

Fallbrook Village Sub-Area Plan

INFRASTRUCTURE COMMITTEE MEETING #2

December 8, 2021

County of San Diego
Planning and Development Services



**WELCOME
AND INTRODUCTIONS**

AGENDA

- **Welcome and Agenda Overview**
- **Project Update and Latest Developments**
- **Market Analysis: Initial Findings**
- **Parking Analysis: Initial Findings**
- **Zoning Analysis: Approach**
- **Summary and Next Steps**

PROJECT UPDATE AND LATEST DEVELOPMENTS

RECENT COMMUNITY OUTREACH AND ENGAGEMENT



**Community
Workshop**



**Focus
Groups**



**Pop-Up: Harvest
Faire**

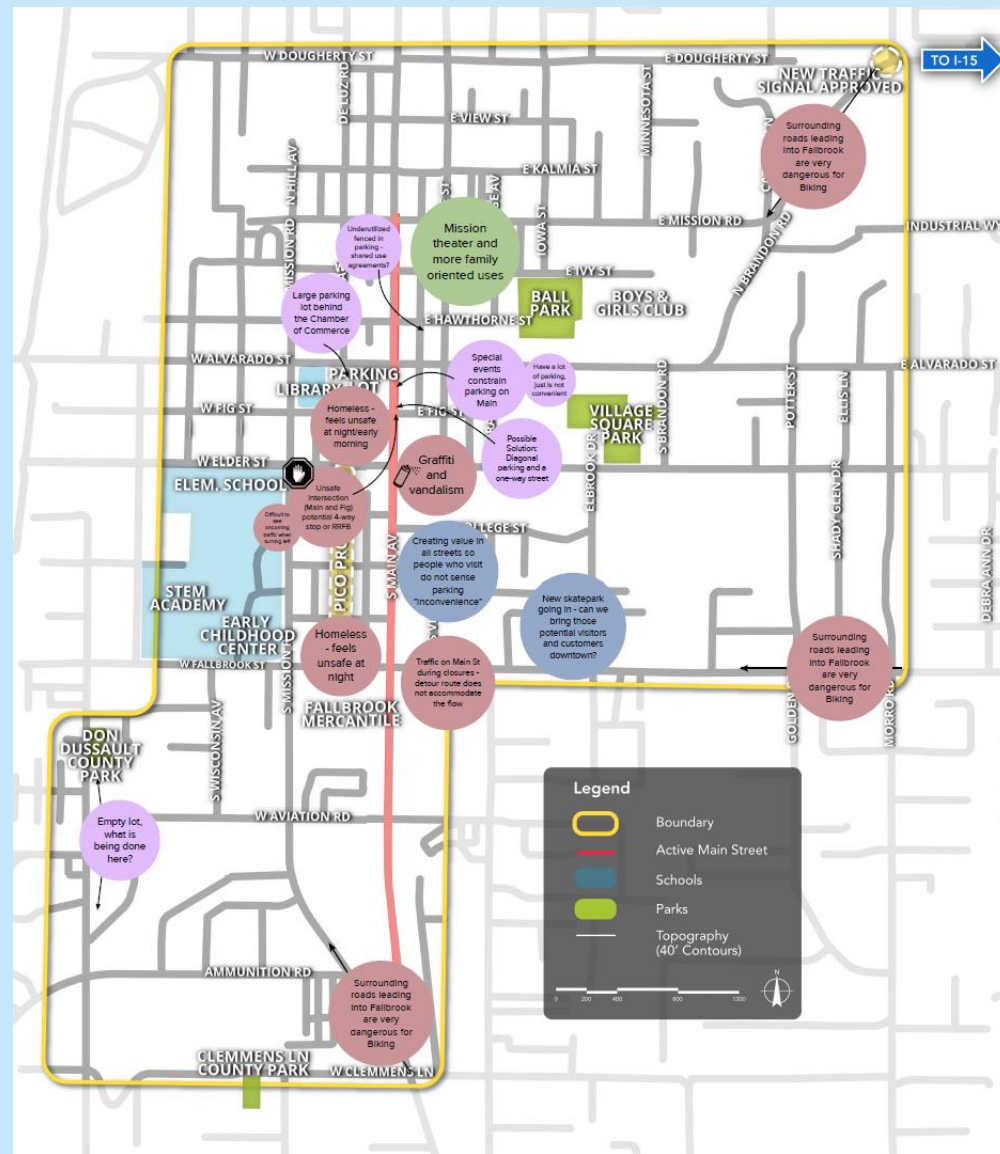


**Web-Based
Questionnaire**



FOCUS GROUP: BUSINESSES

- Supporting business growth:
 - Activate existing
 - Encourage new growth that strengthens the mix
- Expanding amenities and attractors for locals and visitors:
 - Business types
 - Public spaces and character
- Improving access to existing parking



FOCUS GROUP: SOCIAL EQUITY

- Improving public spaces and amenities for residents:
 - Safety and security
 - Walkability and traffic
 - Gathering, social and play
- Encouraging locally-serving businesses and services
- Improving access to existing parking

DISCUSSION (1 OF 2)

Vision

- When you think of a "revitalized" Downtown Fallbrook in 2-to-10 years, what would it look and feel like? What would be the same or different?
- How could a revitalized Downtown improve quality of life for those who may have challenges accessing or affording basic services and supports? What specific types of community members have particular challenges and needs?

11

Participants visible in the Zoom grid: A/D, Pendoley | MG (Fac...), Steven Davidovas | MG, Tim Vertino - PDS, Jennie's Pad, Ricardo Farezla, Allison Barclay, Morayna Flores-Higinio, Luis Higinio, Vero IP, Amber- Neighb..., Liz Ramos, Lila's iPhone, German Mozqu..., German Mozqueda.

COMMUNITY WORKSHOP

- Strengthening the historic, main street character
- Expanding the mix of businesses and services that serve locals and visitors
- Providing more public and private outdoor spaces: gathering and dining
- Expanding the mix of public amenities
- Improving pedestrian and bicycle options

Uses, Amenities, and Character



How would you describe the character of Downtown and what should be preserved?



What types of uses in Downtown should be kept? What are new uses that would be beneficial?



What kinds of amenities are important to the future of Downtown Fallbrook? How can visitors, customers, and new businesses benefit?



POP-UP EVENT: HARVEST FAIRE



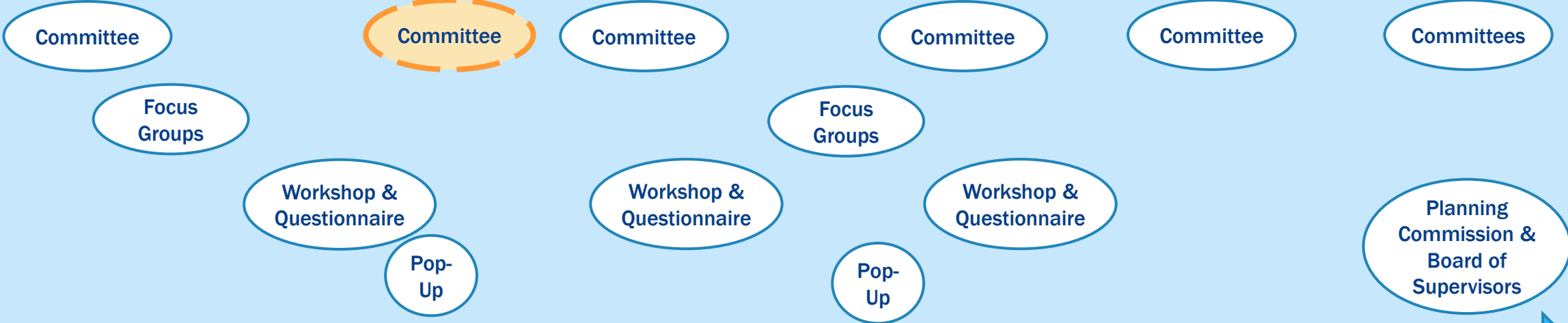
POP-UP EVENT: HARVEST FAIRE

- Maintaining the Village character
- Popular urban design topics:
 - Plazas
 - Gateways
 - Street trees
 - Wayfinding
 - Pedestrian focus: lighting, connections, sidewalks
 - Bike lanes
 - Widened sidewalks



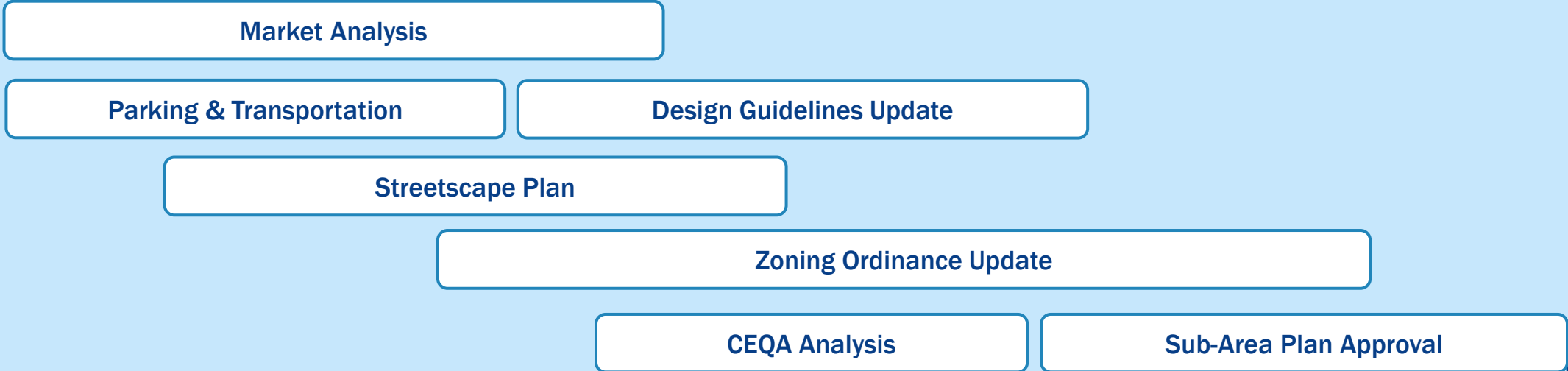
PROJECT SCHEDULE

Engagement



SUMMER 2021 FALL WINTER 2022 SPRING SUMMER FALL 2022

Planning



QUESTIONS & ANSWERS

MARKET ANALYSIS

MARKET PROFILE REPORT

- Reviewed regional and local development trends
- Analyzed demographic and employment characteristics of Plan Area
- Evaluated community amenities and visitor attractions
- Collected and reviewed third-party market data for residential, retail/restaurant, and hotel uses
- Identified opportunities for community revitalization and economic development

Report Objective
Assess the economic viability of new development in the Plan Area and provide recommendations to encourage new investment and revitalization

ASSETS AFFECTING DEVELOPMENT POTENTIAL

- Variety of public facilities and services
- Availability of grocery and pharmacy stores
- Abundance of local artisans and surrounding farms
- Stable residential community
- Historic, cultural, and arts amenities and organizations
- Parks, preserves, and hiking and equestrian trails
- Small-town charm Village area

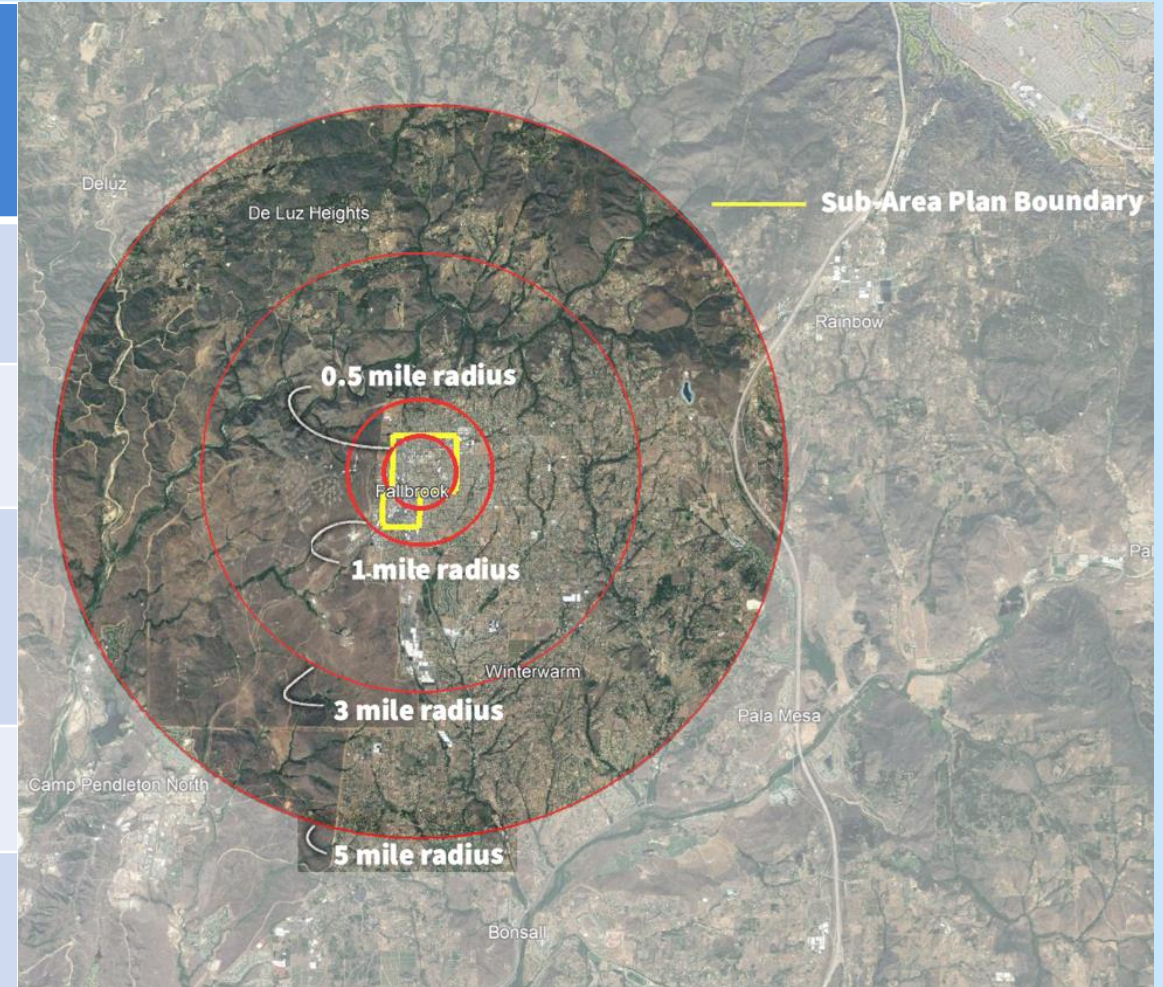
CONSTRAINTS AFFECTING DEVELOPMENT POTENTIAL

- Distance from freeways and arterials
- Village requires reinvestment to attract and retain visitors
- Lower median household incomes than the County
- Home resale values are relatively low to other parts of North County
- Current rents do not support cost of developing new multi-family apartments
- Lack of quality lodging options for overnight visitors

2021 DEMOGRAPHIC OVERVIEW

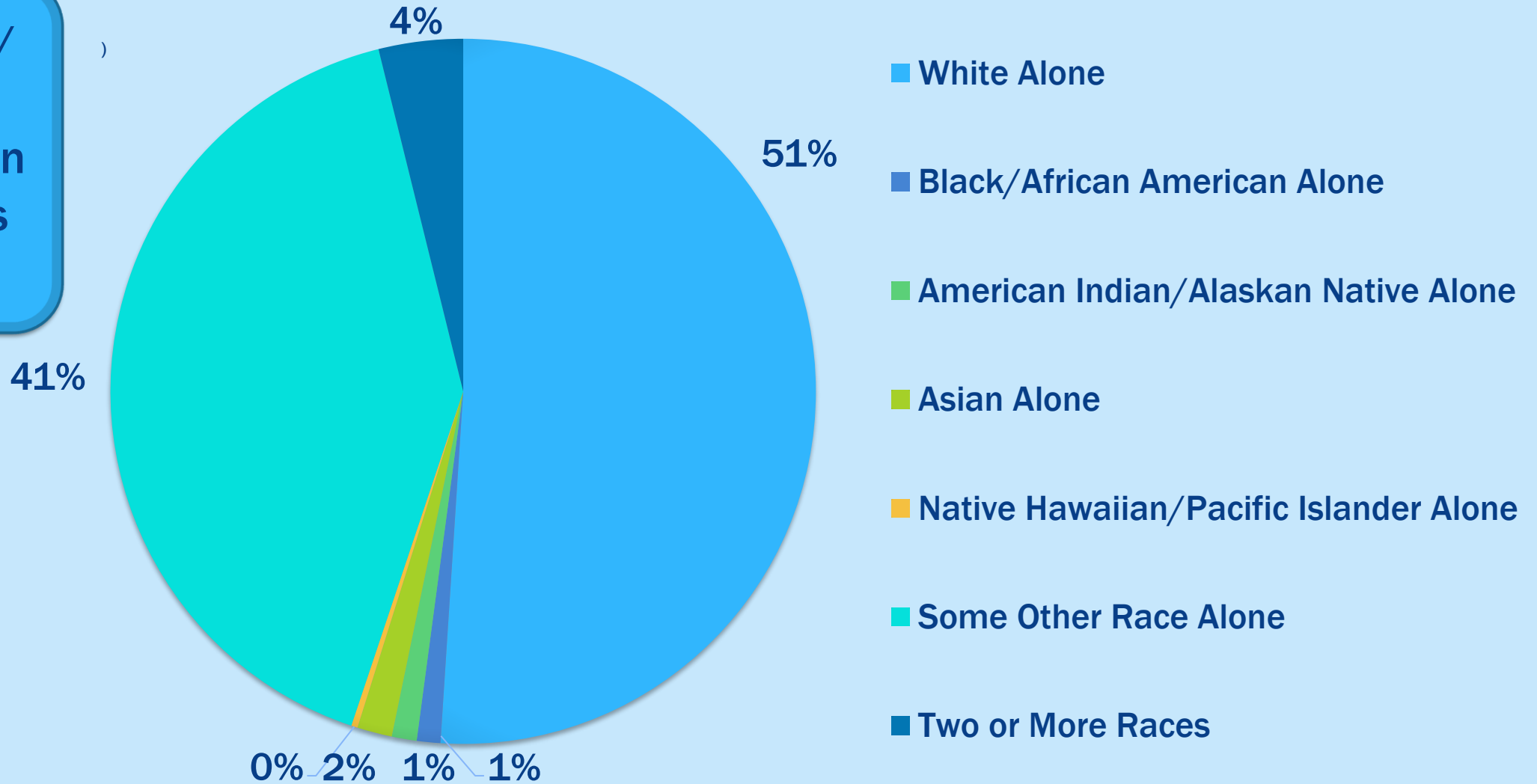
	Half-Mile Trade Ring ⁽¹⁾	1-Mile Trade Ring ⁽¹⁾	3-Mile Trade Ring ⁽¹⁾	5-Mile Trade Ring ⁽¹⁾	San Diego County
Population	4,815	18,086	31,071	42,879	3,355,456
Households	1,505	5,613	10,195	14,552	1,172,245
Average Household Size	3.2	3.2	3.0	2.9	2.8
Median Age	32	32	35	37	37

(1) Reflects a trade ring around the intersection of South Orange Avenue and East Elder Street.
Source: Claritas, LLC

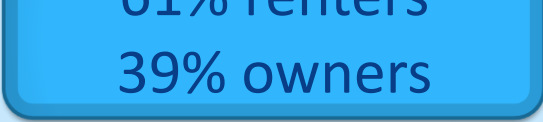


2021 ESTIMATED POPULATION BY RACE/ETHNICITY HALF-MILE TRADE RING ⁽¹⁾

Hispanic/
Latino
population
accounts
for 68%



KEY MARKET FACTORS: RESIDENTIAL

- Housing in the Plan Area is predominately → 

61% renters
39% owners
- Median sales price for detached homes in Fallbrook is \$722,500 with County at \$860,000 (September 2021)
- Housing stock dominated by single-family detached homes and garden apartments
- No recent market-rate housing developments in the Plan Area

RECOMMENDED PRODUCT TYPES: RESIDENTIAL

Affordable Tax Credit Apartments



Garden Apartments



Townhomes and Rowhomes



**Artists Live/Work Lofts
(including Studio Space)**



**Small-lot / Zero Lot Line (ZLL)
Single-Family Homes**



KEY MARKET FACTORS: RETAIL/RESTAURANT

- Consumers need to shop outside of Fallbrook for products found in Furniture Stores, Electronic Shopping, Department Stores, and Shoe Stores 
- Abundance of Lawn & Garden Equipment & Supply Stores, Book, Periodical, & Music Stores, Used Merchandise Stores, and Florists within 5-mile radius 
- Few dining/entertainment options in Village which limits the amount of time that visitors will stay and expend dollars
- No recent significant development of new retail/restaurant space in the Plan Area



RECOMMENDED PRODUCT TYPES: RETAIL/RESTAURANT

Sit-Down Restaurants offering Farm-to-Table Experiences



Establishments offering Craft Beer, Wine, and Hard Cider Tastings



Educational Facilities offering Classes related to Farming, Cooking, and Art



KEY MARKET FACTORS: HOTEL

- Three limited-service hotels/motels exist in Fallbrook located approx. 1 mile from Plan Area
- Approximately 1,800 hotel rooms within 10 miles -- 60% of rooms are at Pechanga Resort and Casino in Temecula
- Full-service hotels and resort casinos offering entertainment and various amenities are located 10 to 20 miles from Plan Area
- As new development brings in dining and entertainment, arts and culture, and other community amenities, Plan Area will become a desirable location for lodging facilities

RECOMMENDED PRODUCT TYPES: HOTEL

Small Boutique Hotel



Limited-Service Hotel



IMAGE AND IDENTITY

- Establish branding and/or create a distinct identity with theme(s) to guide development
- Emphasize unique characteristics of the location, natural setting, arts and culture, etc.
- Implement monumentation, signage, and wayfinding consistent with district identity

Agricultural Heritage



Arts, Culture, & Entertainment



Health & Fitness



POTENTIAL MARKET RECOMMENDATIONS

- Support a range of apartment, multi-family and small-lot residential
- Encourage retail and restaurant linked to local agriculture, craft and art industries
- Expand tourism via small boutique and limited-service hotels
- Establish branding and/or create a distinct identity with theme(s) to guide development
- Implement monumentation, signage, and wayfinding consistent with district identity

DISCUSSION: MARKET ANALYSIS

PARKING ANALYSIS

PARKING UTILIZATION SURVEY

■ Parking Summary:

Parking Type	Supply	Peak Demand	Peak Occupancy %
On-Street	305	105	34%
<u>Off-Street</u>	<u>517</u>	<u>235</u>	<u>45%</u>
Total Parking Supply	822	340	41%

- Current parking supply exceeds demands
- Overall Utilization approximately 40%
 - 480 spaces (60%) unused during peak hours

PARKING UTILIZATION SURVEY

- Study Area

- Focus on Main Ave. between Mission Rd. & Elder St.
- Includes segments of Pico Ave. & Vine St.
- Includes Side Streets

- Zones

- 19 On-Street Segments
- 21 Off-Street Lots



PARKING UTILIZATION SURVEY

METHODOLOGY

- INVENTORY
 - Number, Location, Type
 - Regular, ADA, time restricted, reserved/permit, etc.
- UTILIZATION SURVEY
 - Occupied spaces recorded hourly (7:00 AM – 5:00 PM)
 - Weekday (Tuesday, October 12th)
 - Weekend (Saturday, October 23rd)
 - Included Farmers Market (9:00 AM – 2:00 PM)

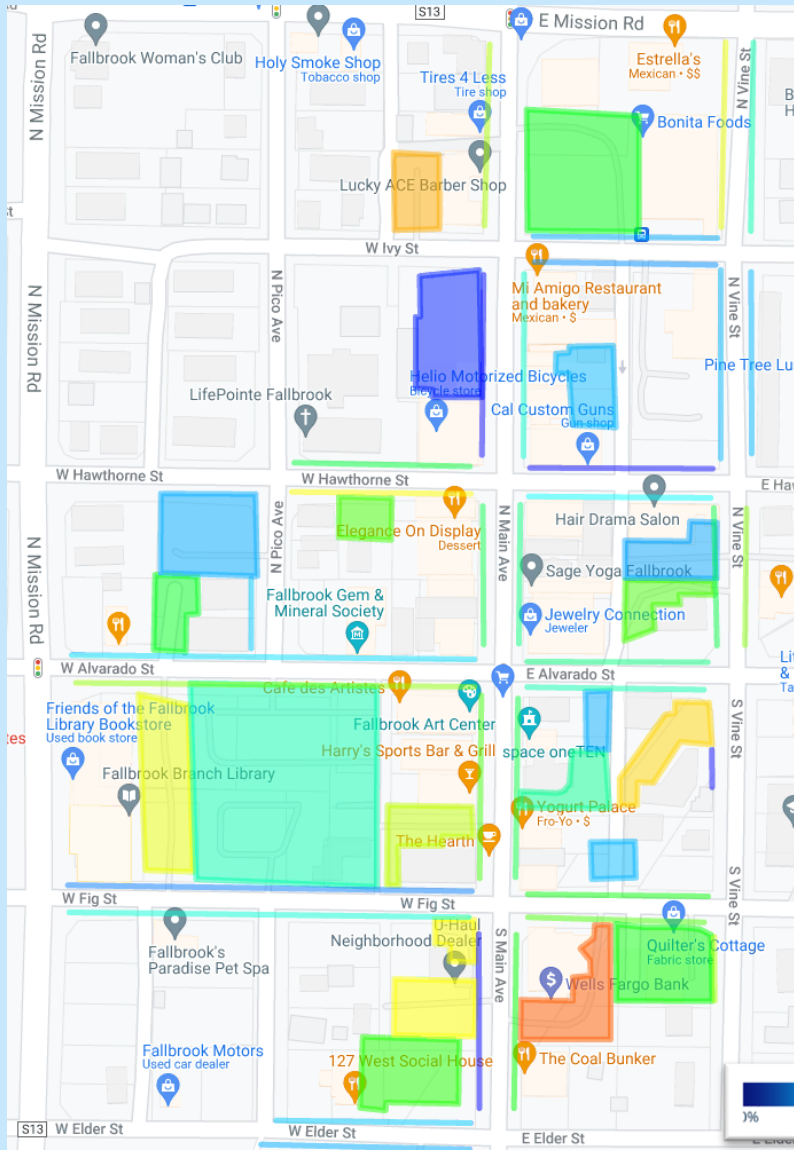
Parking Type		Supply
On-Street		305
Off-Street	Regular	414
	ADA	26
	ADA Van	1
	Reserved	26
	Unmarked Spaces	22
	Permit	8
	Other ⁽¹⁾	20
Sub-Total Off-Street		517
<u>Total Parking Supply</u>		<u>822</u>

⁽¹⁾ Includes electric vehicle, employee, visitor, etc.

PARKING UTILIZATION SURVEY

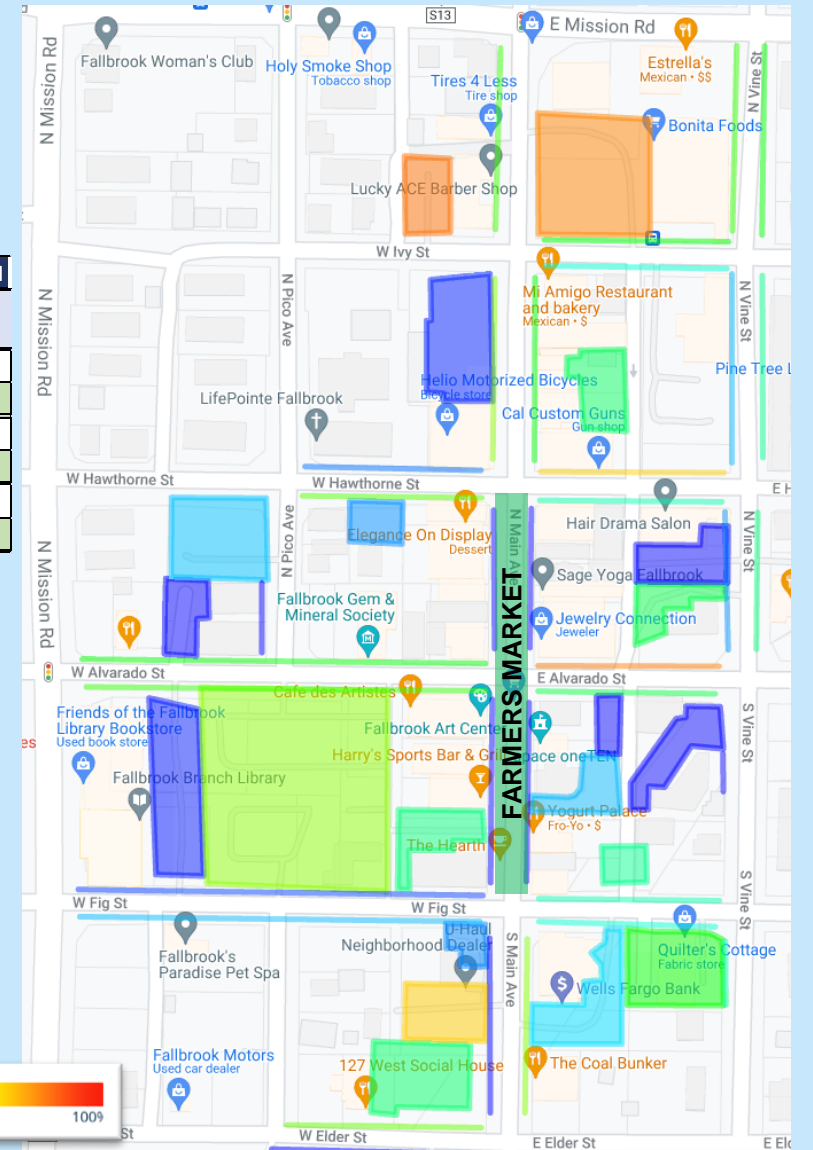
Tuesday,
October 13th
1:00 PM

Parking		Inventory	1:00 PM
Weekday - Tuesday, October 12th			
On-Street	Occupancy	305	105
	Utilization	-	34.4%
Off-Street	Occupancy	517	235
	Utilization	-	45.5%
Total	Occupancy	822	340
	Utilization	-	41.4%



Saturday,
October 23rd
1:00 PM

Parking		Inventory	1:00 PM
Weekend - Saturday, October 23rd			
On-Street	Occupancy	305	102
	Utilization	-	33.4%
Off-Street	Occupancy	517	214
	Utilization	-	41.4%
Total	Occupancy	822	316
	Utilization	-	38.4%



PARKING UTILIZATION SURVEY

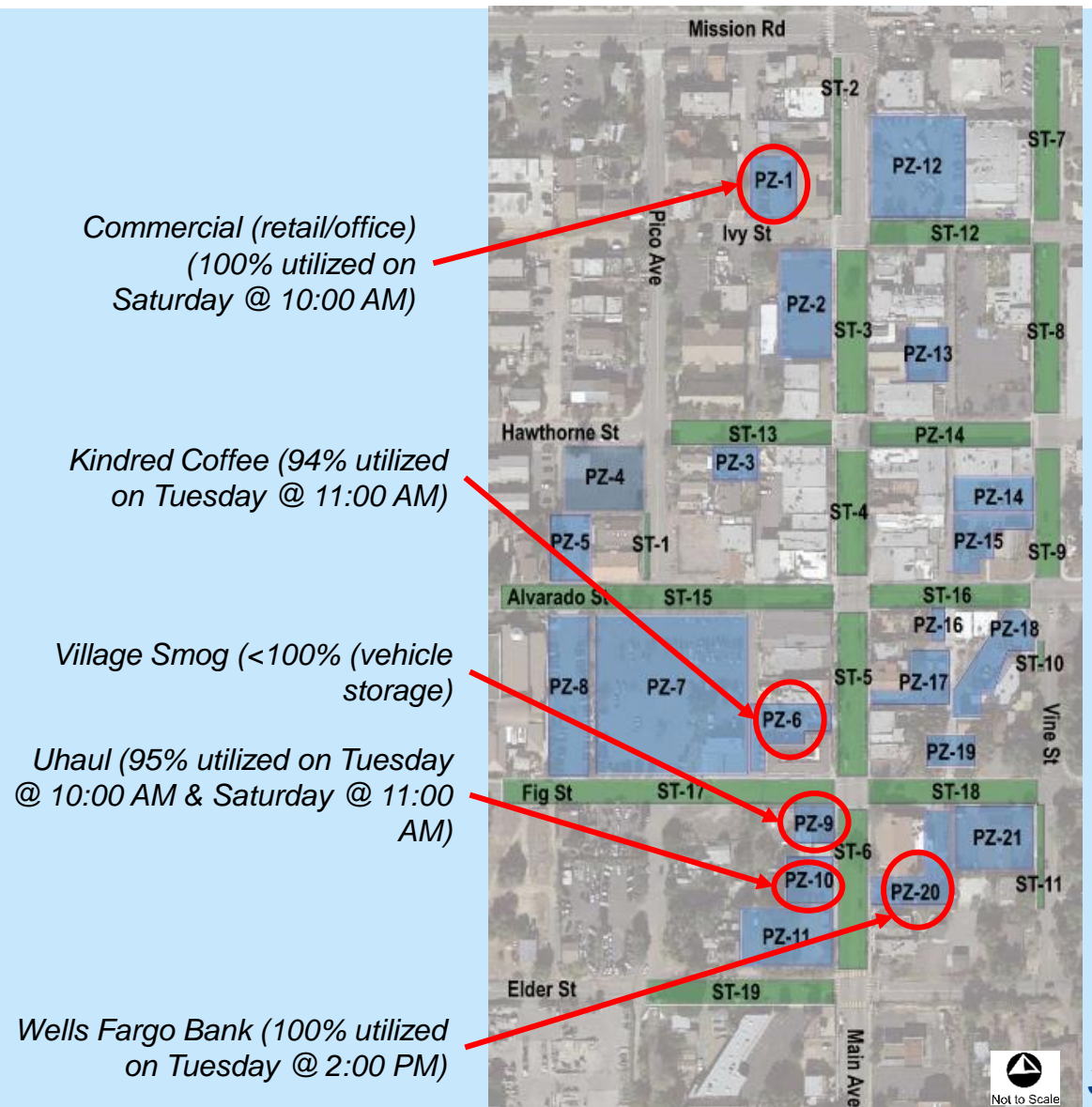
MAIN AVENUE – On-Street Parking Utilization Summary (Mission Road to Elder Street)

- ~ 73 On-street Parking Spaces
- Average 8 spaces per segment per side
- Highest Utilization occurs:
 - Weekday – between Hawthorne Street & Alvarado Street
 - Weekend (with Farmers Market) – between Ivy Street and Hawthorne
- Parklet Opportunities
 - Low utilization in north and south segments of Main Avenue



PARKING UTILIZATION SURVEY

- High Utilization Off-Street Parking Zones
- Specific parking zones showed high utilization outside of the overall peak hour.



POTENTIAL PARKING RECOMMENDATIONS

Purpose:

Improve access to existing parking facilities & reduce parking requirements to facilitate & promote future development.

Update Fallbrook Village Form Based Code

- Current code allows up to 25% reduction within Special Parking District (5761.C.2)
- Remove restrictions to parking reductions
- Establish standard (reduced) parking rates specific to Fallbrook Village
- Encourage centralized shared public parking through In-Lieu Parking Fees
- Preferential parking requirements (i.e. vanpool/EV) with incentivized credits.

Community Engagement

- Increase visibility to public lots through way-finding signage program.
- Education programs for local businesses to facilitate new shared-parking agreements



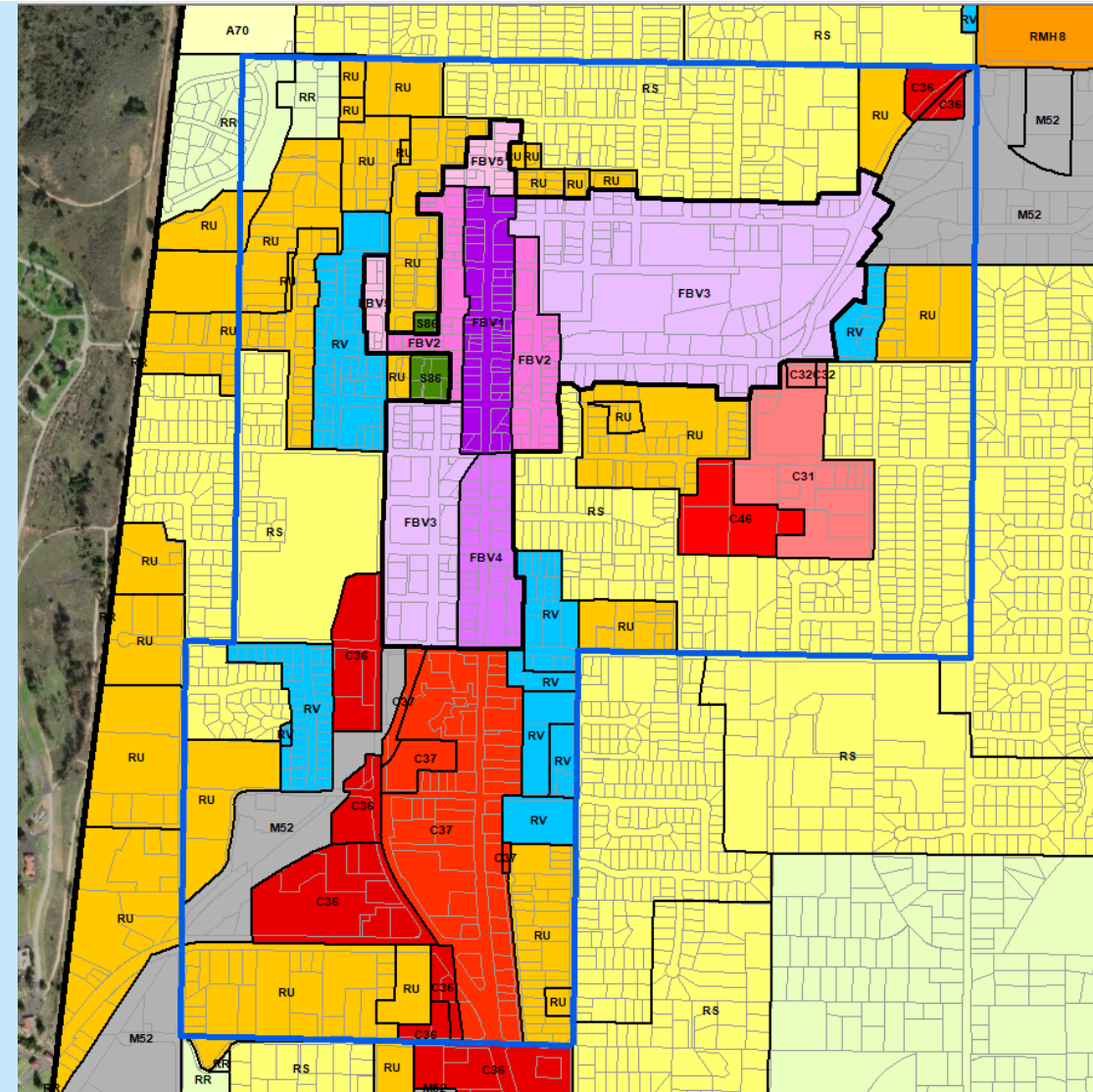
DISCUSSION: PARKING ANALYSIS

ZONING ANALYSIS

ZONING REVIEW

PURPOSE:

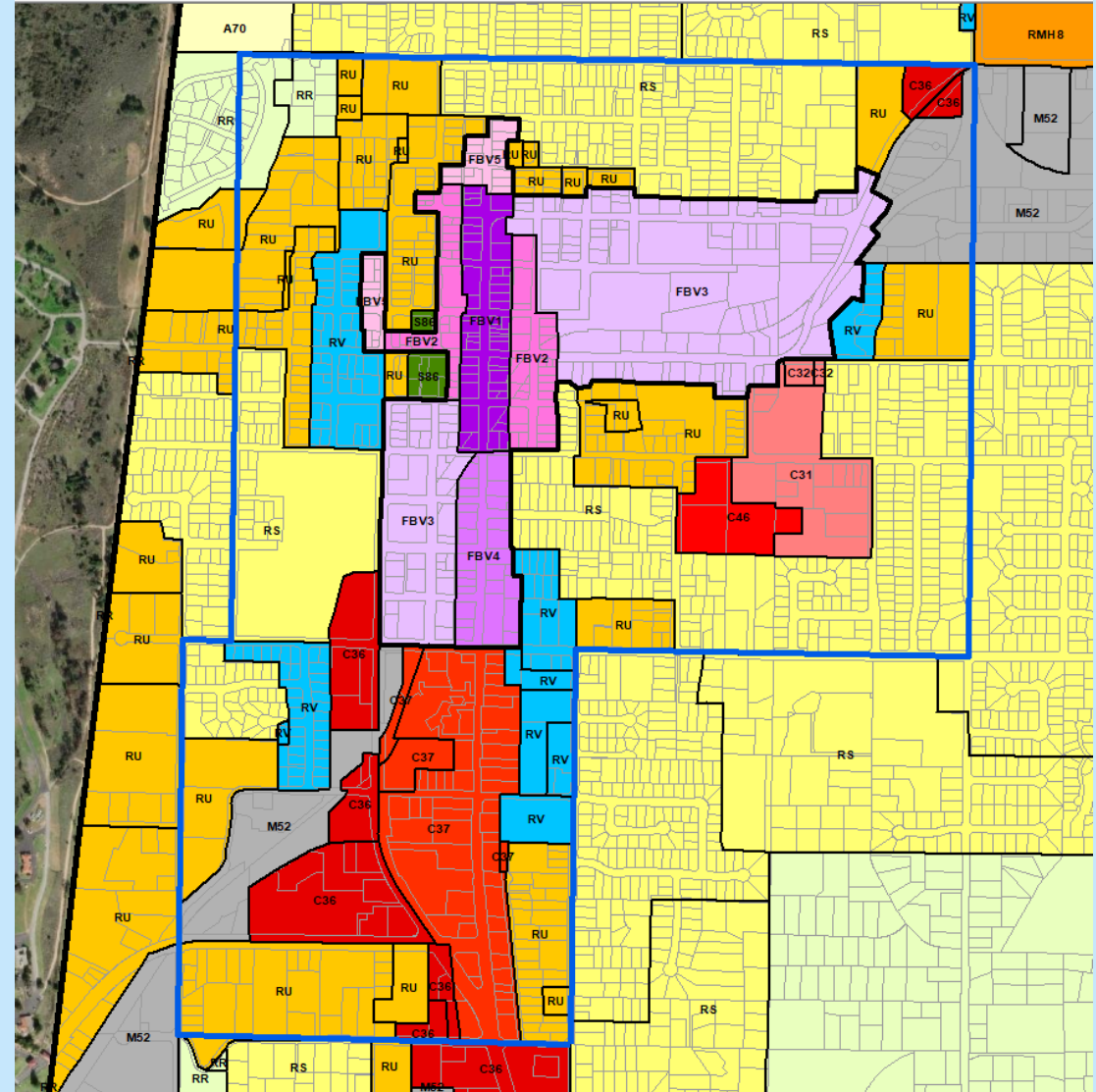
- Assessment of the Fallbrook Village Zones
- Identify Opportunities
- Remove Constraints
- Improve Form and Function



ZONING REVIEW

STUDY PHASES:

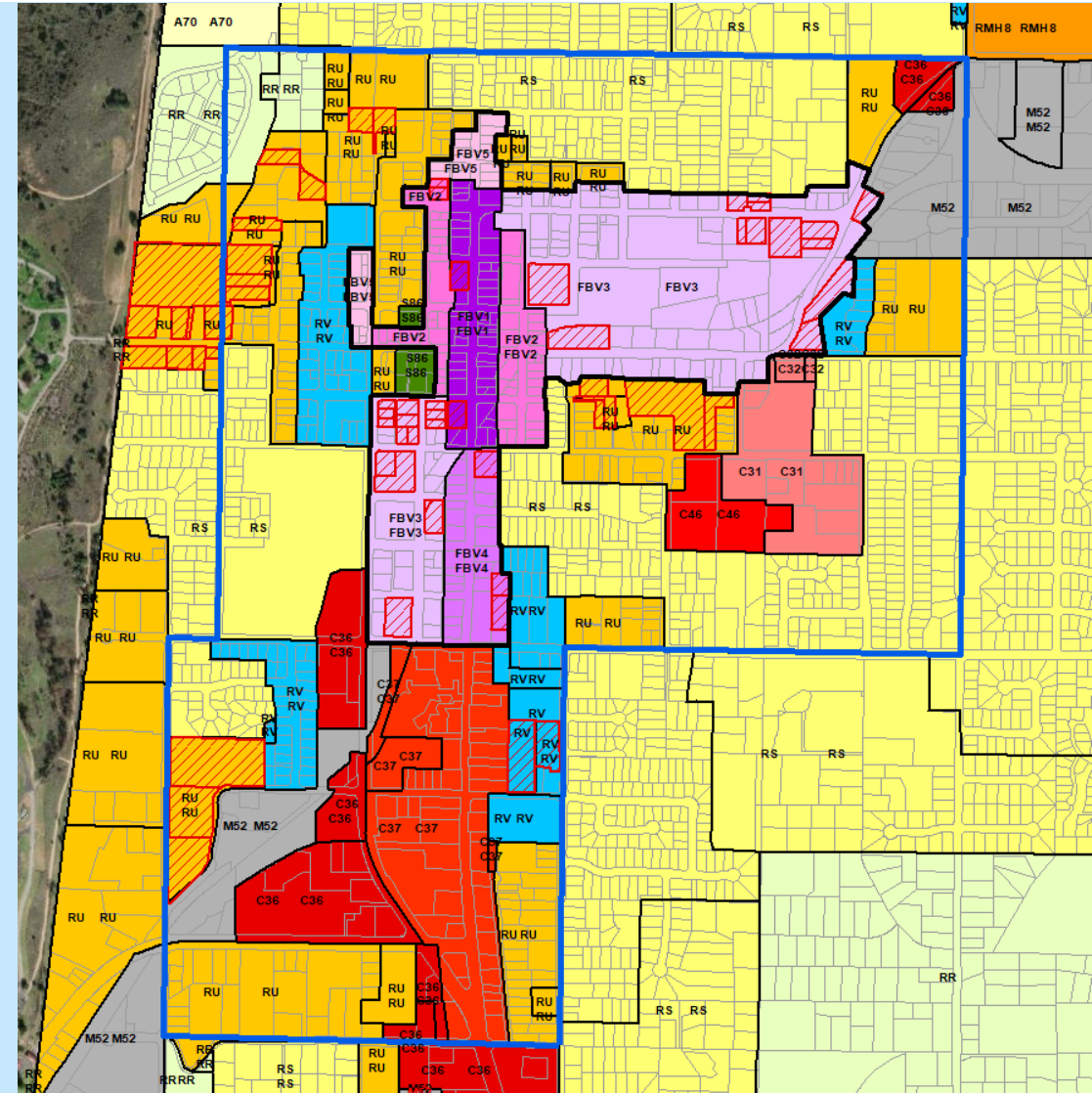
- ✓ Initial Assessment (now)
- Stakeholder Engagement (next)
- Coordinate with other studies
- Framework Plan
- Draft/Final Revisions



ZONING REVIEW

STUDY AREA:

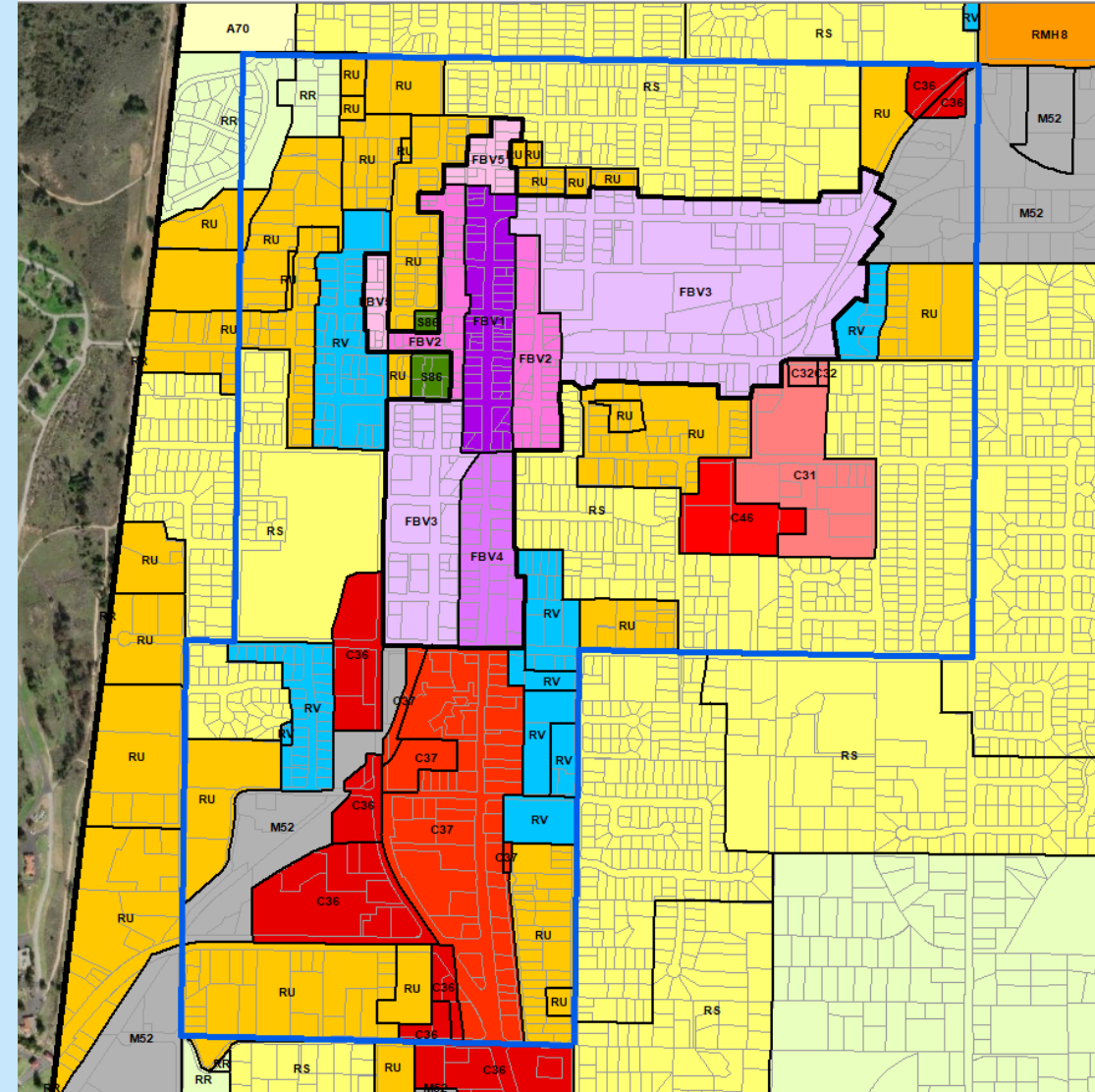
- Focus on S. Main Avenue
- Village Zones 1-5
- Heavy Commercial Zone (C37)
- Adjacent zones less likely to change
- Opportunity Sites



ZONING REVIEW

APPROVAL PROCESS:

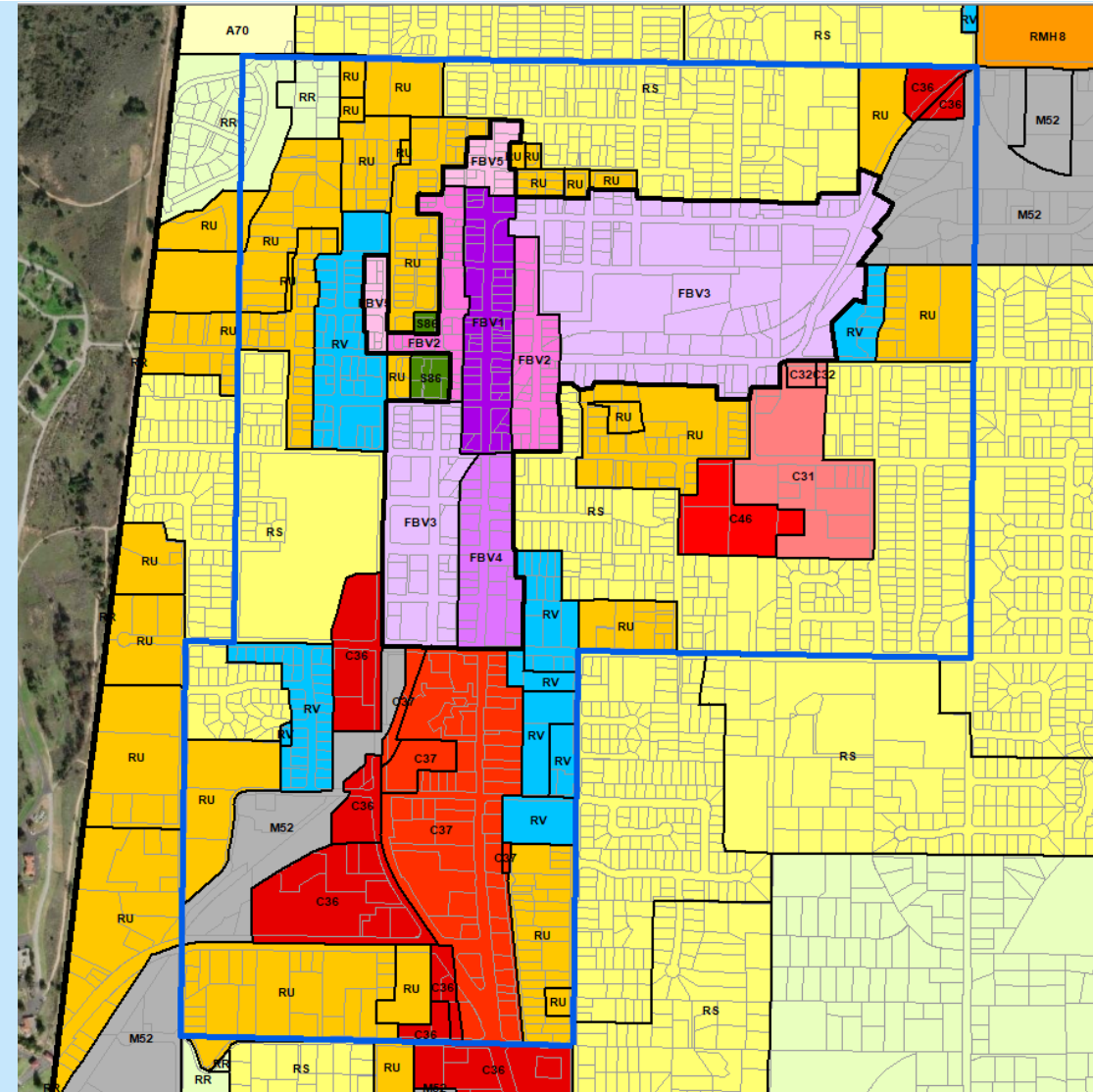
- Site Plan Permit
- Community Design Review
- Fallbrook Design Guidelines
 - Some standards inconsistent with Village patterns and zones
- Major and Minor Use Permits
- Exemptions/Checklist Streamlining



ZONING REVIEW

5 VILLAGE ZONES

- Similar Development Standards
- Differentiated by Uses
- Opportunities for:
 - clarification
 - consolidation
 - ease of use



DEVELOPMENT STANDARDS

Similar across zones

Column1	FB-V1	FB-V2	FB-V3	FB-V4	FB-V5	C-37
Residential Density	24	24	24	24	24	40
Lot Area	-	-	-	-	-	
Max Floor Area	-	-	-	-	-	-
FAR	2.0	1.5	1.5	2.0	-	
Height	35	35	35	35	35	60, 4 stories
Lot Coverage	-	-	-	-	-	
Front	0* (mandatory)	0	0	0 min.-15 max.	50 - centerline	50 - centerline
Side, Interior	0	0	0	0	5 - lot line	0
Side, Exterior	0* (mandatory)	0	0	0	35 - centerline	35 - centerline
Rear	0	0	0	0	25 - lot line	25 - lot line
Open Space	-	-	-	-	-	

DEVELOPMENT STANDARDS

HEIGHT - 35 foot max.

- May deter and limit mixed-use development
 - *Increase to allow 3 or 4 story Mixed Use and Residential Buildings*
 - *Consider step back requirements for such buildings*
 - *Consider minimum ground floor height*

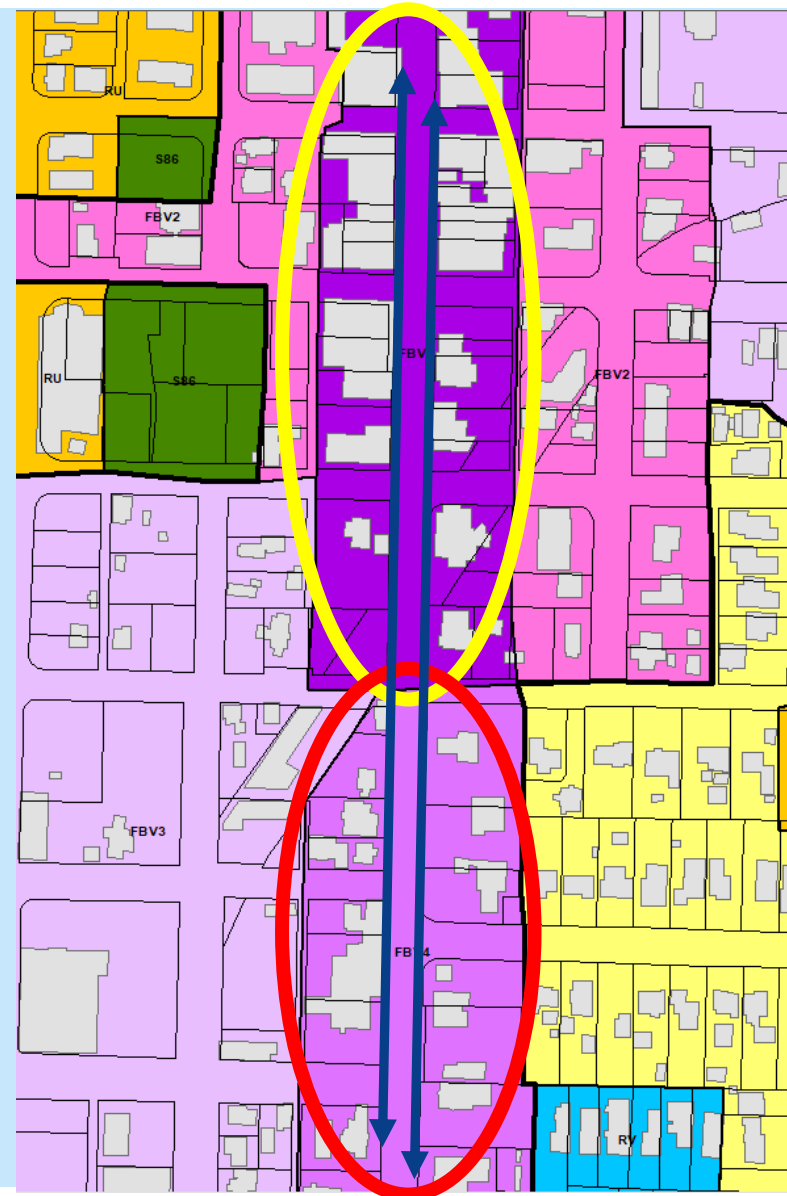
DEVELOPMENT STANDARDS

FLOOR AREA RATIO (FAR) - 1.5 (V2, V3), 2.0 (V1, V4), Unlimited (V5)

- *Consider increase to allow more residential*
- *Consider a maximum for V5*

ZONE	BUILDINGS	EXISTING FLOOR AREA	PARCELS	LOT AREA (sf)	LOT AREA (acres)	EXISTING FLOOR AREA RATIO	MAX FAR	MAX POTENTIAL FLOOR AREA	REMAINING ALLOWABLE FLOOR AREA	REMAINING CAPACITY
FBV1	25	191,452	50	374,180	8.6	0.51	2.0	748,361	556,909	74%
FBV2	49	141,998	56	442,134	10.2	0.32	1.5	663,201	521,203	79%
FBV3	200	560,815	135	2,671,535	61.3	0.21	1.5	4,007,302	3,446,487	86%
FBV4	29	116,718	28	371,001	8.5	0.31	2.0	742,001	625,283	84%
FBV5	45	68,373	25	180,687	4.1	0.38	No max	No max	No max	
TOTALS	348	1,079,356	294	4,039,537	92.7	0.27		6,160,865	5,149,882	84%

DEVELOPMENT STANDARDS



DEVELOPMENT STANDARDS

RESIDENTIAL DENSITY – 24 du/ac. GP allows 30 in VCMU

- Encourages max unit size and cost vs. variety and flexibility
 - *Eliminate or increase - allow smaller, more affordable units*
 - *Control with Height, FAR, Setbacks*
 - *Minimum required yield (70%) – via Housing Element*

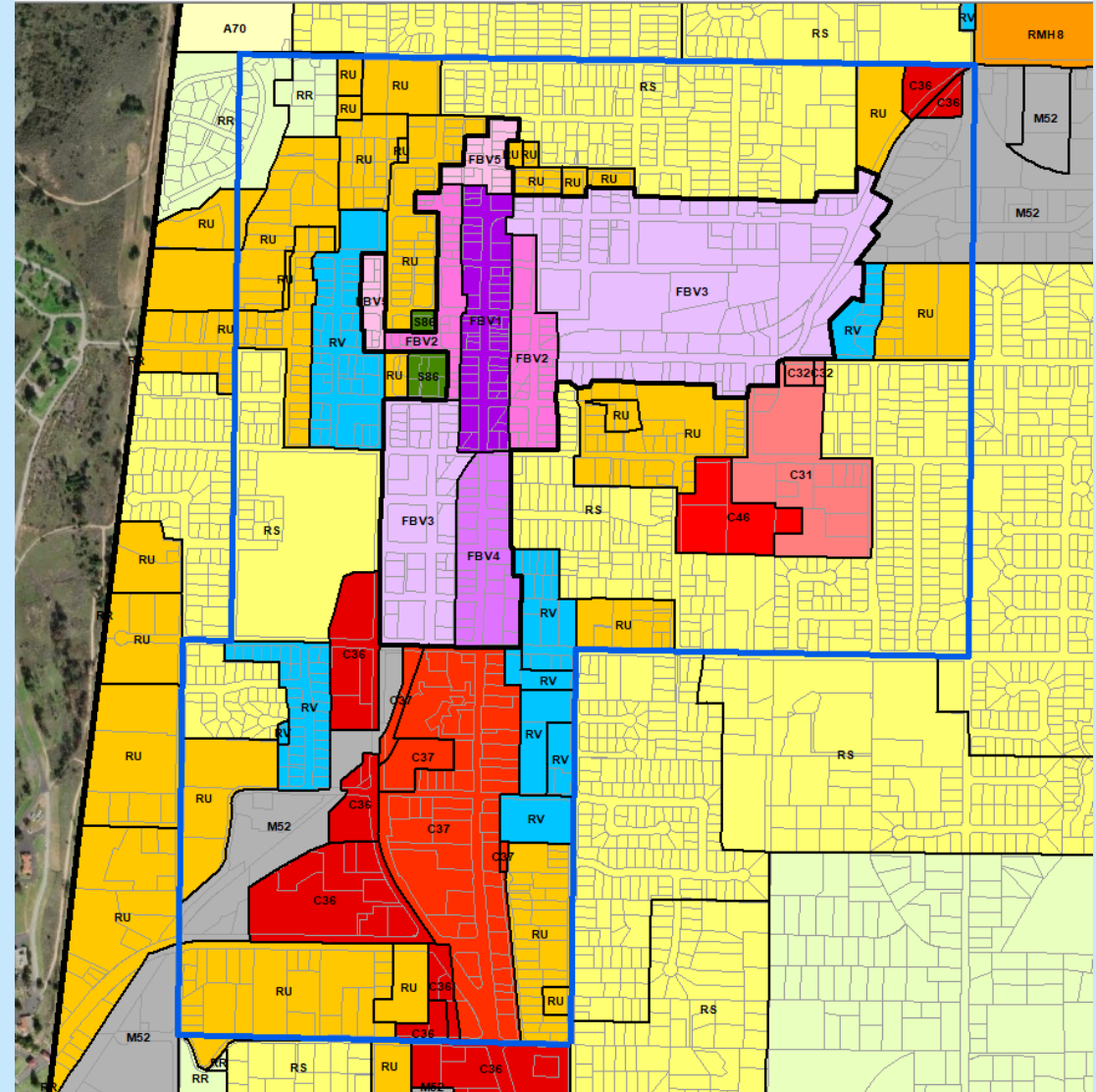
PARKING (S86) – FB Special Parking District

- Library/Art Center
- Fallbrook First Baptist Church
 - *Consider allowing buildings and use if retain public parking*

USE CONSIDERATIONS

HOUSING - allowed 4 ways:

- Secondary (V1, V4)
- Co-primary (V2)
- Compatibility (V3)
- Permitted (V5)
 - *Can be simplified, clarified*
 - (Housing Element Program)
 - *Allow as Primary Use*



USE CONSIDERATIONS

LODGING

- <20 bedrooms V1-5;
- > 20 with Minor UP in V2-4
 - *Consider >20 rooms in V1*

EATING & DRINKING – no drive throughs

- *Explicitly List Breweries, Brewpubs, other targeted uses*

ENTERTAINMENT – “Spectator Sports and Entertainment: Limited”

- Indoors, <500 persons
 - *Explicitly list desired “entertainment” uses*

USE CONSIDERATIONS

OUTDOOR CAFES (6158.a.1) - accessory use

- 200 sf or 25% of indoor (Eating/Drinking) (>)
- 1,000 sf or 25% indoor (Food and Beverage) (<)
- Can exceed limits with Major Use Permit
 - *Allow Outdoor Dining as Primary Use*
 - *Consider increasing areas*
 - *Consider conversion of parking*

GROUND FLOOR USE RESTRICTIONS

- *Protect, promote active uses along S. Main Avenue*

PARKING REQUIREMENTS

SUPPLY EXCEEDS DEMAND:

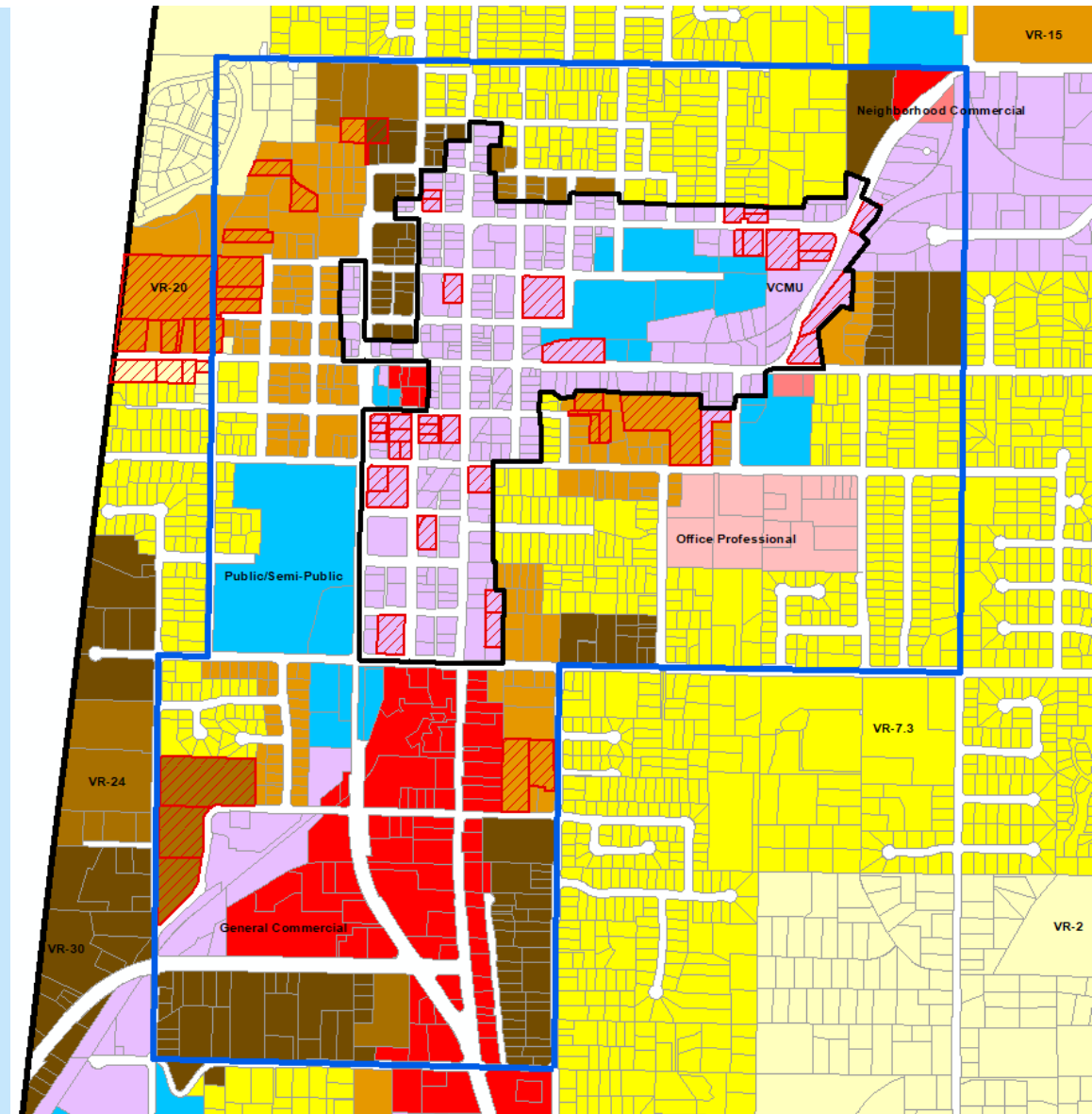
- Supply: 822 spaces / 285,000 sf = 2.9 spaces / 1,000 sf
- Demand: 340 spaces (41% Peak) = 1.2 spaces / 1,000 sf
- Minimum Requirements: = 4.0+ spaces / 1,000 sf
- Excess deters applications, limits investment/development
 - *Reduce minimum requirements based on demand*
 - Free land for growth
 - *Possible incentive tool for community benefits, growth*
 - *Exempt/reduce for use changes in existing buildings, small uses*

PARKING REQUIREMENTS

USE	MINIMUM /KSF
Commercial Office	4.0
Bank, Savings and Loan (including banks with and without drive-through teller or ATM service)	4.0
Retail Sales and Services	4.5
Bar/Restaurant (<3,000 sf)	6.0
Bar/Restaurant (>3,000 sf)	10.0
Stand-Alone Fast-Food Restaurant	12.0

EXTRA SLIDE - ZONING REVIEW

- General Plan vs Zoning:
 - Housing Element Sites



POTENTIAL ZONING RECOMMENDATIONS

- [TBD]

**DISCUSSION:
ZONING ANALYSIS**

SUMMARY & NEXT STEPS

NEXT STEPS

- **Community Questionnaire – Dec. 2021**
- **Infrastructure Committee Meeting #3 – Jan. 2022**
 - **Design Guidelines**
 - **Zoning**
 - **Streetscape**
- **Community Workshop #2 – Jan./Feb. 2022**

STAY IN TOUCH

Timothy Vertino

Land Use /
Environmental
Planner

Timothy.Vertino@
sdcounty.ca.gov

Planning & Development Services

ENHANCED BY Google

MENU ▾ ADVANCE PLANNING BUILDING CODE COMPLIANCE LAND DEVELOPMENT PROJECT PLANNING

Fallbrook Sub-Area Plan

Project Contact: Timothy Vertino | timothy.vertino@sdcounty.ca.gov | (619) 510-2542

To sign up for projects updates on the project, please [Click Here](#).

Fallbrook Documents

- [Visioning Report \(Phase 1\)](#)
- [Village Zoning Regulations](#)
- [Design Guidelines](#)
- [Design Review Checklist](#)

Upcoming Public Meetings

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www.sandiegocounty.gov/content/sdc/pds/advance/fallbrookrevitalization.html

Fallbrook Village Sub-Area Plan

INFRASTRUCTURE COMMITTEE MEETING #2

December 8, 2021

County of San Diego
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