
APPENDIX A

PROPOSED SPECIFIC PLAN AMENDMENTS SUMMARY

APPENDIX A
SUMMARY OF NEWPARK SPECIFIC PLAN REVISIONS

Geographical Changes (Chapter 1.0)

There is a hierarchy of geography for the city land use policies which is clarified in revisions to the specific plan:

1. Greater NewPark Focus Area- This is an area defined in the General Plan to include the area of the specific plan plus the Prima residential area to the north of Mowry developed in 2014. This has also been referred to as the Greater NewPark Mall area.
2. Specific Plan Area – This is the area bounded by Freeway 880 on the east, Mowry on the North, Cedar Blvd. on the west and Balentine Dr. on the south. It includes the retail center within the Newpark Mall ring road and the area between the ring road and Cedar Blvd. The specific plan divides this area into two sub areas: Mixed Use I and Mixed Use II.
3. NewPark Mall and NewPark Place are the same area of the existing center within the Newpark Mall Road ring road (Mixed Use Area I).
4. The 2018 specific plan created new names for existing and proposed streets that are too similar and do not meet fire department standards. The amended plan keeps the existing name of the ring road as NewPark Mall Road. The new street that will parallel the center on the west side is named Street A for now, and will be changed at a later date when the branding plan for the center is complete. The new street that will be created between the Sears box and the first Phase A residential project is now identified as Castle Road.

Land Use and Retail Changes (Chapter 2.0)

1. The proposed Costco replaces two residential blocks in the prior plan, and requires the demolition of the JC Penny Building, Burlington Coat Factory, and a portion of the in-line retail mall building.
2. Changes to Table 2-1: existing retail anchor square footage has been updated to reflect 2021 conditions. In addition, approximately 107,000 Gross Square Feet has been transferred from the Retail/Restaurant land use category to the Retail Anchor land use category to accommodate a retail warehouse. The transfer does not alter the total Retail specific plan development capacity.
3. A portion of the lost retail space is replaced by retail on the ground floor of the residential blocks to create a new food and beverage retail street (identified as Street A).
4. Residential blocks A, B1, B2, C, and D2 are adjusted in size to enlarge the footprints to accommodate parking structures and retail for each phase.
5. The surface parking area near AMC Theatre is designated for potential future hotel and office use.
6. A new policy to prohibit certain uses at the ground floor retail spaces in the new residential buildings in order to promote retail and dining uses, identified as permitted uses, along Street A.
7. A new policy for the developer to implement, to the extent possible, a coordinated retail leasing, events, parking, maintenance, and signage to ensure a comprehensively managed retail and open space experience.
8. A new policy requiring a master sign program for New park Place as a whole, with a particular focus on identity signage at major entry points, freeway signage, and signage on individual buildings.

Retail Sub Plan

A new retail sub plan is required as part of the specific plan Chapter 2.0 (Land Use), and has been submitted by Brookfield with the following elements:

1. The addition of a Costco as a major replacement anchor;
2. A downsizing of the existing in-line retail to accommodate the Costco and to improve the quality of the remaining retail;
3. Organization of the remaining in-line retail area into five general “zones” of retail including lifestyle, experiential, work and wellness, reimagined retail, and people places. Each area includes retailers that will be sought for current and soon to be vacant spaces including new apparel, services, and restaurants;
4. Creation of a new outdoor food and beverage retail district that parallels and connects to the existing in-line retail mall building.
5. Redevelopment of the Sears building to create a retail plaza event space, new ground floor retail and restaurants, and second floor office space;
6. New retail spaces on the ground floor of the new residential blocks that will replace the surface parking fields; and
7. New branding and marketing of the center to create the identity of a new and vibrant place.
8. An economic study by Development Planning and Financing Group was submitted by Brookfield to estimate the revenues that will be generated to the City through the implementation of the amended specific plan. Although there is a reduction in retail square footage, there is a substantial amount of retail space that is currently vacant that will be removed. Higher quality retail with higher sales volumes will replace existing low volume retail. In addition, the improvement of the center will boost existing retail performance per square foot for all retail tenants. As a result, the estimated annual revenues for retail sales increases from the current \$1.172 million to \$3.697 million (primarily from Costco). Total annual taxes from full build out of the center (including sales and property taxes) increases from the current \$2.7 million to \$9.3 million.

Open Space Changes and Sub Plan

A new open space sub plan is required as part of the specific plan Chapter 2.0 (Land Use) and has been submitted by Brookfield to the Community Development Director for review and approval. It includes the following elements:

1. The open space area at the south end of the center where Costco will now be sited moves to the north end of the center and is enlarged with the partial demolition of the Sears building. This new plaza will be a major event space between the new Sears building retail and the Phase A residential building along Castle Road.
2. The event space area on the west side of the Sears building is expanded and becomes part of the new outdoor food and beverage retail Street A.
3. The flex parking area on the west side of the center is replaced with the opportunity to close the new street A for fairs and events.
4. Programming for events and the requirement for a public use easement for the open space areas.
5. The requirement to reconstruct and improve Shirley Sisk Grove Park at the second phase of residential remains, but the requirement to prepare a conceptual park improvement plan for

the first residential phase is eliminated as the City's Park Plan already includes a concept plan and list of required improvements.

6. A pedestrian paseo that links Shirley Sisk Grove Park to the new retail Street A is now part of the plan, located between residential blocks B2 and C.
7. Improvements to the streetscape with pedestrian walkways and landscaping are added throughout the plan.
8. The open space sub plan is required to be re-submitted for staff approval at each phase to incorporate any changes needed.

Mobility Changes (Chapter 3.0)

1. The street sections are revised to reflect the width of the existing privately-owned areas used for roadways which are narrower than the original specific plan assumptions. The new street sections retain the complete street objectives of adding pedestrian walkways and bike lanes for enhanced non-vehicular mobility, but in some areas may not achieve these improvements on both sides of the street.
2. Bicycle transportation is enhanced with new bike lanes and parking locations.
3. Transit is enhanced with improvements to the existing bus facility as well as a process for additional future facilities and routes as part of the transit sub plan.

Infrastructure and Parking Changes (Chapter 4.0)

1. The prior specific plan retained the existing parking structure at the former JC Penney's building and added two new structures near Macy's and AMC Theatre to support the existing retail and replace the surface parking fields. The two new free-standing parking structures are eliminated in favor of ground floor parking levels in Blocks B2 and C, which will be operationally separated from the residential parking.
2. Circulation will be enhanced with the creation of the new street A, and improvements to the Mowry/Alpenrose entry on the north end of the center and the Balentine entry at the south end. Lane modifications and signals will be installed per the circulation sub plan.

Implementation (Chapter 5.0)

Chapter five of the specific plan includes various measures to put the plan into effect. Some are informational items such as potential financing mechanisms which remain unchanged. A few are specific action items such as amending the General Plan which are covered elsewhere in this report, and are identified as an implementation item.

Appendix A Design Guidelines

Appendix A Design Guidelines are intended to guide applicants and staff in the design and design review of individual projects. Several changes are made to the guidelines to implement policies (e.g. dimensions of ground floor retail in mixed-use buildings).