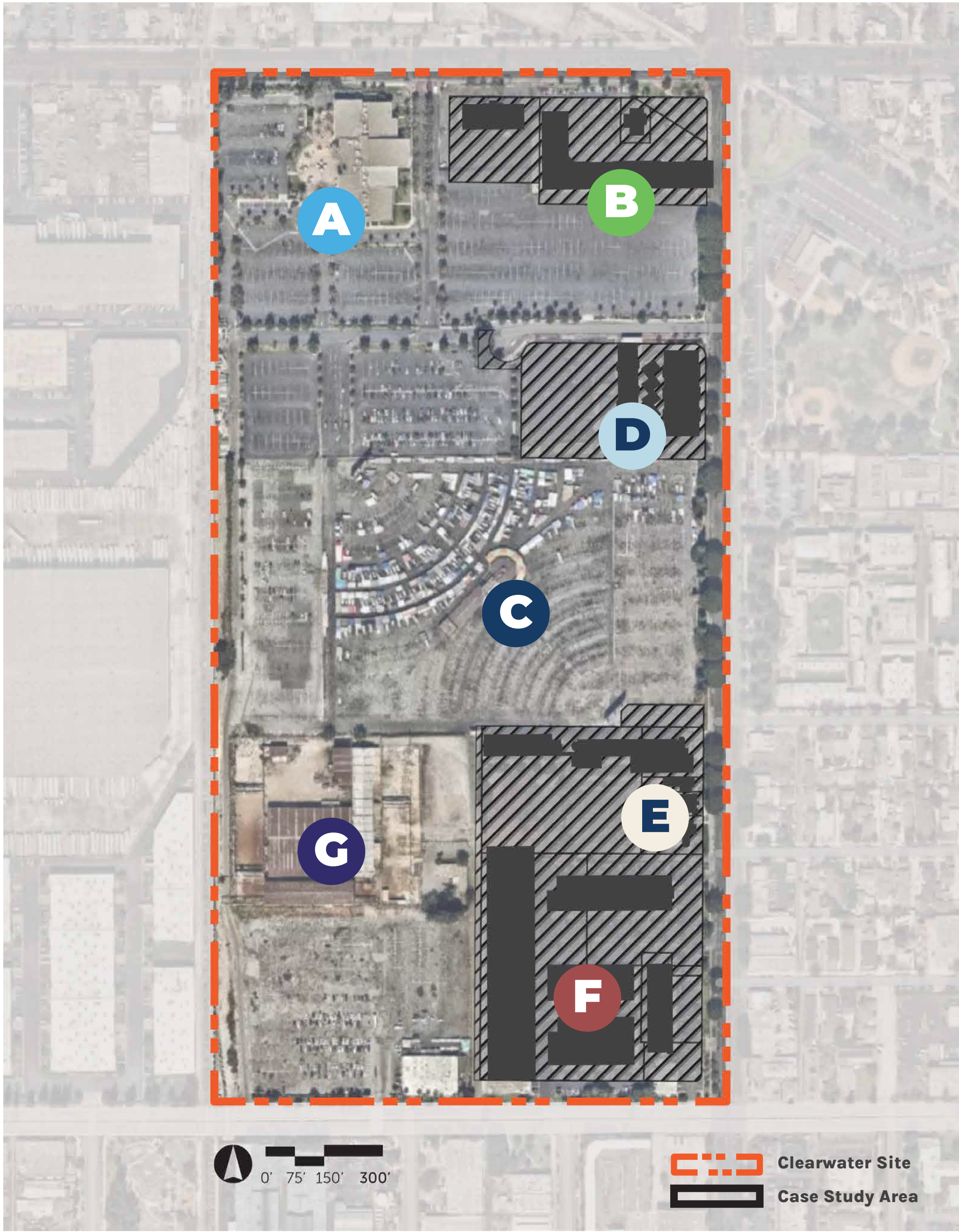
Case Study Scale Comparisons

Clearwater Specific Plan

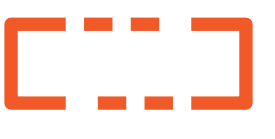

Clearwater Site Paramount, CA



Paramount Swap Meet Site




The following poster boards identify various locations throughout Los Angeles and Orange County, which can be used as a comparison to current lot size of the Clearwater Specific Plan Site.


-  Clearwater Site
 -  Case Study Reference Area
- The orange dashed line symbolizes the Clearwater Specific Plan Site.
- The solid black line symbolizes the reference site area.

During your review of the Case Study Reference Areas, consider the relative scale of these locations compared to the Clearwater Site. Beyond the number of housing unit available and vendor diversity, the posters will also provide insights into the character of each area. Identifying some of the available amenities, open space, and public programs/ events that bring these communities to life. Additionally, the posters will detail the maximum building height and parking arrangements, providing a comprehensive understanding of the development potential and accessibility of each zone.


Current Tenants:




Bianchi Theatres




Rosecrans/ Paramount Plaza




Paramount Swap Meet




Paramount Adult School



Our Lady of Rosary Parish

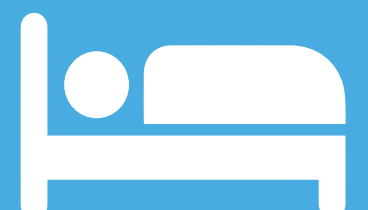


Somerset Business Park




Honeybee International

Potential Housing Units (per Housing Element)

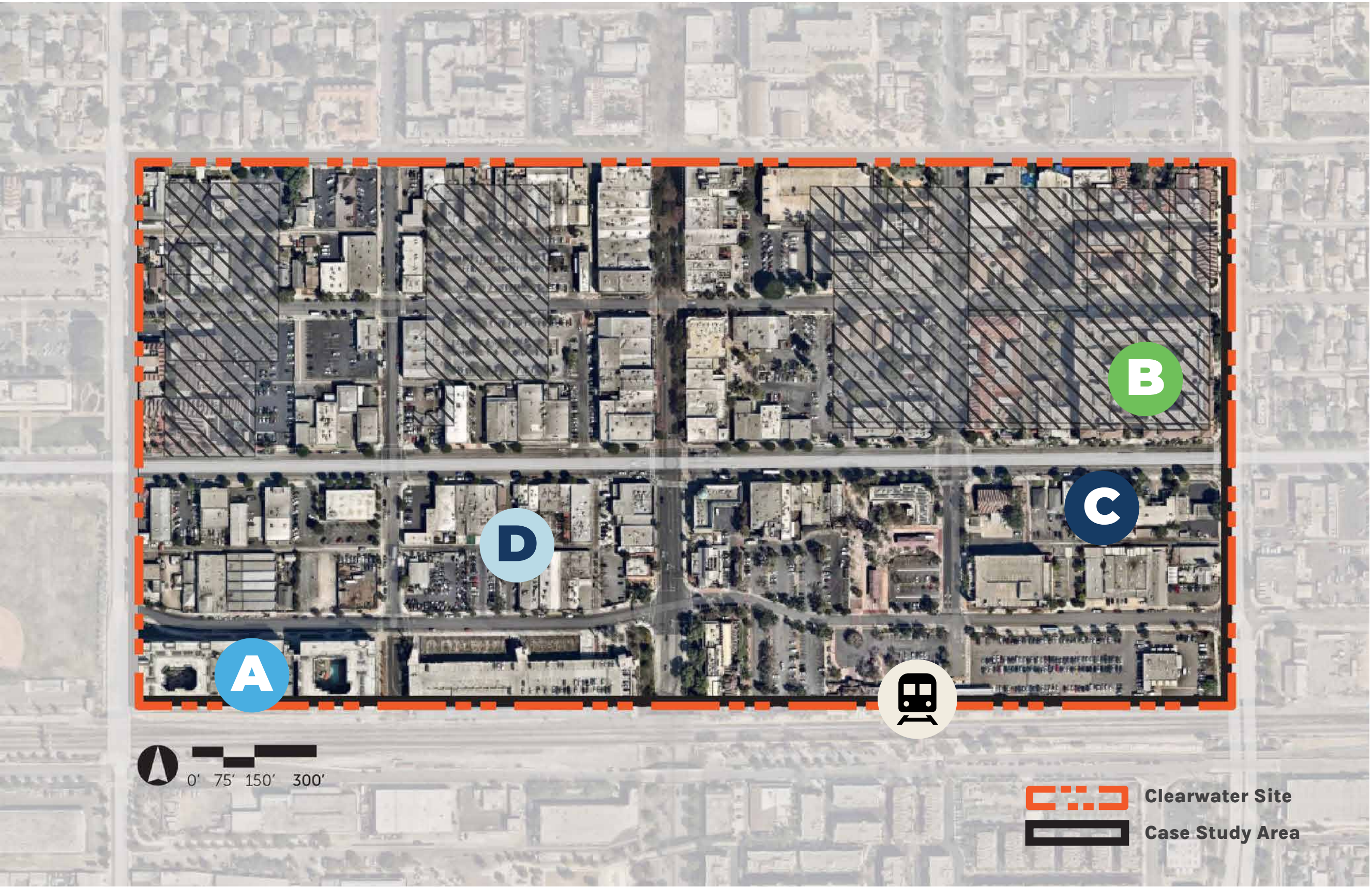


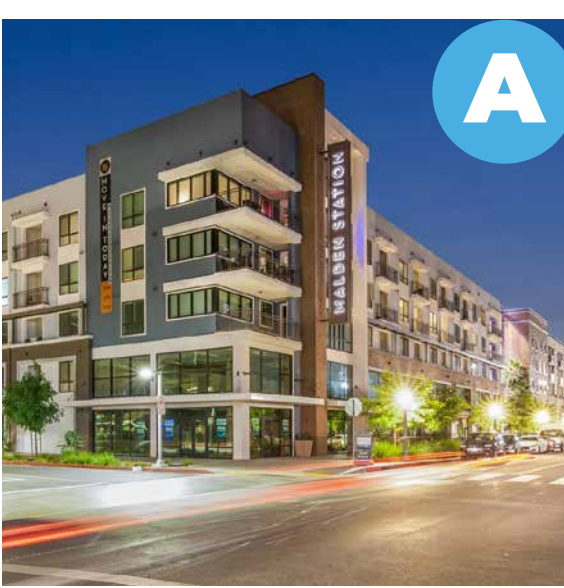
234 units at 22 units/ acre capacity using only surface parking areas

Approximately 21.18 acres of surface area parking space




Fullerton Metrolink Area Fullerton, CA






Malden Station Apartments

- Built in 2016
- 200 units
- 5-story structure
- 1-1.5 parking stalls per unit



Pinnacle at Fullerton

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



Fullerton City Lights Apartments

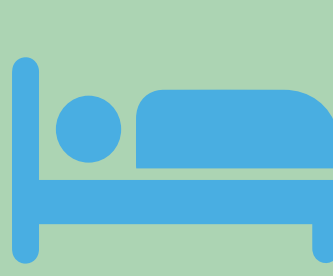
- Built in 1997
- 137 units
- Affordable Housing
- 3-story structure
- 1-1.5 parking stalls per unit

Quick Stats:

Total Number of Retail Vendors:

 **50+ Retail Vendor Spaces**

Total Number of Housing Units:

 **~529 Units**

Tallest Structure:

 **5-Stories**

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
 - The Honeycomb Home & Gifts

Salons:

- Salon Republic
- Haven Salon

And More...

What you like about the CSP site:
¿Qué le gusta del sitio CSP?

What are the greatest opportunities for the future
¿Cuáles son las mayores oportunidades para el futuro?

What you like about the site:
¿Qué le gusta del sitio?

What you don't like about the site:
¿Qué no le gusta del sitio?

Place a sticker dot here if this is your favorite precedent
Si este es su precedente favorito, coloque un punto adhesivo.

Case Study Scale Comparisons

Clearwater Specific Plan



The Paseo Colorado

Pasadena, CA



Start of Construction:
1975

Year Built:
1980

Development Cost:
\$115 Million

Paseo Colorado was formally an old indoor mall, but was opened up to an outdoor mall in 2001.

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
 - El Cholo Café
 - Rubio's Coastal Grill
 - Great Maple - Pasadena
 - Starbucks
 - Tokyo Wako

Electronics-

 - Apple Store
 - Bang & Olufsen

And More...

Quick Stats:

Housing Units:

400 Loft Style Apartments

Number Buildings and Building Heights:

5 Buildings (includes parking garage)

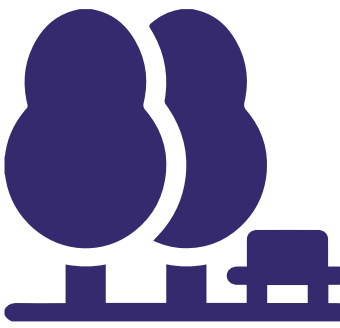
Tallest Building Height: 6 stories

Approximately 1,200 Parking Stalls in an Underground Lot



Open Space

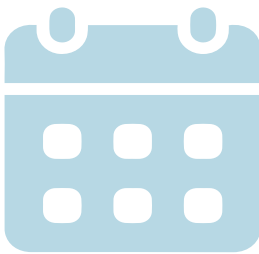
16,000 sq. ft. of event space, featuring state-of-the-art audio/visual and lighting for up to 350 guests



553,377 sq. ft. of retail space



Approximately 60 Retail Tenants



Outdoor Programming:

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

- Amenities:**
- Shopping
 - Seasonal Kiosks
 - Dining (Outdoor Dining Options)
 - Entertainment
 - Family Friendly Activities
 - Free Wifi
 - Valet Parking
 - Car Wash Services
 - Courtyard

MainPlace Mall Adjacent

Santa Ana, CA/ Orange, CA



Quick Stats

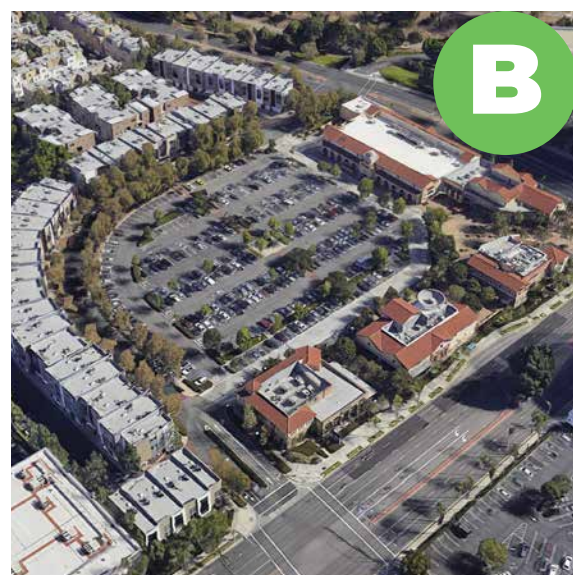
- Total Number of Housing Units:**
~ 1,524
- Total Number of Retail Vendors:**
~ 169*
- Tallest Structure:**
6 stories*

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



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

What you like about the site:

¿Qué le gusta del sitio?

What you **don't** like about the site:

¿Qué no le gusta del sitio?

What you like about the site:

¿Qué le gusta del sitio?

What you **don't** like about the site:

¿Qué no le gusta del sitio?

Place a sticker dot here if this is your favorite precedent

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Case Study Scale Comparisons
Clearwater Specific Plan



The Americana at Brand
Glendale, CA



Start of Construction:
2006
Year Built:
Opened May 6, 2008
Development Cost:
Over \$4 Million

List of Key Tenants:

- Apparel/Fashion-**
 - Nordstrom
 - Banana Republic
 - H&M
 - Nike
- Beauty-**
 - Sephora
 - MAC Cosmetics
 - The Body Shop
- Home-**
 - Crate and Barrel
 - Pottery Barn
 - Willaims-Sonoma
 - Barnes & Noble Booksellers
- Entertainment-**
 - AMC Theater
- Restaurants-**
 - The Cheesecake Factory
 - Bourbon Steak Los Angeles
 - Frida Mexican Cuisine
- Electronics-**
 - Apple Store
 - Bang & Olufsen

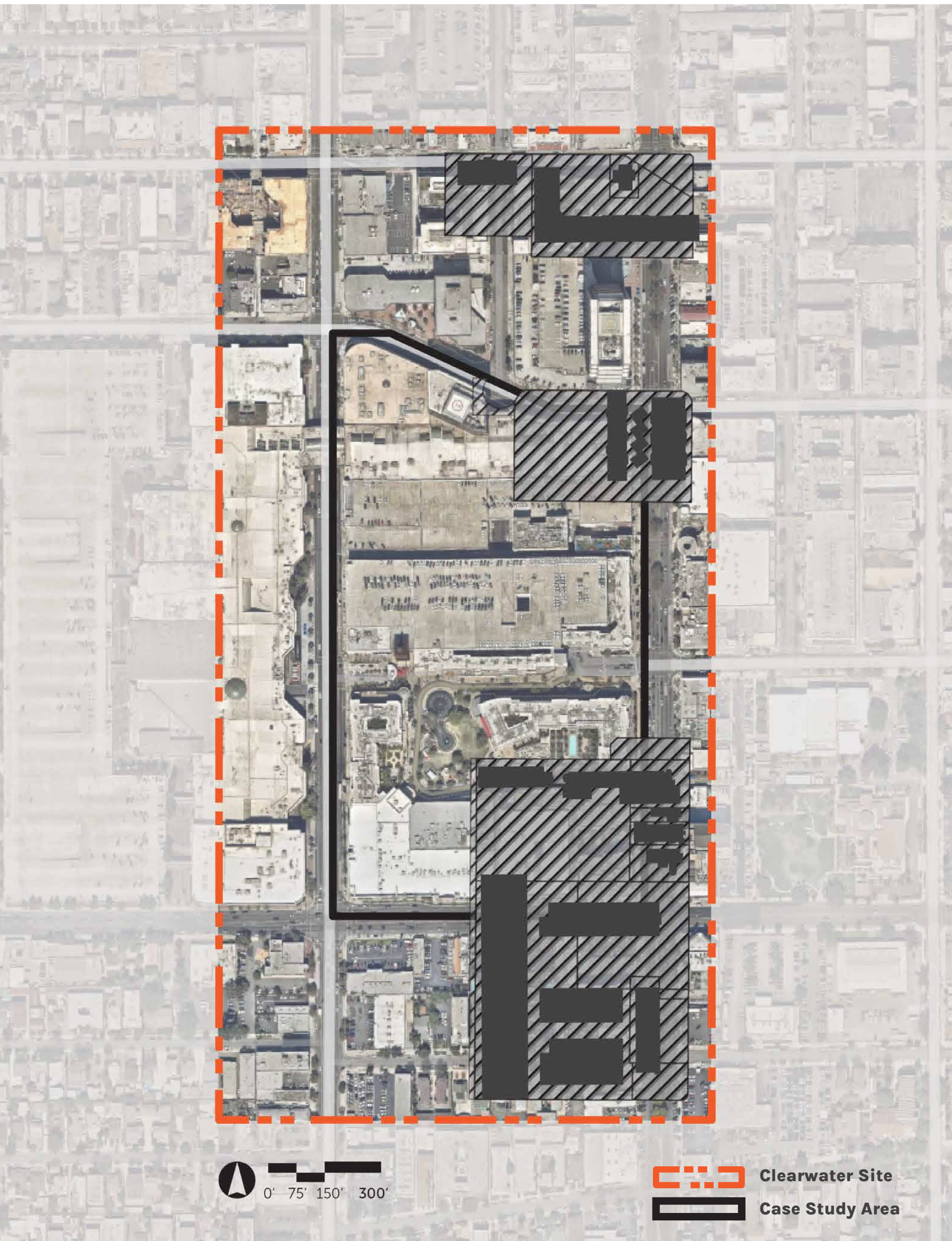
Alhambra Place
Alhambra, CA



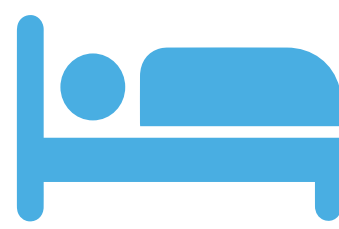
Start of Construction:
2014
Year Built:
2015
Development Cost:
\$130 Million

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



Quick Stats:

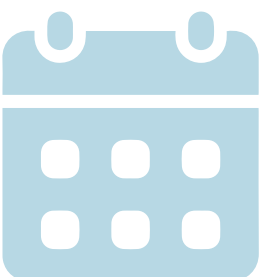
Housing Units:

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

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

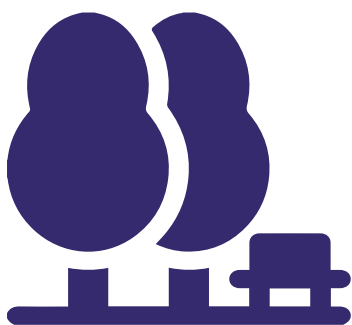

Tallest Building Height: 6 stories

900,000 sq. ft. of retail space

Approximately 75 Retail Tenants

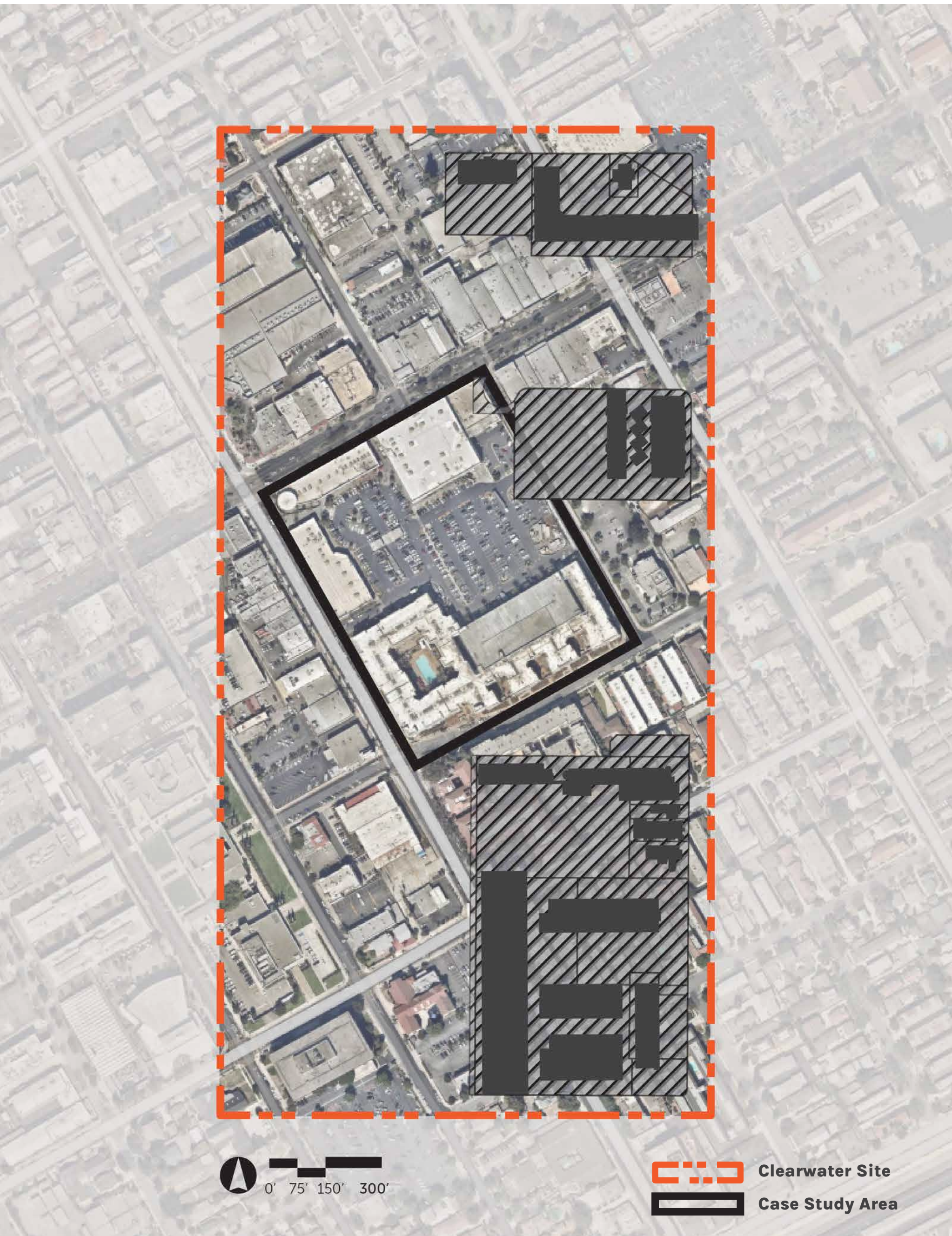
Outdoor Programming:


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

Open Space Acres
Tree-lined “Great Lawn”, and a 2-acre European-inspired park

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


What you like about the site:
¿Qué le gusta del sitio?

What you don't like about the site:
¿Qué no le gusta del sitio?



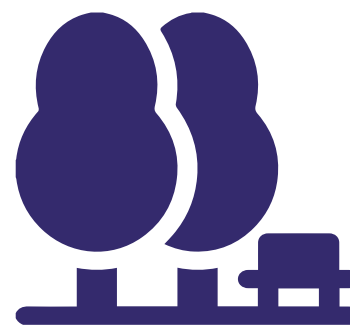
Quick Stats:

Housing Units:

260 unit luxury apartment community

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

Tallest Building Height: 5 stories

Private Open Space
Private Courtyard for residents in apartment complex


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


Approximately 13 Retail Tenants


What you like about the site:
¿Qué le gusta del sitio?

What you don't like about the site:
¿Qué no le gusta del sitio?

Place a sticker dot here if this is your favorite precedent
Si este es su precedente favorito, coloque un punto adhesivo.

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What other thoughts and comments do you have for the Specific Plan?

¿Qué otras opiniones o sugerencias tienes para el Plan Específico?