AGENDA

1. Meeting and Project Overview – Roland Genick, Parsons
   - Project Update
   - Approach to Zoning
   - Economic Case Studies and Market Demand
   - Project Implementation
   - Multi-Modal Access
   - Project Schedule

2. Open House Activities

3. Adjourn
MEETING AND PROJECT OVERVIEW

1. **Project Update**
   Experts will be able to provide information. We are about halfway through the project.

2. **Receive Feedback**
   Input from you is critical for progress on the project. We cannot do this project successfully without you.

3. **Open House Meeting**
   We will provide a brief overview with one-on-one interaction between you and the technical experts.
PROJECT PARTNERS

Team Members
- Arellano Associates
- Raimi + Associates
- HR&A
- Terry Hayes Associates
- ECORP
- Wiltec
Palmdale HSR SAP Study Area

**LEGEND**
- High Desert Corridor Alignment
- Ave Q Study Area
- TOD3 Study Area
- Study Area
- High-Speed Rail Alignment
- Proposed Express West Alignment

![Map of Palmdale HSR SAP Study Area with various study areas and alignments labeled.]
Purpose of the Study

1. Enhance Local and Regional Multi-Modal Transportation Options
2. Create Short and Long-Term Economic Development Opportunities
3. Generate Opportunities for Transit-Oriented Development (TOD)
4. Promote Smart Growth Development Opportunities
Online Survey related to Project available
- http://www.cityofpalmdale.org/HSRSAP/
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Project Survey

Of the following picture examples of a mixed-use area (housing/retail combined) which of the photos most appeal to you and would you like to see around the station?

721 out of 765 people answered this question

- mu5: 463 / 64%
- mu1: 130 / 18%
- mu3: 88 / 12%
- mu6: 40 / 6%
# Project Survey

Of the following options, which scenario do you think is the best fit to provide for retail and entertainment venues around the station area?

721 out of 145 people answered this question

<table>
<thead>
<tr>
<th>Option</th>
<th>Votes</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>re 3</td>
<td>364</td>
<td>50%</td>
</tr>
<tr>
<td>re</td>
<td>171</td>
<td>24%</td>
</tr>
<tr>
<td>re 1</td>
<td>109</td>
<td>15%</td>
</tr>
<tr>
<td>re 2</td>
<td>77</td>
<td>11%</td>
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</table>
### Choose which station character is most appropriate for the architecture of the Palmdale station?

690 out of 785 people answered this question.

<table>
<thead>
<tr>
<th>Character</th>
<th>Number</th>
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<tbody>
<tr>
<td>Modern/contemporary</td>
<td>280</td>
<td>41%</td>
</tr>
<tr>
<td>Unique/iconic</td>
<td>216</td>
<td>31%</td>
</tr>
<tr>
<td>Traditional/historic</td>
<td>194</td>
<td>28%</td>
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</tbody>
</table>

A. Unique/iconic

B. Traditional/historic

C. Modern/contemporary
Online Survey related to Project available

- http://www.cityofpalmdale.org/HSRSAP/

<table>
<thead>
<tr>
<th>How do you think the high speed rail station should benefit the urban development of Palmdale?</th>
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<tbody>
<tr>
<td>715 out of 765 people answered this question</td>
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<tr>
<td>1. Increase opportunities for growth and land development</td>
</tr>
<tr>
<td>2. Create a City center and foster the character of a downtown Palmdale</td>
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<tr>
<td>3. Contribute to a positive identification of Palmdale</td>
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<tr>
<td>4. Increase opportunities to enhance circulation networks and streetscapes</td>
</tr>
<tr>
<td>5. Provide more retail and entertainment venues</td>
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Project Vision

1. Improve Quality of Life by returning commute time to residents

2. Establish Palmdale as a destination in the region with a unique sense of place

3. Create economic opportunities for local and national businesses

4. Identify a new downtown with an iconic station attracting the best and brightest

5. A gateway to the 21st Century and a catalyst for a more dynamic and livable Palmdale
Approach to Zoning

1. Will utilize a “Form Based” Zoning Approach

2. Approach focuses on Form, Scale, and Character of the build environment, not on land uses

3. Emphasizes the relationship between Buildings, Streets, and Open Space

4. Transforms DNA of the City by focusing on what is desired not what is prohibited
Approach to Zoning

Conventional Zoning: Generic Results
Approach to Zoning

Conventional

Form / Vision-Based
Elements of Regulatory Framework

**Conventional Zoning**
Defines a one-block parcel by identifying density use, FAR (floor area ratio), setbacks, parking requirements, maximum building heights specified.

**Design Guidelines**
Defines a one-block parcel using conventional zoning requirements, plus frequency of openings and surface articulation specified.

**Form-Based Codes**
Defines a one-block parcel by identifying street and building types (or mix of types), build-to lines, number of floors, and percentage of built site frontage specified.
Key components of “Vision Map”
- Jobs Emphasis Zone
- Neighborhoods
- Regional Retail
- Business Zone
- Industrial
- Corridors
Key elements of Zoning Diagram

- CAHSR is somewhat elevated
- Builds on urban streetcar concept
- Allows for expansion east
- Anchors along “Main Street”
- Connectivity along major roads
- Significant similarity with TOD3
Case Studies Lessons Learned

1. Zoning Flexibility Key
   Special zoning districts allowed for a variety of uses in close proximity, leaving it up to the developer on which uses to build.

2. Multiple Funding Sources
   A variety of federal grants, loans, and value capture strategies paid for Union Station and surrounding area infrastructure upgrades.

3. Dense Mixed-Use Premium
   Real estate premiums for the “live, work, play” environment were seen in several cases, particularly for office users.

4. Street Retail Requires Critical Mass
   Focused residential density above retail provides for an 18-hour neighborhood that can make ground floor retail viable.

5. Permeable Grid & Public-Realm Improvements
   All cities used an interconnected grid that prioritized pedestrians over driving and invested in pedestrian and bicycle infrastructure.

6. Public-Private Partnerships
   Most cities created a public development corporation that could acquire, dispose of, and develop station-adjacent land under public-private partnerships.
Market Demand Conclusions

• Most real estate uses, excluding hospitality, are still recovering from the effects of the recession.

• Despite this, market fundamentals remain strong and robust growth is expected to return to Palmdale and the Antelope Valley.

• The Study Area will continue to be challenged in competing with newer subdivisions and shopping centers on the fringes of Palmdale, as well as office and hotel markets on the west side of SR-14.

• Placemaking and HSR have the potential to concentrate future growth and create a unique destination in the Study Area.
Revisions to Implementation Plan

1. Regulatory document to be updated is the “Palmdale Transit Area Specific Plan”

2. Creates a more specific focus onto the core of the Station Area

3. Revised and expanded Boundary for PTNSP

4. Anticipated timeframe for adoption of the document is Fall 2017
Preferred Strategy – Proposed Outline of PTASP

Key Modifications

- Modified size to reflect development demand.
- Includes the existing transit center and HSR Station
- Reaches the freeway to take advantage of the opportunity for catalyzing growth
- Straddles important corridors to ensure planning on both sides of a street
Multi-Modal Access

Accommodates proposed development via:

- Arterial streets at 0.5-mile intervals
- High Desert Corridor interchange at 20th Street East
- Palmdale TOD “Thoroughfare Policies”
- Transit circulator service(s)
- General Plan established rights-of-way
PROJECT schedule

| TASK 1 | Project Management and Project organization |
| TASK 2 | Public Outreach and Stakeholder Education and Engagement Strategy |
| TASK 3 | Defining the HSR Station Area Vision |
| TASK 4 | Multi-Modal Connectivity, Station Access, Parking Analysis, and Land Use Overlay Assessment |
| TASK 5 | Economic, Real Estate, Fiscal, and Financial Planning |
| TASK 6 | Regulatory Update, Environmental Review, and Implementation Plan |

Community Visioning Workshop | Establish technical working group (TWG)