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March 4, 2024

Miracle Mile Community Improvement District (MMCID)  
Ad-Hoc Committee- Miracle Mile Overlay

**Subject: Response to MMCID Ad-Hoc Committee Findings Report Dated 8/1/2023**

To the MMCID Ad-Hoc Committee,

The City would like to thank the MMCID and other residents and business owners for their continued interest in our Shape Stockton housing and zoning efforts. This letter formally responds to some of the major issues raised in the MMCID report dated 8/1/2023 while Attachment A includes annotated responses to all the issues raised.

Summarized Responses

The following summarizes City staff responses to the Ad-Hoc Committee report.

- While the Miracle Mile descriptions and objectives in the Design Guidelines will be updated, City staff do not currently see the need for a new zoning overlay specific to the Miracle Mile. Some of the land use and design suggestions raised in the MMCID report will be carried over into the proposed CN code enhancements and enforced on a citywide scale for the CN zone and as part of design review of new applications.
- Consistent with past discussions, City staff will recommend city-initiated zoning map amendment (“rezones”) to change incompatible commercial and miscellaneous zoning to the existing and proposed Commercial Neighborhood (CN) zoning. These rezones will have a large impact on design and land uses for future requests and achieve a lot of the proposed report findings. Properties on the Miracle Mile that have multiple zones (split zones) or were inconsistent with the adjacent use will be included as well.
- The MMCID report highlighted some topics staff are still exploring. Those include retail size and “chain” businesses, sign requirements, CN allowable land uses, security requirements for new business (i.e., lighting and cameras), and parking waivers for city lots like what is processed for the downtown parking areas.
- Since this effort is to update zoning requirements on private applications, some of the suggestions on street design and traffic/roadway speeds have been forwarded to Public Works staff for discussion on how the area could be improved via capital improvement projects.
- Some of the recommendations proposed in the report suggest the MMCID have approval authority (i.e., regulating land uses like a business association). While the City will work to explore future maintenance and enforcement processes, considering most

the land uses and design review are permitted by-right (i.e., ministerial), the City does not want to amend approval processes for the district at this time.

- Based on issues raised in the report and at in-person meetings attended by City staff, it is recommended that the MMCID conduct land use surveys to determine the amount of property, vacant space, improved space, and potential indoor/outdoor event space to better understand current conditions and tailor coordination with the City as well as requirements. This could help, as some of the recommendations in the MMCID ad-hoc report refer to retail and business size requirements and design suggestions, that could impact future businesses.
- The zoning update will impact future private development applications and the parking standards required for them. It is recommended that follow up coordination meeting with the City occur to discuss use and maintenance of the City owner parking lots. While future zoning waivers on an applicant's parking requirement may be something the City could explore much like what currently occurs in the downtown parking area, it is not proposed at this time for the Miracle Mile area.
- The City is working on addressing homelessness solutions via the Housing Element and Local Homeless Action Plan (LHAP).

Again, City staff would like to thank your group for contributing to the Shape Stockton efforts. While work remains, City staff appreciates the feedback received and looks forward to working with the group and community to address additional items needed for the mile.

If you have any questions regarding the responses, please do not hesitate to contact me at 209-937-8598 or [matt.diaz@stocktonca.gov](mailto:matt.diaz@stocktonca.gov) with any questions regarding the draft.

Sincerely,



Matt Diaz, Advanced Planning Manager  
City of Stockton | Community Development Department

Attachment

- A. Annotated Responses to the MMCID Ad-Hoc Committee Findings Report

ATTACHMENT A- Annotated Responses to the MMCID Ad-Hoc Committee Findings Report

Miracle Mile Overlay  
Miracle Mile Community Improvement District (MMCID) Ad-Hoc  
Committee Findings

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Revised 8/1/2023

ATTACHMENT A- Annotated Responses to the MMCID Ad-Hoc Committee Findings Report

Prepared by:

**MMCID Ad-Hoc Committee:**

Miracle Mile Board Members:

Kimberly Byrd, MMCID Executive Director, Property and Business Owner  
Jeff Gamboni, MMCID Elected Board Member, Landscape Architect: Gamboni Landscape Architects  
Jean Callahan, MMCID Board Treasurer, University of the Pacific, Office of the President  
Tina Wells Lee, MMCID Board President, Business Owner  
Tammy Nguyễn, MMCID Board Member, Business Owner

Miracle Mile Business Representatives:

Kevin Dougherty, Property Owner  
Kevin Hernandez, Property & Business Owner  
Jason Laurenti, Business Representative

LDA Partners Designers & Architects:

Carolyn Natividad, Architect: LDA Partners  
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**City of Stockton Contact:**

Matt Diaz, City of Stockton, Advanced Planning Manager

The criteria laid out in this document is result of discussions and meetings of the MMCID's Miracle Mile Overlay Ad-hoc Committee, as well as discussions with stakeholders including building owners, business owners, City of Stockton Representatives, and patrons of the Miracle Mile.

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# 1 Introduction

## 1.1 Our Committee's Mission and Scope

The City of Stockton is in the process of updating its Zoning Maps as well as the requirements and definitions of the zoning districts and the City's Design Guidelines.

**Commented [MD1]:** Rezoning and map edits would follow the adoption of the development code.

The City is divided into zoning districts which implement the General Plan. The zoning districts are being redefined and will be depicted on the official Zoning Map (Section 16.16.030). Zoning district densities will be shown on Table 2-1, permitted uses on Table 2-2, and development standards on Table 2-3.

The overlay zoning districts provide requirements for development and new land uses that are in addition to the standards and regulations for the primary zoning district, because of the important site, neighborhood, or compatibility issues unique to a particular area. Standards and regulations laid out in the overlay will supersede those included in the other sections of the Stockton Municipal Code

**Commented [MD2]:** There currently is no zoning overlay for Miracle Mile. Just a design district.

The Miracle Mile Overlay Ad-hoc Committee was established by the new Community Improvement District (MMCID) to inform the process with input from the Board of Directors and interested parties including property and business owners.

The following report summarizes the information gathered since the committee's inception and strives to present the consensus of the Ad-hoc Committee regarding zoning and design guidelines as well as other allied information that the Committee has included to represent the many issues we confronted during this process. Upon review and approval by the Board of Directors, the attached report will be forwarded to the City of Stockton Planning Department.

## 1.2 Vision & Background

Vision Statement:

Our mission is to develop a set of guidelines that promote and enhance the distinct character of the Miracle Mile while supporting the economic viability of the area. To this end, we seek to achieve the following objectives:

1. **Pedestrian Orientation:** Reinforce the district's pedestrian-oriented nature, enhancing walkability and accessibility.
2. **Architectural Character:** Maintain the area's historical charm and architectural design through consistent use of high quality and durable building materials. Preserve and enhance the architectural character by ensuring a consistent and inviting aesthetic.
3. **Family Friendly:** Ensure the district has a family-friendly atmosphere, fostering a safe and welcoming environment for all visitors.
4. **Walkability:** Ensure architectural design supports walkability throughout the district, enabling local businesses attract patrons, contributing to the ongoing and much needed growth and success of the local economy.
5. **Safety:** Maintain a high level of public safety through appropriate design of spaces and amenities and security measures, including pedestrian areas, parking lots, landscaping, and lighting.

By achieving these goals, we hope to enable the Miracle Mile to return to its history as a cherished community area for generations to come, while also contributing to the continued growth and success of the local economy.

## ATTACHMENT A- Annotated Responses to the MMCID Ad-Hoc Committee Findings Report

### Background

These efforts and goals are consistent with the general design objectives defined in section 4.05.040 for the Miracle Mile in the City of Stockton Citywide Design Guidelines<sup>1</sup>.

#### Section 4.05.040 of the Citywide Design Guidelines Key Objectives

- I. Quality Development – Achieve a high level of quality development by ensuring that development fits within the context of its surroundings, does not negatively impact adjacent uses, provides superior architectural detailing, incorporates appropriate high quality/durable materials, includes significant landscape improvements, and achieves an efficient/aesthetic arrangement of onsite facilities.
- II. Small Town Character – Preserve the existing small-scale character of the Miracle Mile and a strong sense of visual continuity along street frontages. Maintain a scale of development that people can relate to and feel comfortable in through the appropriate use of design details and human scaled materials.
- III. Pedestrian Orientation – Maintain and enhance the pedestrian character of the Miracle Mile. Provide pedestrian-scaled storefronts and avoid blank walls in pedestrian areas.
- IV. Compatibility With Surrounding Uses – Ensure that new development (including redevelopment and remodeling) complements surrounding uses and does not create negative impacts for such uses. Ensure that development is aesthetically pleasing, especially when viewed from adjacent properties and streets.
- V. Functional Site Arrangement – Ensure that the arrangement of onsite facilities (e.g., buildings, parking areas, accessory uses, etc.) are planned appropriately to establish an efficient, safe, and aesthetically pleasing site layout.
- VI. Safe/Convenient Circulation and Parking – Provide safe, convenient, and efficient vehicular access, circulation, parking, loading, and maneuvering. Encourage pedestrian activity by providing convenient access and safe pedestrian routes.
- VII. Architectural Character – Maintain a high level of architectural design through appropriate detailing, use of quality/durable materials, and avoidance of blank, uninteresting wall planes. Provide high quality and visually interesting roof designs consistent with the overall design of the building and surrounding quality development.
- VIII. Safety – Maintain a high level of public safety through appropriate design of spaces and amenities, including pedestrian areas, parking lots, landscaping, and lighting.

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<sup>1</sup> City of Stockton Design Guidelines: City Council Resolution 04-0213, March 2004

## 2 Uses

### 2.1 Restricted Uses

#### 2.1.1 Fully Restricted Uses

Uses below should be fully restricted along the Miracle Mile:

- a) Convenience marts (Specialty food and good shops should be allowed. Could restrict by business license type and operating hours)
- b) Liquor Store (Specialty wine, beer, and liquor shops should be allowed. Could restrict by business license type and operating hours)
- c) Vape/Smoke Shops
- d) Sexually oriented businesses & Adult Entertainment
- e) Pawn Shops
- f) Vehicle Storage
- g) Auto Sales
- h) Used Appliance Store
- i) Advanced Paycheck Cashing
- j) All Billboards and signage (including electronic) advertising for goods and services not on the premises
- k) Recycling Centers

#### 2.1.2 Restricted by Criteria

Uses in this category should be restricted by count, square footage, or design criteria. Current businesses that fall into these categories are recognized, however, there is a desire not to add any additional businesses of this type.

The follow uses in the following table should be restricted by count along the Miracle Mile:

Uses to Restrict by Count Along the Miracle Mile		
Use	Current Count	Limit per Overlay
Auto Shop & Auto Oriented uses	2	2
Bars & Nightclubs (ABC license/48 license)	1	1
Drive Through*	7	7
Guns & Ammo Sales	1	1

\* Use should also be restricted by additional criteria noted below

\*\*artisanal beverage shops that are not open late should be allowed

The following uses should be restricted by specific design criteria and zoning regulations along the Miracle Mile:

#### Thrift shops

1. Thrift shops shall not exceed a square footage of (3000 SF) to ensure they remain curated. (Curated thrift shops, vintage shops, and consignment shops shall be allowed)
2. Merchandise being pulled out into the public way must be strictly monitored and limited

**Commented [MD3]:** Does restricted mean prohibited?

**Commented [GU4]:** In Draft Code: considered General Retail and permitted in both CN and CG

**Commented [GU5]:** In Draft Code, CUP in both CN and CG

**Commented [GU6]:** In Draft Code: considered General Retail and permitted in both CN and CG. Could define and regulate 'tobacco retailers' separately

**Commented [MD7]:** Not proposed for CN zone. 16.28.050 Adult-Related Establishments

**Commented [GU8]:** In Draft Code, AUP in both CN and CG

**Commented [GU9]:** Not allowed as a primary use

**Commented [GU10]:** In Draft Code, not allowed in CN, L in CG

**Commented [GU11]:** In Draft Code: considered General Retail and permitted in both CN and CG.

**Commented [GU12]:** In Draft Code, considered Banks and Financial Services and permitted in both CN and CG. Could define and regulate check cashing businesses separately

**Commented [GU13]:** I believe this is already prohibited in certain areas

**Commented [GU14]:** In Draft Code, allowed in CG, not in CN

**Commented [MD15]:** Future uses can be prohibited and current uses considered legal nonconforming, but staff does not support the use of limits as it would be challenging to monitoring and confirm with every business license submitted to the City.

**Commented [GU16]:** Thrift shops treated the same as general retail. Regulating by size is difficult and hard to parse out what is 'curated' vs. what they are trying to prevent in a regulatory way

**Commented [GU17]:** In the public way an encroachment permit would be required. On private property, the Draft Code includes standards



ATTACHMENT A- Annotated Responses to the MMCID Ad-Hoc Committee Findings Report

3. Trash must be regulated and tightly managed to limit excess product and packaging buildup the Miracle Mile District, especially in alleys and at the back of businesses. Fines should be levies to those not in compliance.
4. Consignment and vintage shops are not restricted

Drive Throughs

1. Vehicular ingress locations will not occur on Pacific Ave.
2. Vehicular ingress and egress locations will allow enough distance between them to not create traffic issues. A traffic study shall be conducted to add new vehicular access points to and from the street.
3. Any vehicular queuing adjacent to pedestrian areas will have a landscape buffer.
4. All vehicular egress locations onto Pacific Ave will be right turn only.
5. Adequate vehicular queuing length shall be provided to prevent any queuing in public streets. Analysis of vehicle queuing during busiest hours must be provided to support design.
6. No new drive-throughs should be built.

**Commented [MD18]:** Needs refinement for proposed code. There are thrift shops, consignment, and secondhand that are all different from general retail.

Also, the size requirements are to be explored.

**Commented [MD19]:** As discussed, Staff proposes to rezone the area to Commercial Neighborhood (CN) which is a less intense commercial zone intended to provide neighborhood servicing uses.

Drive-throughs are not a part of that zone and in-line with the proposed prohibition in the last bullet point.

## 2.2 Protected Uses

Uses that are currently allowed and should continue to be allowed include but are not limited to:

- a) Retail/boutiques
- b) Personal services
- c) Professional services
- d) Nail/hair salons/barbershops (a limit could be imposed to address the current saturation)
- e) Café/restaurants
- f) Exterior dining
- g) Wine rooms & wine tasting rooms
- h) Banks/ATMs
- i) Residential above a business uses
- j) Pet grooming/services
- k) Live/work spaces (currently a flexible use)

**Commented [MD20]:** In current code and look to include in proposed for CN.

## 2.3 Desired Uses

Uses we currently do not have or have a limited amount that we would like to see more of:

- a) Restaurants
- b) Loft style living
- c) Home décor retail
- d) Art galleries
- e) Theater (performance theater, dinner theater, black box)
- f) National retail chains (this should be restricted by size to preclude large box stores) (count limit could be discussed to keep local character)
- g) Event spaces (a parking reduction waiver would likely be required)
- h) Restaurant incubators (cafeteria style dining for pop-ups and restaurant incubators)
- i) Maker space/ co-op

The overlay for the Miracle Mile should support these uses. The MMCID will be coordinating efforts to analyze the current status of Miracle Mile and why these uses are not currently present. These uses function as attractors to city business districts such as the Miracle Mile and should be incentivized.

Business types that are open and active throughout the week should be promoted at storefronts.

## 2.4 Ancillary Uses

These uses can help make use of underutilized areas of the Miracle Mile and activate areas while businesses would usually be closed:

- a) Event and gathering spaces
- b) Pop-ups
- c) Vendors
- d) Outdoor events (We seek the City of Stockton's assistance in changing the process and reducing the expense to obtain temporary activity permits and street closures)
- e) Food trucks (locations shall be limited and approved by the MMCID)

The MMCID must approve any events being planned or proposed for the Miracle Mile

**Commented [MD21]:** These are considered Temporary Uses and are regulated differently in the code.

For events, applicants can request the approval of a Temporary Activity Permit (TAP) to conduct special events (i.e., pop ups).

**Commented [MD22]:** I believe the MMCID does not have the authority to approve projects, unless it is the owner.

### 3 Building Size

#### 3.1 Square Footage

Most square footage limits for CN zoning in the current SMC are appropriate for the Miracle Mile. The exception is a limit for office spaces of 5,000 sf. The Miracle Mile Overlay should adopt the office space limit of 10,000 sf as outlined by current CG zoning.

**Commented [MD23]:** Staff to explore limitations in general.

#### 3.2 Building Height and Stories

Building height is currently limited to 35 feet. This height limit could be raised to 45 feet if step-backs are provided along the street. A study of sightlines to adjacent residential areas and a shadow study must be conducted and taken into consideration. Neighboring building owners, homeowners, and business owners that are impacted shall be notified.

**Commented [MD24]:** The new code updates CN standards to 45 feet

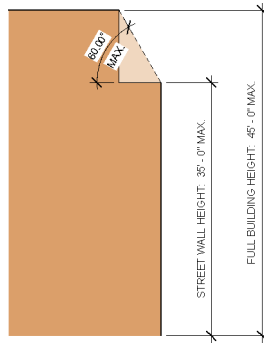
**Commented [MD25]:** Design Review is ministerial and does not require a public hearing notification before approval.

Three building stories shall be allowed if a step-back on the third floor is provided.

Step-back requirements are as follows:

1. The street wall shall be limited to 35 feet in height
2. The step-back depth shall be set to a maximum of 60° taken from 35 feet at the property line (see the following diagram for additional clarity)

**Commented [MD26]:** Building Design Standards have been included in Chapter 16.21. Specially section D (building massing). The proposed code uses 2-3 floors to determine the roofline/massing break.



a.

3. Step-backs at property lines adjacent to residential uses must be taken at a maximum of 45° to protect the privacy of neighbors. If a project seeks a variance on this, studies must be conducted to ensure the residentially zoned neighbors are provided with adequate privacy.

#### 3.3 Floor Area Ratio & Setbacks

Current front and side yard setbacks are acceptable. Rear setbacks that are adjacent to Single Family Residential areas must be as follows:

1. First and second floors must be a minimum of ten (10) feet.
2. Third floors must have a minimum setback of 25 from the rear property line.

**Commented [GU27]:** Not a requirement of the building design standards

**Commented [MD28R27]:** Without site/area analysis this could impact sites.

## 4 Site Requirements

### 4.1 Parking

The City of Stockton in the past has worked with building owners and businesses to find solutions for parking requirements that are infeasible. Some elements of this flexibility have the potential to be baked into the code overlay for the Miracle Mile. The Overlay should enhance parking reductions for the Miracle Mile due to the lack of space for additional parking and the cost and difficulty of upgrading in a historic area. The following are ways that were discussed in terms of parking reductions.

1. If a business is near a city parking lot, a reduction could be justified.
2. There is potential to utilize the street parking along Pacific Avenue.
3. Buildings could be grandfathered into their current parking requirements.
4. Improvements such as bike racks, façade improvements, and lighting improvements could be used to grant a variance for parking requirements.

#### Current Requirements requiring Variances

The following are current parking requirements that may be difficult for building owners on the Miracle Mile to provide. Any lenience regarding these requirements would make it easier for building owners to promote projects and fill vacancies in their buildings.

1. EV charging requirements are difficult to achieve due to the lack of infrastructure in existing lots.
2. Parking stall counts required by the Stockton Municipal Code are difficult to achieve due to the lack of empty space on parcels that are already built out.

#### Pedestrian and Neighborhood impact

Vehicular and bicycle parking should be designed to provide a good pedestrian experience and limit the impact on residentially zoned neighbors. The following are requirements that could provide for this:

1. Parking lots should have trees for shading and landscape to enhance the character of the area.
2. A minimum of five feet of landscaping shall be provided between the parking area and the public right of way.
3. Bicycle racks should be decorative and reflect the character of the Miracle Mile. The MMCID may select a bicycle rack that suits the character of the Miracle Mile to be used typically throughout to help reinforce placemaking along the Miracle Mile.
4. Parking Lot Lighting should be decorative and suit the historic character of the Miracle Mile.
5. If a parking structure is provided, the exterior must be designed to minimize the visual impact of the structure to adjacent properties. This could be done through planters at each level at the perimeter, decorative screening, or step-backs at each level. Parking structures should not take up street frontage along the Miracle Mile on the first floor.

#### City Lot Maintenance

There have been issues with the maintenance of city parking lots. There is the potential for the MMCID to enter into a contract with the city to help maintain city parking lots. There may also be potential for the city to generate revenue for these lots when there are less vacancies on the Miracle Mile. These funds could in turn be used to maintain the lots.

**Commented [MD29]:** The City is exploring this for the downtown parking area, but we do not have a defined parking district for the mile. This request would allow a private business to meet it's parking demands through the use of public facilities which the City may be opened to.

**Commented [MD30]:** This typically occurs, unless the new use intensifies the need for more parking (i.e., office to restaurant). Then a new assessment is conducted for that businesses.

**Commented [MD31]:** This is already include in our ministerial parking reductions options.

**Commented [MD32]:** This is building code for EV ready spaces. A waiver would have to be proposed through that process.

**Commented [MD33]:** See above items for reduction. Staff does not know of many variance that have been needed for parking reductions in the miracle mile.

**Commented [MD34]:** Requires further discussion with Economic Development and land division of the City.

## 4.2 Site Screening

The following are areas discussed as related to site screening:

### Dumpster screening & Trash Enclosures

Security and screening of trash areas must be provided. New dumpsters must be provided with a lid and trash enclosures must have a roof. All dumpsters and trash enclosures must be secured. Cooperation amongst neighboring commercial dumpster users could include sharing compacting dumpsters to reduce the footprint of enclosures.

### Landscape Screening

Landscape screening could be provided to screen commercial uses and parking lots from residentially zoned uses, but must be carefully designed so as not to reduce visibility for safety purposes. Landscape should be designed for low water usage and minimal maintenance. Site landscaping should be carefully designed to not obstruct views to business signage or traffic signage.

### Privacy for Residentially zoned neighbors.

Screening should be provided to provide security for residentially zoned lots. If building has three stories, a study of the proposed design must be conducted to ensure uses on the third floor do not have clear views into residentially zoned lots. If views are provided, this must be mitigated through the use of screening or step-backs. An attractive screen or decorative masonry wall shall be provided along the property line to screen buildings, service areas, and parking areas.

### Construction Screening.

Fencing and screening during construction shall be well maintained, safe, and well lit. Scaffolding and fencing shall not obstruct the pedestrian way.

**Commented [MD35]:** Included in existing and future codes for design and security.

**Commented [MD36]:** Included in current and proposed standards.

**Commented [MD37]:** Included in current practices for safety.

## 4.3 Lighting and Visibility

Lighting and visibility play a huge role in how safe patrons feel on the Miracle Mile. Lighting must provide a level of security while not being a disturbance to neighbors in residentially zoned properties.

### Parking

Lighting must be provided to illuminate surface parking lots to contribute to both vehicular and pedestrian security. Planting must be strategically placed to not block the lighting provided. If a parking structure is built, lighting and security cameras must be provided throughout. Parking lot lighting should be either on a sensor to turn on when movement is detected, or be lit from dusk to dawn.

### Exterior Lighting Standards and Types

Exterior Lighting should be decorative to enhance the character of the Miracle Mile. All new or replacement lighting should be LED. Sidewalks should be lit to provide a sense of safety for pedestrians at night. Exterior Lighting temperature should be between 2000K and 3000K. Lighting fixtures should be a proper scale for the location and function of the fixture. New or replacement lighting should be singular in color.

**Commented [MD38]:** It is sometime difficult to balance parking security/visibility and landscaping. New proposed code will require landscaping and lighting.

**Commented [MD39]:** The proposed code will use candle light for illumination levels and impacts. While we include new levels adjacent to residential, maybe we could explore average pathway levels for new design reviews.

## 5 Character

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Renovations, new development, and revitalization projects should build upon the existing palette of architectural forms and building materials. These guidelines are intended to encourage individuality and create an eclectic environment for many different businesses to thrive while keeping the historical character of the Miracle Mile.

\*The MMCID is continuing development of additional design criteria to help establish the character of the Miracle Mile. Outside consultants may be brought in to assist with development. This criteria will be published as an amendment to this document.

### 5.1 Signage

Signage is extremely important when establishing placemaking and character along the Miracle Mile. Property owners should have a signage program and criteria for their tenants. The Miracle Mile Community Improvement District is working further to define a signage program and refine signage criteria. This criteria will have flexibility to allow businesses to establish their own unique character, while supporting the consistent and high-quality architectural requirements of the Miracle Mile. Current business and property owners with non-compliant signage are encouraged to update their signage to meet criteria. As available, state and local grants will be used to support transition to the updated criteria as defined by the MMCID. The following are draft criteria the MMCID Ad-Hoc committee has developed based on observations of current signage along the Miracle Mile:

1. Having a variety of signage improves the unique character of the Miracle Mile and feels bright and welcoming. Improvement and updates to signage should take this into consideration.
2. Sandwich board signage shall be pedestrian oriented and only out during business hours. They must be placed to not restrict the pedestrian way. They should be durable and not be plastic boards with inserts.
3. Signage should be easily read from the street. Care should be taken when selecting font, size, and color.
4. Signage decals on windows should not substantially obstruct the visual connection into the business.
5. New signage shall not exceed a scale that is appropriate to the building or protrude into the sidewalk substantially.
6. Signage should not show multiple logos on a single sign.
7. Billboards<sup>2</sup> are not permitted.
8. Temporary and vinyl signage must not be used as permanent business signage.
9. All signage must be permitted and approved by the city.

\*The MMCID is continuing development of more strict signage criteria. A wayfinding and signage consultant may be brought in to assist in developing this criteria. This will be published as an amendment to this document.

#### Signage maintenance

The following maintenance of signage must be completed in a timely manner (within 30 days). Extenuating circumstances will be taken into consideration with the timeframe requirements.:

1. Faded, damaged, and dilapidated signage must be replaced
2. Signage lighting that goes out must be repaired
3. Outdated building signage should be removed or updated to acknowledge current uses & businesses.

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<sup>2</sup> A billboard is defined as a sign which advertises goods, products or facilities, or services not necessarily on the premises where the sign is located or directs persons to a different location from where the sign is located.

4. Temporary vinyl signage shall only be used until permanent signage can be installed. In all cases, temporary signage should be replaced with approved permanent signage within 60 days of operation
5. Painted signage shall be touched up at least every two years.
6. Missing elements or letters to signage must be replaced in a timely manner

## 5.2 Materials and Colors

The MMCID is continuing development of material and color criteria. This criteria will be published as an amendment to this document.

### Materials:

Materials should match and coordinate with the historic character of the Miracle Mile. Building and Business owners should make efforts to repair and maintain original building materials and design elements. Where these materials cannot be kept, alterations should be in keeping with the original building. Building materials should be selected to respect the neighbors and historic character of the neighborhood.

### Colors:

Building wall color should contrast trim colors; for example, neutral or light walls with dark colors and saturated hues for accent and ornamental colors; white or light window and door trim on a medium or dark building wall. Colors of adjacent buildings should be taken into consideration when selecting colors. Bright colors should be used sparingly. Typical applications for bright accent colors are fabric awnings and banners. A restrained use of bright colors also allows display windows and merchandise to catch the eye and stand out in the visual field.

**Commented [MD40]:** Included in current and proposed standards. Current is Design Guidelines and Proposed.

## 5.3 Design Guidelines

The following are recommendations for façade and building design based on the current and historic conditions of the Miracle Mile:

1. Storefront window systems are recommended to be built on a curb to mimic the look that was historically built on the Miracle Mile. This curb should be no more than 24" in height unless it was originally part of the design.
2. Building awnings and heights should be varied along the Miracle Mile and address the pedestrian scale.
3. Outdoor dining enclosures should only be constructed when the occupying business will use them.
4. Exterior lighting should be used to add character and reinforce a comfortable atmosphere during the evening.
5. Every building should have a clear pattern of openings and surface features, a recognizable entry, and an interesting roofline/facade.
6. Recessed entries with distinctive design features are recommended.
7. Doors should be substantial and well established. Medium or Wide stile doors are recommended.
8. New or renovated storefronts within existing buildings should emulate or re-create a previous store front in order to harmonize with the overall building architecture.
9. Side and rear building facades should have a level of trim and finish compatible with the front facade or an architectural mural, particularly if they are visible from streets, adjacent parking areas or residential buildings.
10. The design of all buildings and storefronts shall be unique rather than parroting corporate, chain or franchise standard designs.
11. Avoid using residential style roof forms, unless rebuilding or remodeling existing residential-style structures.
12. Awnings should not obscure architectural details on the facade or cover existing transom windows.

ATTACHMENT A- Annotated Responses to the MMCID Ad-Hoc Committee Findings Report

The following are Design Requirements

1. Rooftop equipment shall be screened from view.
2. No new curb cuts shall be installed on Pacific Ave along the Miracle Mile.
3. Glazing must make up a minimum of 60% of the first-floor storefront. The minimum percentage of glazing may not be covered by a decal and must provide views into the business.

**Commented [GU41]:** Building design standards require 50%

The following facade elements shall not be allowed:

Façade elements that shall not be allowed:	Exceptions:
1. Bars on windows	Temporary nighttime security that is opened by 10am daily and obscured when open is acceptable.
2. Security roll-up doors	Roll up doors may occur if they are opened by 10am daily and one of the following conditions is met: roll-up door panels include windows to provide a visual connection into the building, roll-up doors are offset from the public way, or roll-up doors are used to secure an exterior service counter that is always open during business hours.
3. Window decals	Window decals may occur if they do not substantially obstruct visibility into a business. Decal coverage of windows shall be limited to 45%



## 6 Maintenance

### 6.1 Maintenance of Vacant Properties & Property Damage

#### Vacant Properties

Property owners shall make efforts to fill vacancies in their buildings. Signage for previous tenants must be removed. While improvements are being made, paper shall be installed to cover the windows. While spaces are available being advertised to tenants, the interior should be visible and lit to show the potential of space. Vacant properties must be kept clean and maintained. Outdated signage shall be removed within 30 days of vacancy. Available/for rent signage should be placed to be visible and include appropriate information to inquire for leasing and purchasing purposes. Property owners shall submit their available property information to the MMCID to be included in the website for marketing. The MMCID would like to assist in property owners finding tenants for vacant properties if desired by the property owner. Boards on boarded up buildings should be painted and kept free of graffiti.

#### Property Damage

Damage to property on the Miracle Mile should be fixed in a timely manner (within 30 days). Extenuating circumstances will be taken into consideration with the timeframe requirements. The following are items that are considered property damage and must be fixed:

1. Broken windows (shall be boarded up in the meantime and boards shall be painted to minimize the visual impact of the property damage)
2. Fire Damage
3. Damaged signs (regular wear and tear, lighting, or missing letters)
4. Graffiti
5. Paint Damage
6. Empty Planters
7. Exterior disrepair
8. Awning damage
9. Damaged interior blinds or shades that are visible from the outside

### 6.2 Temporary Signage, Flyers, and Debris at building facades

#### Temporary Signage and Flyers

Temporary signage should be replaced with permanent signage within a timely manner of the business opening (60 days) Flyers on windows on building facades should be removed after their message is no longer relevant.

#### Sidewalk Displays

Sidewalk displays should only be out during business hours and not impede the public pedestrian path. Sidewalk displays shall be organized and not block visibility to the business façade or adjacent businesses.

#### Debris at Building Facades

Debris should be cleaned up and discarded in a timely manner. Building facades and alleyways should not be used as temporary or permanent storage of items. If the amount of items to discard exceeds the limit of the dumpster, the discard of items must be organized by the business owner.

**Commented [MD42]:** Not sure the City can enforce this timeline as insurance can take months for funding to pay for property damage.

We have reached out to meet with Code Enforcement to know more.

**Commented [MD43]:** See Section 16.28.260, Outdoor Display and Sales for new code

### 6.3 Maintenance Enforcement

The MMCID in the past has enforced maintenance by influence. The city should function as a “third party enforcer” for the criteria as outlined by the overlay, including imposing a financial or conditional lien on properties. The city and the MMCID should work in harmony to help enforce property maintenance. The MMCID will send letters to business and property owners if they are not in compliance with the zoning code overlay and may elect to alert the city in regards to violations.

**Commented [MD44]:** The City will regulate adopted standards and processes. While the City will continue to work with the MMCID to refine those standards and processes, it will not enforce any guideline not adopted by the City Council.