

**City of Baldwin Park
2020 General Plan**

Land Use Element

November, 2002

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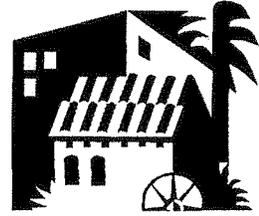
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LAND USE ELEMENT

Introduction

The Land Use Element is a guide to land use planning in Baldwin Park and provides a framework for the environmental and infrastructure issues examined in other General Plan elements. The Land Use element identifies how land will be used in the future - for housing, commercial and business centers, industry, public facilities and parks. The Plan for future land use reflects Baldwin Park's goals to maintain a quality environment for families, strengthen the community's image, and diversify and expand the local economy.

Purpose of the Element

The purpose of the Land Use Element is to describe present and planned land use activity, and address the relationship between development and environmental quality, potential hazards, and social and economic objectives. As a guide to future growth and development, the element identifies the general distribution, location, mix and extent of desired land uses including residential, commercial, industrial, public facilities and open space uses. Through the use of maps and tables, a clear and logical land use pattern is established, including standards for future development. A particularly important feature of the element is the Land Use Policy Map. This map shows the location, density, and intensity of development for future desired land uses in Baldwin Park. Finally, the goals and policies in the element establish a constitutional framework for future land use planning and development decisions in Baldwin Park.

The Land Use Element represents the City's desires for long range changes and enhancements of land uses within the City. The Land Use Plan builds on the established land use pattern to provide integration between existing community qualities and the community's vision for the future. Achieving the vision will be accomplished through continued public involvement and diligence by City elected officials and staff.

Element Scope and Content

The Land Use Element is comprised of three sections: 1) Introduction; 2) Issues, Goals and Policies; and 3) the Land Use Plan. In the Issues, Goals and Policies section, community land use issues are identified, and corresponding goals and policies are established to address these issues. The goals, which are overall statements of the City's desires, consist of broad statements of purpose and direction. The policies serve as guides for both for reviewing development proposals, and for accomplishing community development strategies. The final section of the element, the Land Use Plan, contains the Land Use Policy Map, and explains how the goals and policies will be achieved and implemented.

Related Plans and Programs

The scope and content of the Land Use Element is primarily governed by the *General Plan Law and Guidelines*, and the *Planning, Zoning and Development Laws* for the state (California Government Code Sections 65000-66009). In addition, a number of other relevant plans and programs play an important role in the formulation of land use policy for Baldwin Park. These include the following:

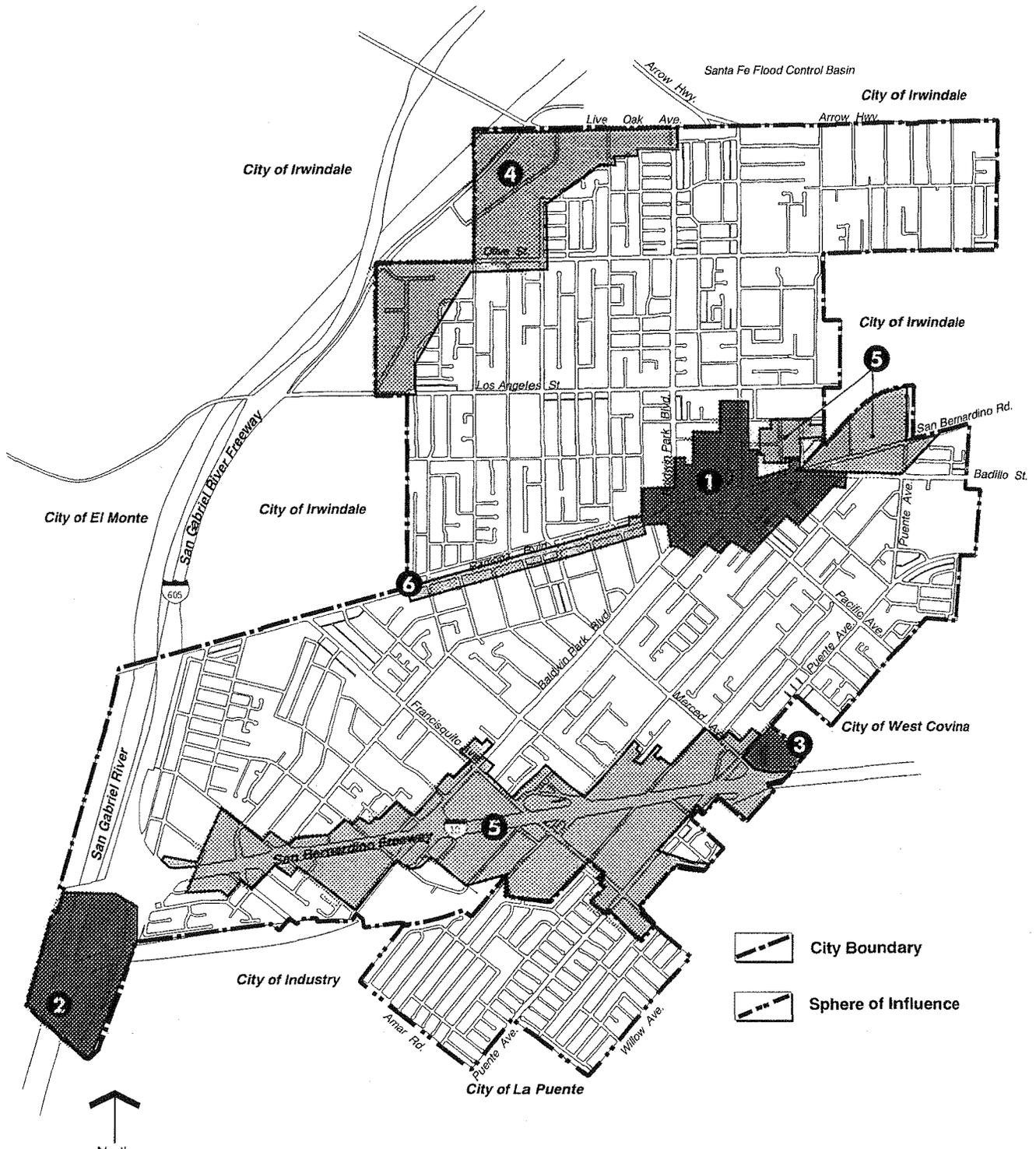
City of Baldwin Park Zoning Ordinance

The City's Zoning Ordinance divides the City into areas, called zoning districts, and establishes regulations for each district with respect to permitted uses, allowable density, building height, development character, etc. The Zoning Ordinance consists of a map which delineates the district boundaries and text which explains the purposes of areas, specifies permitted and conditional uses, and establishes development and performance standards. The Zoning Ordinance serves as the primary implementation tool for the Land Use Element and the goals and policies contained within it. The zoning map by law must be consistent with the General Plan Land Use Policy Map, and the zoning map will be revised to reflect the 2020 General Plan as adopted.

Redevelopment Plans

The State legislature has enacted laws which permit cities and counties to adopt redevelopment plans that are intended to revitalize and rehabilitate blighted areas. Redevelopment plans provide a means for government agencies to encourage private reinvestment in blighted areas through initial government assistance.

The Baldwin Park Redevelopment Agency has adopted six redevelopment project areas, the boundaries for which are illustrated in Figure LU-1. In terms of future redevelopment activities, the two most active Project Areas are Sierra Vista and Central Business District. Planned activities in these Project Areas are reflected in the Land Use Element's Plan and policies.



Redevelopment Project Areas

- 1. Central Business Redevelopment Project
- 2. Delta Redevelopment Project
- 3. Puente/Merced Amended Redevelopment Project
- 4. San Gabriel Redevelopment Project
- 5. Sierra Vista Redevelopment Project
- 6. West Ramona Redevelopment Project



BALDWIN
P · A · R · K

Figure LU-1
Redevelopment Project Areas

Livable Communities Study The San Gabriel Valley's Livable Communities Case Studies (1998) outline urban design strategies intended to make downtown Baldwin Park and five other case study communities more pedestrian-friendly. These strategies include the promotion of pedestrian-friendly commercial areas that de-emphasize the use of automobiles and encourage walking and use of transit to work or entertainment venues within shopping districts. Key features of the Livable Communities concepts for downtown Baldwin Park included integration of multi-family and mixed-use housing developments; providing pedestrian connections across Ramona Boulevard; and capitalizing on the location of the Metrolink station adjacent to Downtown. The findings and recommendations of the Livable Communities Study were presented before the General Plan Vision Committee, and several of the Study's recommendations integrated into the Land Use Element.

California Environmental Quality Act Law and Guidelines (CEQA) The California Environmental Quality Act requires a thorough analysis of potential environmental consequences resulting from a development project or from a plan that guides future development. CEQA provides a means by which City officials and the general public can identify the potential adverse affects a project will have on the community, and to allow for mitigation or avoidance of such impacts.

SCAG Regional Comprehensive Plan and Guide The *Regional Comprehensive Plan and Guide* (RCPG) was developed with active participation from local agencies, elected officials, the business community, community groups, private institutions, and private citizens to minimize traffic congestion, improve air quality and the quality of life, and protect environmental quality throughout the six-county SCAG region. The RCPG is intended to function as a framework for decision-making for local governments, assisting them in working together through their subregional organizations, in order to meet federal and state mandates consistent with regional goals. Baldwin Park is one of 27 member governments which form the San Gabriel Valley Association of Cities, a subregion of Los Angeles County.

Issues, Goals and Policies

The policies contained in this Element have been developed in response to issues identified as part of the background research conducted as part of this General Plan, as well as issues identified by the community, the General Plan Vision Committee, City staff, and the City's decision makers. These policies address preservation of major areas of the City, revitalization of selected areas, and guidance of new development to those underdeveloped portions of the City.

An important component of the General Plan program for Baldwin Park is the identification of key opportunity areas for commercial and industrial development. Fifteen such areas were defined as part of the General Plan program, illustrated in the Focus Area Overview Map presented later in this section (Figure LU-4). These Focus Areas represent locations where long-term change and improvement are desired. Land use policies in each of these areas focus on physical land use actions which can achieve a long term vision for the area in the context of defined issues, constraints and opportunities.

This section begins with policies directed towards addressing Citywide land use issues, followed by policies specific to the fifteen Focus Areas. The Urban Design, Circulation and Economic Development elements also include policies directed at achieving comprehensive improvement in the Focus Areas.

Balanced Development in Baldwin Park

Goal 1.0 Maintain a balanced mix and distribution of land uses throughout Baldwin Park.

Policy 1.1 Provide opportunities for housing development at a range of densities and housing types that accommodate the varied interests and needs of present and future residents.

Policy 1.2 Maintain existing lower density character in identified single-family neighborhoods through establishment of new RS-7,500 zone district. (Figure LU-2 generally identifies neighborhoods with predominance of 7,500 square foot lots, with precise boundaries to be defined as part of rezoning process subsequent to General Plan adoption).

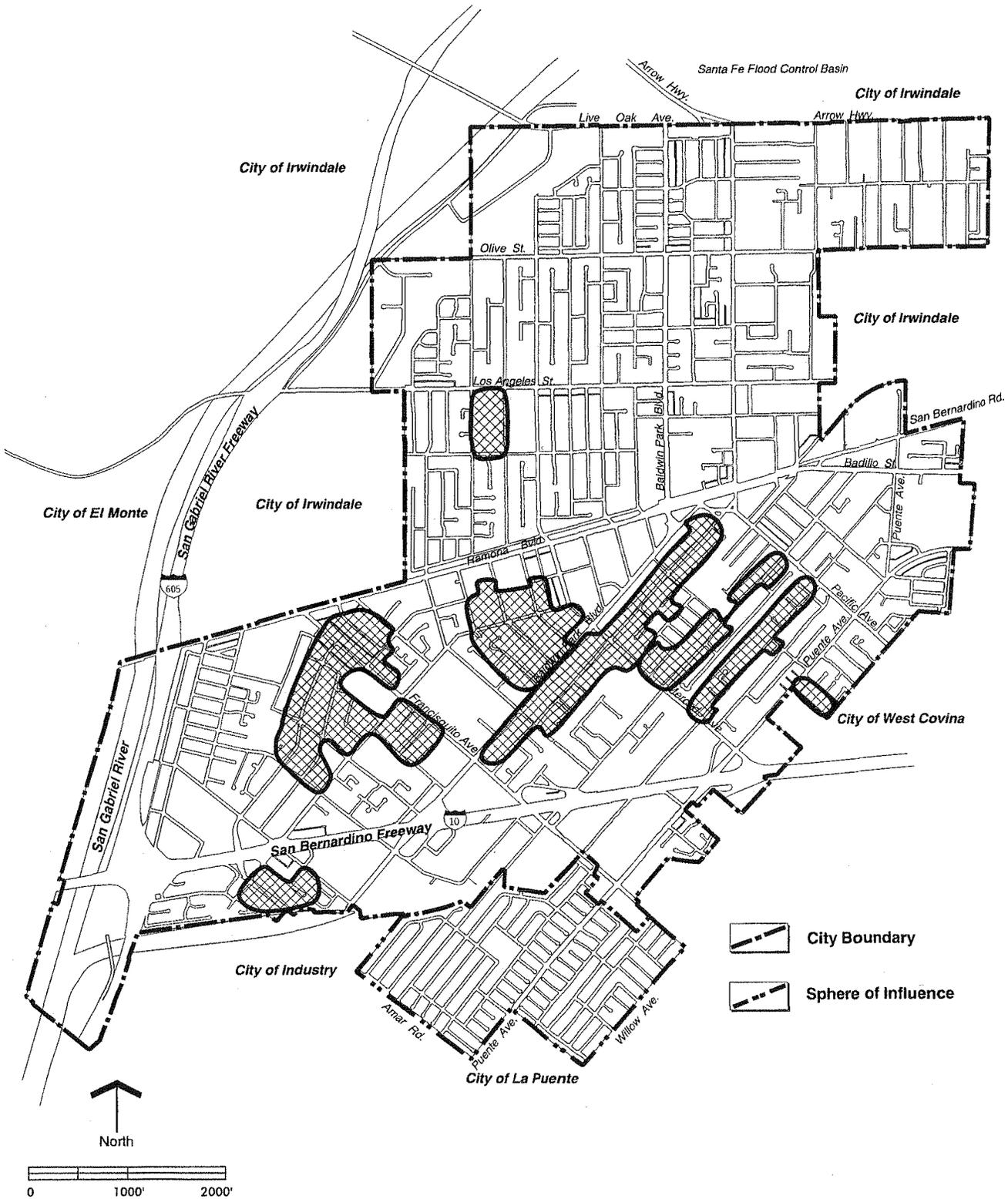


Figure LU-2
Neighborhoods with Predominance
of 7,500 Square Foot Lots

- Policy 1.3 Provide for smaller lot single-family subdivision and infill through continued application of RS-5,000 zone district in existing single-family neighborhoods predominated by smaller lot sizes. Allow for reductions in the City's residential street width requirement in small lot subdivision developments.
- Policy 1.4 Create opportunities for two different levels of commercial development: (1) commercial uses that meet the retail and service needs of the local resident and employee populations, and (2) regional-serving retail commercial businesses that capture revenues from a broader population base.
- Policy 1.5 Improve existing industry and provide for an expanded industrial base by creating new areas for compatible industrial uses through both redevelopment and private enterprise.
- Policy 1.6 Encourage mixed-use developments of residential, retail, and commercial uses in the Downtown and along the North Maine Avenue corridor as defined in the Land Use Policy Map under the Mixed Use designation.

**Compatible and
Complementary
Development**

Goal 2.0 Accommodate new development that is compatible with and complements existing conforming land uses.

- Policy 2.1 Develop and implement a long term amortization program to provide for the eventual removal of non-conforming uses from residential, commercial, and industrial districts to allow for the effective implementation of General Plan policy. Permit residential uses to be replaced at existing densities if destroyed by fire or disaster.
- Policy 2.2 Allow for continuation of residential uses within residential districts which are non-conforming due to density.
- Policy 2.3 Develop guidelines to better integrate small lot subdivisions within the surrounding neighborhood context, and discourage use of gated entryways.

- Policy 2.4 Prohibit future flag lot subdivisions, and strive to achieve single-family infill projects which complement the surrounding neighborhood setting.

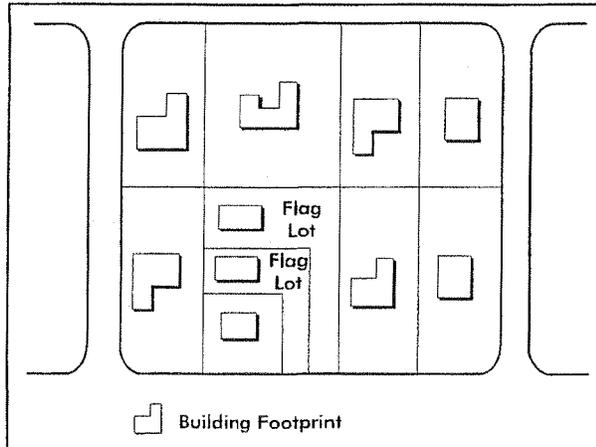


Figure LU-3
Flag Lot Subdivision

- Policy 2.5 Require that multi-family, commercial and industrial development provide adequate buffers (such as decorative walls and landscaped setbacks) at the designated boundaries with adjacent uses to prevent impacts on residences due to noise, traffic, parking, light and glare, and differences in scale; to ensure privacy; and to provide visual compatibility.
- Policy 2.6 Require that the external lighting of commercial and industrial properties be confined to the site to avoid adverse impacts on adjacent land uses due to light spillover or glare.
- Policy 2.7 Require that automobile and truck access to commercial and industrial properties adjacent to residential parcels be located the maximum practical distance from the residential parcel.
- Policy 2.8 Establish standards in the Zoning Code to ensure that all functional, noise, and other impacts associated with the development of residential units on an upper floor of any commercial structure be mitigated.

**Revitalization of
Deteriorating Uses
and Properties**

Goal 3.0

Provide for the revitalization of deteriorating land uses and properties.

- Policy 3.1 Encourage and continue use of redevelopment activities, including provision of incentives for private development, joint public-private partnerships, and public improvements, in designated Redevelopment Project Areas.

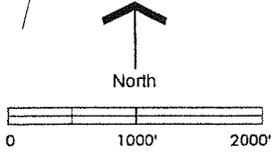
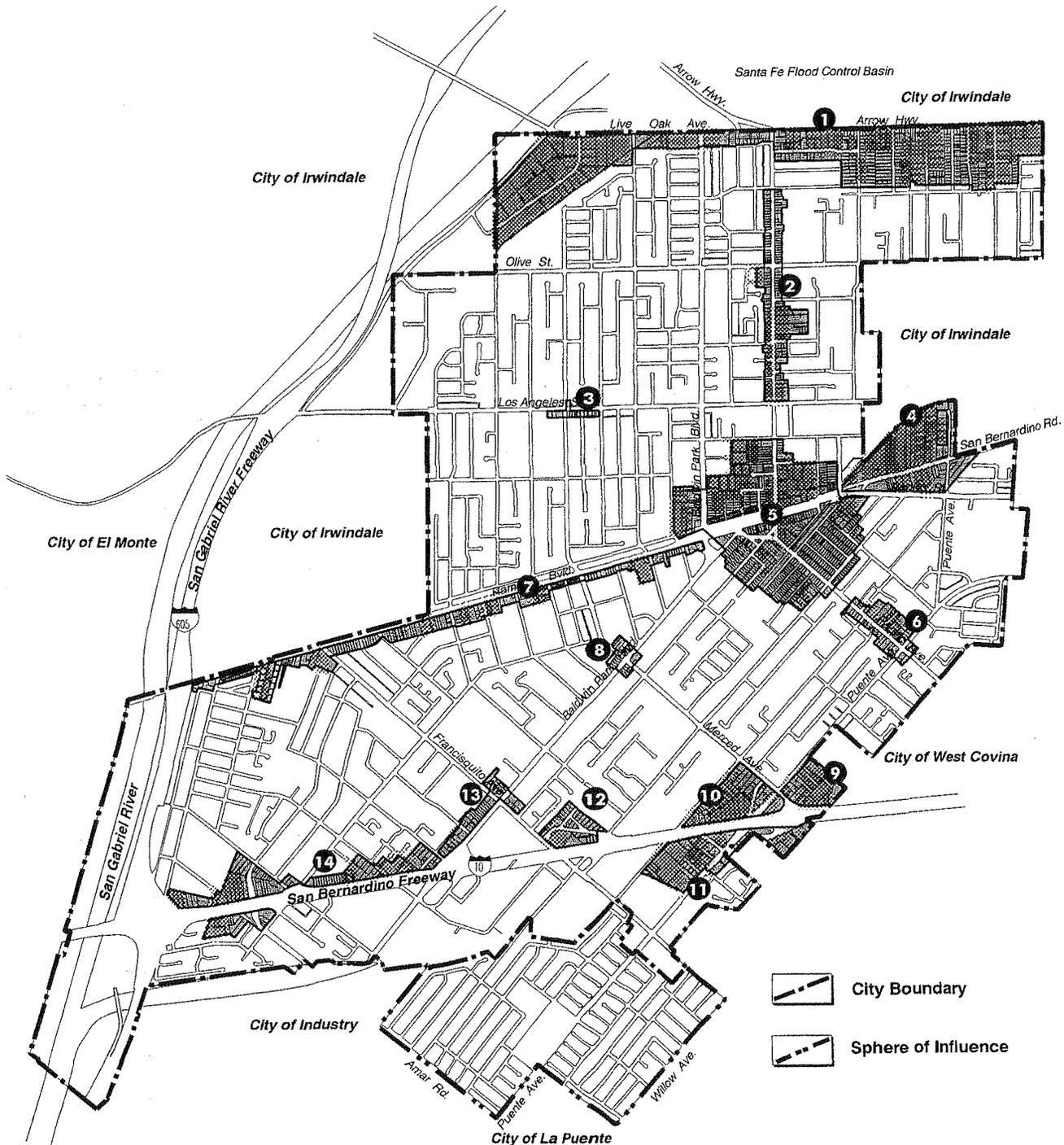
- Policy 3.2 Provide development incentives to facilitate the consolidation of individual parcels along the City's commercial corridors and in industrial districts.
- Policy 3.3 Promote vigorous enforcement of City codes, including building, zoning, and health and safety, to promote property maintenance.
- Policy 3.4 Encourage the rehabilitation of existing commercial facades and signage.
- Policy 3.5 Provide financial assistance to eligible properties through residential and commercial rehabilitation programs.
- Policy 3.6 Continue to implement a graffiti removal program to facilitate prompt removal of graffiti on private property.
- Policy 3.7 As part of neighborhood beautification efforts, provide street trees and landscaping in the public right of ways.

**Focus Area:
Northern Industrial**

This Focus Area encompasses the northern industrial portion of the City along Arrow Highway which falls outside the San Gabriel River Redevelopment Project Area (Refer to Figure LU-4). The area is characterized by a mix of older manufacturing and heavy commercial uses, interspersed with nonconforming residential uses. Arrow Highway represents a major gateway to the City. The significant levels of through traffic on this highway present opportunities for visitor-serving commercial uses, such as gas stations and fast food restaurants.

Goal 4.0 Encourage development of commercial uses along Arrow Highway to support industrial uses and to serve travelers. Establish programs to improve the appearance and overall function of the area, including potential incorporation within a Redevelopment Project Area.

Policy 4.1 Redesignate properties fronting on Arrow Highway from *General Industrial* to *Commercial/Industrial*. Encourage the development of support retail and service commercial uses such as restaurants (including fast-food restaurants), service stations, personal service businesses, and the like.



Focus Areas

- | | |
|----------------------------------------|-----------------------------------------|
| 1. Northeast Industrial Area | 9. Baldwin Park Town Center |
| 2. North Maine Avenue Corridor | 10. Big Dalton/I-10 Triangle |
| 3. Los Angeles/Merced Commercial Node | 11. Dalewood/Puente/I-10 Area |
| 4. Auction Village Area | 12. Northeast Francisquito/Feather/I-10 |
| 5. Downtown/Metrolink Area | 13. Sierra Center-Adjacent Commercial |
| 6. Pacific Avenue Area | 14. Bess/Garvey/I-10 Freeway Area |
| 7. West Ramona Corridor | |
| 8. Baldwin Park/Merced Commercial Node | |



**Figure LU-4
General Plan Focus Areas**

- Policy 4.2 Pursue establishment of a redevelopment project area to facilitate lot consolidation and to provide opportunities for larger-scale industrial users.
- Policy 4.3 Improve infrastructure within the area to create better circulation and access, to upgrade utilities, and to attract new users.
- Policy 4.4 Develop zoning regulations that ensure adjacent residential neighborhoods are adequately buffered from potentially incompatible industrial uses.
- Policy 4.5 Coordinate with the city of Irwindale on a streetscape program, including signage, to improve the appearance of the street. Pursue potential joint funding opportunities.

**Focus Area: North
Maine Avenue Corridor**

The North Maine Avenue Corridor is characterized by an indiscernible land use pattern which alternates between small commercial and residential uses. The intersection of Maine and Olive contains a small grouping of stores which serve the north-east neighborhoods of the City. Two major public facilities on Maine Avenue - the Performing Arts Center and the Baldwin Park Continuing Education Center - present opportunities for establishment of complementary land uses.

- Goal 5.0** Designate the corridor *Mixed Use* and encourage creation of activity nodes around Performing Arts Center and Continuing Education Center, and Maine and Olive Avenue neighborhood commercial area.
- Policy 5.1 Establish Residential/Commercial Mixed Use designation between Hallwood and Olive Avenue to encourage the development of complementary uses near the Baldwin Park Adult School and Performing Arts Center, such as restaurants, bookstores, coffeehouses, and housing.
- Policy 5.2 Require a minimum lot size of 15,000 square feet for new development within this *Mixed Use* district to encourage lot consolidation and creation of more cohesive developments..
- Policy 5.3 Market City business assistance loan program for expansion and improvement to neighborhood-serving commercial uses. Provide commercial rehabilitation assistance for facade improvements.
- Policy 5.4 Enhance street lighting at Maine Avenue and Olive Avenue to deter crime and foster a feeling of security.
- Policy 5.5 Develop streetscape beautification improvements combined with traffic calming measures to facilitate pedestrian access to neighborhood- serving commercial uses.

**Focus Area:
Los Angeles/Merced
Commercial Node**

This neighborhood commercial cluster along Los Angeles Street has many buildings that were built in the '40s and '50s and is surrounded by older apartments and condominiums. This area can serve as a nearby provider of local services to neighborhood residents and an alternative to more distant shopping centers.

Goal 6.0 Expand and upgrade existing neighborhood-serving commercial uses.

Policy 6.1 Market City business assistance loan program for expansion and improvement to neighborhood-serving commercial uses.

Policy 6.2 Facilitate upgrading of existing neighborhood-serving businesses, such as neighborhood market and bakery, by offering commercial rehabilitation assistance for facade improvements.

Policy 6.3 Enhance street lighting to deter crime and foster feeling of security.

Policy 6.4 Continue aggressive implementation of City's graffiti removal program.

Policy 6.5 Pursue alternative uses for vacant or underutilized parcels such as parks or open space.

**Focus Area:
Auction Village**

Included in the Sierra Vista Redevelopment Project area, this area is zoned *Commercial/Manufacturing* and contains almost exclusively older industrial and commercial buildings. The circulation system and substandard streets in Auction Village pose a constraint to significant industrial expansion. However, in spite of the area's obsolete buildings and poor circulation, it is one of the few areas in the City available for industrial use, and may present opportunities for site assembly.

Goal 7.0 Apply new *Commercial/Industrial* designation to allow a broader range of non-industrial uses, and utilize redevelopment authority to provide necessary infrastructure improvements to facilitate industrial transition to office park environment. Also, increase code enforcement efforts to create a better eastern "gateway" image into the City off Ramona Boulevard.

Policy 7.1 Rezone the area to narrow the range of permitted industrial uses and to encourage "clean" industrial uses, with support office and retail/service commercial businesses.

Policy 7.2 Use redevelopment programs and incentives to relocate businesses involving more intensive industrial activities to the North Industrial Area, and to attract cleaner industries to the Auction Village Area.

- Policy 7.3 Pursue development of a Specific Plan for the area to develop comprehensive street and infrastructure improvements necessary to support industry.
- Policy 7.4 Require adequate on-site parking and circulation of developments so that roadways serving these projects can better serve traffic demands. Site review requirements should discourage on-street parking.
- Policy 7.5 Use redevelopment authority to consolidate lots to provide for more cohesive developments.
- Policy 7.6 Market the City's business assistance loan program to facilitate improvements to individual buildings and lots.
- Policy 7.7 Work to remove nonconforming residential uses in area, and prohibit expansion of existing nonconforming uses.

**Focus Area:
Downtown/Metrolink**

This area encompasses the Maine/Ramona Central Business District, and includes several major nodes of activity including Morgan Park, the Civic Center and the Metrolink station. This part of the City was the original center of town, with many of the existing buildings dating back to the '20s and '30s. Though the area still retains much of its original pedestrian building orientation, newer projects have been allowed to break this pattern in favor of a more automobile-oriented design. The General Plan seeks to strengthen the economic vitality and aesthetic character of the downtown through establishment of a mixed use pedestrian district which builds on Livable Communities principles and techniques.

Goal 8.0 Establish a pedestrian "core" for Downtown bounded approximately by Ramona Boulevard from Baldwin Park Boulevard to Bogart Avenue, and Maine Avenue between Ramona Boulevard and Clark Street. Create new *Mixed Use* General Plan designation for area, and establish as pedestrian district through development regulations, public improvements, and street design.

- Policy 8.1 Provide for a mix of commercial and multi-family residential uses up to 30 units/acre to create 24-hour activity in the Downtown. Allow mixed-use development to consist of vertical integration of commercial and residential uses, as well as mixed uses side by side, on a lot-by-lot basis.
- Policy 8.2 Define Downtown as a pedestrian overlay zone, and require that new uses and buildings enhance pedestrian activity (refer to techniques outlined in Policy 3.1 of the Urban Design Element).

- Policy 8.3 Prohibit the use of areas between the sidewalk and a building within the pedestrian orientation zone for parking.
- Policy 8.4 Encourage the development of outdoor cafes, flower sales, stalls or kiosks, and other uses which are compatible with and stimulate pedestrian activity.
- Policy 8.5 Restrict non-pedestrian friendly uses (e.g. offices) to 25 percent of the ground floor of any block in this zone.
- Policy 8.6 Provide an area for limited commercial uses immediately south of the Metrolink platform and adjacent the Park and Ride area directed towards serving Metrolink riders. Establish a pedestrian linkage between the Metrolink platform and Downtown.
- Policy 8.7 Create an active “paseo” in the courtyard of City Hall. Provide pedestrian connections to Downtown.
- Policy 8.8 Pursue redesign of automobile-oriented shopping centers on Maine Avenue (Albertson’s Center and Maine Avenue Marketplace) to orient some commercial uses towards Maine Avenue, and provide direct pedestrian access off Maine.
- Policy 8.9 Work in conjunction with Chamber of Commerce to attract family-oriented entertainment uses to the Downtown, such as an arcade for youth, bowling, skating rink, etc.
- Policy 8.10 Conduct community activities to draw people to the Downtown, such as street fairs, farmers markets, open concerts, ethnic celebrations, etc.
- Policy 8.11 Pursue development of a Specific Plan for the Downtown to provide further direction on the precise land use, circulation and public improvement plan for the area.

**Focus Area:
Pacific Avenue**

This commercial node at Pacific and Puente Avenues contains a mix of service stations, a self-service car wash, convenience stores, and an older commercial strip center. Several of these commercial uses are in deteriorated condition, and land uses function independently of one another rather than as a cohesive commercial cluster. Traveling northwest on Pacific Avenue, there exists the largest vacant residentially zoned property remaining in the City, representing an important opportunity for future new housing.

- Goal 9.0** Provide for a lower intensity commercial node at Pacific and Puente Avenues, and medium density residential uses north on Pacific.

- Policy 9.1 Support development of cohesive neighborhood commercial shopping centers and sites at the Pacific/Puente intersection.
- Policy 9.2 Work toward the gradual elimination of nonconforming commercial uses in the area.
- Policy 9.3 Market City business assistance loan program for expansion and improvement to commercial uses. Provide commercial rehabilitation assistance for facade improvements.
- Policy 9.4 Encourage development of small lot, detached single-family houses on infill parcels, and encourage development of housing that provides opportunities for first-time home buyers.
- Policy 9.5 Permit reduced public street widths within residential developments.

**Focus Area: West Ramona
Boulevard Corridor**

The south side of Ramona Boulevard west of Downtown to the I-605 freeway contains a mix of commercial strip centers, individual commercial businesses, medium density townhomes, and several key vacant parcels. Several of the commercial strip centers are performing poorly with high turnover and vacancies. The medium density residential uses along this stretch of Ramona are in good physical condition, and enhance the aesthetic quality of the street.

Goal 10.0 Allow for the transition of aging or underutilized commercial properties to residential use by designating the majority of the Ramona Boulevard corridor *Garden Multi-Family*. Concentrate commercial uses near the freeway and toward the entrance to Downtown.

- Policy 10.1 Facilitate the development of quality medium density housing along the south side of Ramona Boulevard, mirroring the quality and character of condominium developments on the north side of Ramona. Allow for a limited amount of higher density infill development to address the City's affordable housing needs.
- Policy 10.2 Improve the physical appearance of Ramona Boulevard with street trees, a landscaped median, and other features to encourage motorists to stop and shop.
- Policy 10.3 Ensure that commercial developments incorporate defensible space design concepts so that shopping centers are inviting, attractive, and easy to maintain.
- Policy 10.4 Revise sign regulations and building codes to improve the physical appearance of commercial business on the boulevard.

**Focus Area: Baldwin
Park/Merced Commercial
Node**

This area represents another neighborhood serving commercial node, and includes an older strip commercial mini-mall development, a service station, and two churches. The commercial center has poor internal circulation and is in need of a facelift.

Goal 11.0 Upgrade existing neighborhood-serving commercial uses to enhance accessibility to nearby residents.

Policy 11.1 Facilitate upgrading of existing businesses by offering commercial rehabilitation assistance for facade improvements.

Policy 11.2 Market City business assistance loan program for expansion and improvement to neighborhood-serving commercial uses.

**Focus Area: Baldwin Park
Town Center**

This freeway-oriented shopping center and the adjoining hotel were built in 1986 as part of the Puente/Merced Redevelopment Project. In spite of the high freeway visibility and good freeway access, the Center has evidenced an extremely high vacancy rate and lost its major anchor tenant. Pedestrian circulation between the shopping center, restaurant uses, and hotel/nightclub is poor.

Goal 12.0 Redevelop center with major commercial user, taking advantage of access and visibility from I-10 Freeway.

Policy 12.1 Maintain a successful shopping center, and ensure compatibility between the hotel and night club with shopping center tenants.

Policy 12.2 Pursue lease agreements with new retail shops which tie in with an anchor tenant.

**Focus Area: Big Dalton
/I-10 Triangle**

This area includes approximately 20 acres of freeway visible properties bounded by Big Dalton, Merced, Puente and the I-10 Freeway. All properties lie within the Sierra Vista Redevelopment Project Area and have been identified as a high priority for redevelopment. Established uses include an assortment of older commercial/industrial uses, motels, and residential units.

Goal 13.0 Encourage development of a high-volume commercial center that would benefit from high visibility and good access from Interstate 10.

Policy 13.1 Redesignate properties within the area for commercial use to achieve land use goals consistent with the concept for the area.

Policy 13.2 Use redevelopment authority to relocate uses, consolidate lots, and to assist in creating a site suitable for a major commercial user.

Policy 13.3 Vacate or reroute Garvey Avenue east of Big Dalton Avenue, as appropriate and necessary, to improve the overall function of uses on the site.

Policy 13.4 Work with project developers to provide freeway frontage landscaping to enhance the visual image of the area.

**Focus Area:
Dalewood/Puente/I-10**

This area is located within the Sierra Vista Project Area south of the I-10 Freeway at the eastern gateway into the City. The northern half of this area is zoned Freeway Commercial, but currently contains an assortment of small manufacturing uses. The southern portion of this area is developed with a mix of residential uses, including a mobilehome park. Certain portions of the area would be suitable for future large scale commercial development.

Goal 14.0 Redevelop area with large commercial user.

Policy 14.1 Capitalize on I-10 eastern gateway to City through consolidation of individual lots between Dalewood, Big Dalton, Puente, and the Walnut Creek Wash and provision of redevelopment incentives to attract a major retail user.

Policy 14.2 Encourage development of restaurant uses along Garvey Avenue to capitalize on freeway travelers.

Policy 14.3 Maintain *Multi-family Residential* designation for newer condominium complex immediately north of Walnut Creek Wash.

Policy 14.4 Work to improve freeway access both through efforts with Caltrans and local street improvements. Potential Caltrans improvement projects should be monitored and input provided where improved access could be developed. Improve directional signage off freeway.

Policy 14.5 Carefully review land use access and on-site circulation in redevelopment of area to best utilize the existing street system, which may have limitations due to the proximity of the freeway and roadway alignments.

**Focus Area: Northeast
Francisquito/Feather/I-10**

This area north of the I-10 Freeway at Francisquito Boulevard is considered a high priority area for redevelopment within the Sierra Vista Project Area and has good visibility and freeway access. It contains a mix of uses including a trailer park, vacant lot, a used car lot, and single-family and multi-family residential uses.

Goal 15.0 Allow for a mix of retail commercial, restaurant, and similar uses that benefit from high visibility and good access from Interstate 10, and uses that would complement the adjacent Sierra Center.

- Policy 15.1 Redesignate properties within the area for commercial use to achieve land use goals consistent with the concept for the area.
- Policy 15.2 Use redevelopment authority to relocate uses, consolidate lots, and to assist in creating a site suitable for a cohesive development. Consider development with entertainment use, such as multiplex theater.
- Policy 15.3 Provide a safe and easy pedestrian link between the area and the Sierra Center, as well as across Garvey Avenue.

**Focus Area: Sierra Center-
Adjacent Commercial**

The block immediately across from the Sierra Center on Baldwin Park Boulevard contains several older single-family homes and interspersed vacant parcels, and is greatly underutilized. The north side of Francisquito Boulevard contains a mix of unrelated commercial and some small office uses. The economic success of the Sierra Center provides an opportunity to develop symbiotic commercial uses and capitalize on the flow of shoppers to the area. This area is considered a high priority area for redevelopment within the Sierra Vista Project Area.

- Goal 16.0** Redevelop existing uses on Baldwin Park Boulevard with cohesive commercial development. Upgrade commercial uses on Francisquito Boulevard.
- Policy 16.1 Redesignate area across from Sierra Center on Baldwin Park Boulevard *General Commercial*. Encourage the development of sit-down restaurants, bookstores, and other retail establishments to attract shoppers from Sierra Center, and nearby office and hospital employees.
- Policy 16.2 Establish design criteria that promotes unified building and sign design, and complements the architecture of the Sierra Center.
- Policy 16.3 Improve traffic flow and access to area by adding a traffic signal at Tracy and Baldwin Park Boulevard, and include a pedestrian crosswalk.
- Policy 16.4 Establish a landscaped entry statement into the City at the I-10 westbound freeway offramp at Baldwin Park Boulevard.
- Policy 16.5 Provide for rehabilitation and upgrading of commercial uses on Francisquito Boulevard.
- Policy 16.6 Monitor the potential I-10 Freeway widening project and attempt to incorporate improvements to the Baldwin Park Boulevard overcrossing to better accommodate various modes of transportation.

- Policy 16.7 Require adequate access for commercial redevelopment along Baldwin Park Boulevard so that freeway access is not impacted. This could involve widenings/turn lanes to serve the potential developments.
- Policy 16.8 Re-evaluate the minimum lot size requirements contained within the Baldwin Park Boulevard Specific Plan to provide the proper balance between facilitating redevelopment of the area and ensuring quality development projects.
- Focus Area:
Bess/Garvey/I-10** This area includes most of the area along the north side of the I-10 Freeway between Syracuse and Baldwin Park Boulevard that falls within the Sierra Vista Redevelopment Project. The area is highly visible from the I-10 Freeway, and contains many blighted and underutilized industrial and heavy commercial properties. This area lacks good freeway access compared to other freeway sites.
- Goal 17.0** Encourage development of low-scale, low-intensity commercial and industrial uses that do not require easy freeway access and that are oriented primarily toward serving the local resident and business populations.
- Policy 17.1 Designate area *Commercial/Industrial* to allow a broad range of commercial and lower intensity industrial uses, including uses such as auto repair, contractor yards, and mini-storage facilities.
- Policy 17.2 Work with Caltrans to improve freeway ramps.
- Policy 17.3 Use redevelopment authority to acquire lots and provide internal circulation south of Bess Avenue.
- Policy 17.4 Use redevelopment authority to relocate existing uses, consolidate lots, and to assist in creating sites suitable for cohesive development.
- Policy 17.5 Work to eliminate non-conforming uses in area, and ensure adequate buffering of commercial and industrial uses from adjacent residential uses to north.
- Stormwater
Runoff Control** As described in the Open Space/Conservation Element, reducing further degradation of surface water bodies is a key regional goal. Baldwin Park participates in the Los Angeles County National Pollutant Discharge Elimination System (NPDES) permit program toward this end.
- Goal 18.0** Minimize the impact of new development on regional water quality.

Policy 18.1 Evaluate development projects for compliance with NPDES requirements, aiming toward reducing pollutant loads in stormwater runoff, minimizing impervious surface areas, and minimizing peak flows.

The Land Use Plan

The Land Use Plan and Policy Map describe the approach to be used in implementing the Land Use Element goals and policies. The locations of future land uses are presented on the Land Use Policy Map (Figure LU-5). The Land Use Plan focuses on preserving and enhancing existing single-family neighborhoods; providing additional opportunities for multi-family and affordable housing; facilitating new commercial development along the San Bernardino Freeway (I-10) corridor; upgrading older industrial areas; improving land use compatibility; and revitalizing the Central Business District. The Plan establishes a new *Mixed Use* land use category for Downtown which provides for the integration of commercial and multi-family residential uses, and creation of a pedestrian district.

Land Use Policy Considerations

A wide range of natural and human-induced environmental factors are considered in the formulation of land use policy. Areas of special environmental significance, potential safety hazards, limitations of existing infrastructure, and the nature and character of existing development all influence land use policy.

Baldwin Park is a densely developed urban environment. The policies set forth in the Land Use Element recognize both the benefits and disadvantages of the City's past and present development patterns. Land use policy under the General Plan does not propose drastic, large-scale changes to the City's built environment. Rather, the long-range goals and policies in this Element are intended to create and maintain compatible, complementary development based on the positive aspects of established land use patterns.

The Public Safety Element identifies areas of Baldwin Park subject to such environmental constraints as flooding, dam inundation, high liquefaction, seismic conditions, and exposure to hazardous materials. The Noise Element identifies areas subject to high noise levels. The Open Space and Conservation Element identifies areas containing important natural resources. The Circulation Element describes roadway/transportation system capacities. These constraints, consisting of both natural and human-caused factors, influence long-range land use planning and are discussed in detail in each of the respective General Plan elements.

Land Use Designations

Table LU-1 summarizes the General Plan land use categories for Baldwin Park, described in greater detail in the section which follows. These designations indicate the type and nature of development permitted in a given location, as illustrated on the Land Use Policy Map.

Land Use Intensity/Density

State General Plan law requires that each land use category include a limit on the maximum permitted intensity of land use. For residential uses, that limit is stated in terms of density (maximum number of units per net acre of land). For non-residential uses, the floor-area ratio, or FAR, is used. The FAR describes the relationship between the total building area on a property and the size of that property. For example, a 10,000 square foot building on a 20,000 square foot lot yields an FAR of 0.5. Or, given an FAR limit of 1.0 and a 20,000-square-foot property, the maximum permitted building square footage would be 20,000 square feet. This relationship is illustrated in Figure LU-6.

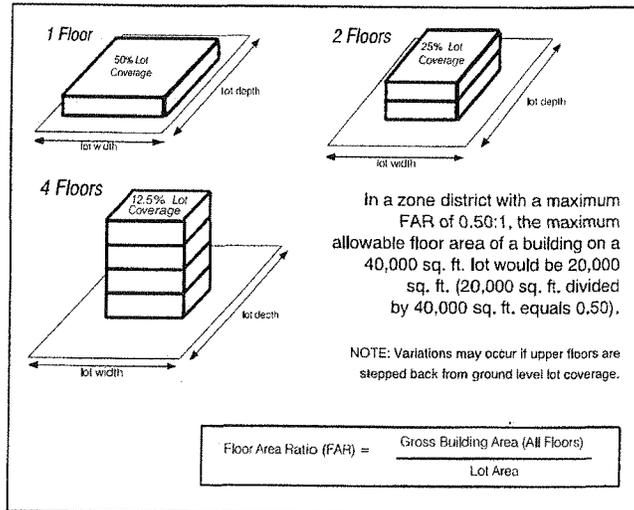


Figure LU-6
Floor Area Ratio

Table LU-1 lists each of the land use designations for the City and provides a corresponding indication of the maximum intensity/density of development on that parcel. Maximum allowable development on individual parcels of land is to be governed by these measures of intensity or density.

Table LU-1 also includes the average or expected overall levels of development within each land use category on a citywide basis. These average levels of development represent an anticipated intensity/density and are, therefore, less than the maximum allowed. Due to roadway constraints, placement of existing buildings, zoning requirements, and other factors, not every parcel in the city will in the future develop to the maximum intensity allowed.

**Table LU-1
Land Use Designations**

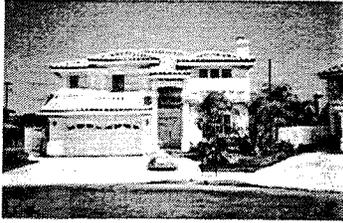
Land Use Designation	Maximum Permitted Density or Intensity (in dwelling units per net acre or FAR)	Average Density or Intensity (in dwelling units per net acre or FAR)
Single-Family Residential	0 to 8.7 du/ac	7.8 du/acre
Garden Multi-Family	8.8 to 12 du/ac	10.8 du/acre
Multi-Family Residential	12.1 to 20 du/ac	18 du/acre
Neighborhood Commercial	0.60 FAR	0.30 FAR
General Commercial	2.00 FAR	0.25 FAR
Mixed Use		
Commercial	1.50 FAR	0.35 FAR
Residential	30 du/ac	30 du/ac
Commercial-Industrial	1.00 FAR	0.30 FAR
General Industrial	0.75 FAR	0.45 FAR
Public Facility	1.00 (a)	0.20 (a)
Park	(b)	N/A
Streets and other Rights-of-way	N/A	N/A

Notes: (a) Flood control and other rights-of-way are excluded from these development intensity standards.
 (b) Due to the open space nature of this use, no development intensity has been assigned.

Land Use Category Descriptions

Descriptions of each of the land use designations shown on the Land Use Policy Map are provided to delineate the general types of uses allowed and their corresponding intensities or densities. These use descriptions, types and limitations are defined further as specific uses within the City's Zoning Ordinance.

Residential Categories



Single-Family Residential

Single-Family Residential - This category is established to allow traditional single-family homes, with one dwelling permitted per legal lot. Residences in this category consist generally of single-family detached houses with private yards. Permitted density is 0 to 8.7 dwelling units per acre. The maximum population density is 40 persons per acre.

Additional uses considered appropriate within this category include religious and educational institutions, group homes, community care facilities, and parking lots for adjacent commercial or industrial uses, provided any such use meets development and use criteria set forth in the City's zoning regulations.



Garden Multi-Family

Garden Multi-Family - This category provides for moderate density housing either as attached or detached units at a density range of 8.8 to 12 units per acre. These residences include usable private and common open space. The maximum population density is 54 persons per acre.

Additional uses considered appropriate include religious and educational institutions, group homes, community care facilities, and parking lots for adjacent commercial or industrial uses, provided any such use meets development and use criteria set forth in the City's zoning regulations.

Multi-family - The Multi-family Residential category allows dwelling unit types similar to Garden Multi-family, but at higher densities. Dwellings consist typically of apartments and condominiums built at a density range of 12.1 to 20 units per acre. The maximum population density is 91 persons per acre.

Additional uses considered appropriate include religious and educational institutions, group homes, community care facilities, and parking lots for adjacent commercial or industrial uses, provided any such use meets development and use criteria set forth in the City's zoning regulations.

Commercial Categories

Neighborhood Commercial - This General Plan land use category is provided to accommodate low-scale, low-intensity, neighborhood-serving commercial developments within or adjacent to residential neighborhoods. Examples of neighborhood commercial establishments include bakeries, small markets, laundromats, hardware stores, and medical offices. The maximum permitted development intensity is a floor-area ratio (FAR) of 0.6.

Mixed Use Category



General Commercial

General Commercial - The General Commercial category is established to provide opportunities for a broad range of retail, office, and service-oriented commercial uses designed to meet the needs of both the local residential and business communities, as well as to meet regional shopping and service needs. Uses are generally located along major thoroughfares and the freeway corridors. The maximum permitted FAR for General Commercial uses is 2.0.

Mixed Use - The Mixed Use (C/R) category has been established to provide opportunities for mixtures of commercial, office, and residential uses in the same building, on the same parcel of land, or side by side within the same area. Allowable uses include those identified in the Multi-family Residential and General Commercial categories. Multi-family residential development is allowed at densities up to 30 units per acre without a requirement for commercial uses.

Commercial development is allowed up to an FAR of 1.5 without a requirement for accompanying residential uses. However, commercial uses are permitted on the ground floor of an otherwise residential building. If a site in an area designated Mixed Use includes both residential and commercial uses, a density incentive of 25 percent may be granted, permitting an overall FAR of 2.0.

Industrial Categories

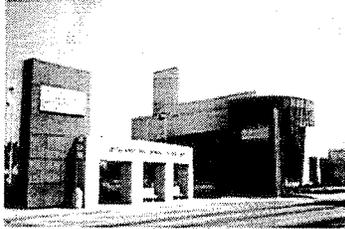


Commercial/
Industrial

Commercial/Industrial - This General Plan land use category is established to permit commercial, light manufacturing, and office uses in both business park settings and as individually developed lots. The maximum permitted FAR is 1.0.

The Commercial/Industrial designation applies to properties along the I-605 and I-10 Freeway corridors and certain properties along arterial roadways. The designation encourages a mutually beneficial mix of service/retail commercial businesses with light industrial activities and professional office uses. These interrelationships are further defined by zoning districts applied to properties designated Commercial/Industrial.

Public/Semi-Public Categories



Public Facility

General Industrial - This category provides for areas where a broad range of assembly, manufacturing, and material production businesses can operate without adversely impacting surrounding land uses. A limited range of commercial businesses is also permitted to support the businesses and work force (for example, eating establishments, service stations, hardware stores). The maximum permitted FAR is 0.75.

Public Facilities - The Public Facilities (PF) category is established to provide areas throughout the City for a variety of public, quasi-public, and institutional facilities. The primary land uses permitted include:

- Public buildings, including but not limited to, City Hall, public libraries, and police and fire facilities
- Quasi-public facilities such as public utility facilities, water wells, and similar uses
- Institutional uses such as public and private schools
- Hospitals

For each type of development, zoning ordinance regulations will control the maximum permitted intensity of development. For uses with habitable structures (for example, schools, City facilities, hospitals), the FAR shall not exceed 1.0. Where a use does not include a habitable structure, such as a utility transformer station or water well housing, no FAR regulations apply.

Parks - All public parks and City-owned recreational facilities are included in the Parks category. While parks represent the primary permitted use, permitted recreational facilities include public gymnasiums, multi-purpose buildings such as the Morgan Park Community Center, child care centers for City-sponsored programs, and similar uses of a public-serving nature. No intensity restrictions apply to the Parks category.

Small neighborhood mini parks are permitted in all of the land use categories, subject to approval by the City Council.

To provide flexibility while retaining control over land uses, the Baldwin Park Zoning Code allows for conditional use permits within each zone. Conditional use permits allow certain specified land uses, provided that specific conditions are met. Design standards, design review, and City staff consultation and monitoring help ensure that any project not permitted by right within a particular area is individually investigated and analyzed before a conditional use permit is issued.

The City also has the authority to create Planned Development (PD) Overlay zones. These areas are subject to development policies and guidelines which foster a variety of uses and designs not otherwise possible under conventional zoning controls. The Planned Development zone is incorporated into the Baldwin Park Zoning Code.

Effect of Land Use Policy

The distribution of land uses citywide is presented in Table LU-2, which identifies each land use designation, its associated land use acreage, and the total land use acreage for all planned land uses in the City. The table also provides estimates of the total number of residential dwelling units planned and the resulting population. For commercial and industrial land uses, estimates of building square footage at General Plan buildout are included. The estimates are based on the average density/intensity factors listed in Table LU-1.

The Draft Land Use Policy Map is presented in Figure LU-6 at the end of this section. A large scale version of this map can be referenced at City Hall. The map graphically depicts the Plan's land use policies and indicates the land use designations which will help to accomplish the goals established in the General Plan.

Residential Growth

Baldwin Park is largely a built-out community with little vacant land available for development. The Land Use Policy map provides for a range of residential densities that are generally compatible with existing developed densities. However, many multi-family developments were constructed within primarily single-family neighborhoods prior to adoption of the City's 1989 General Plan, which redesignated these areas for long-term single-family use. In keeping with the City's desire to preserve its single-family neighborhoods, the proposed Land Use Policy maintains all areas currently designated Single-Family Residential. Furthermore, a new lower density single-family zoning designation of 5.8 du/acre is proposed for areas with concentrations of larger single family lots as a means of preserving the lower density character of these areas.

**Table LU-2
Land Use and Population Estimates -
General Plan Buildout**

Land Use Designation	Net Acres	Avg. General Plan Density/ Intensity	Potential Dwelling Units (a)	Population Forecast (persons) (b)	Potential Square Feet
Single Family Residential	1,783	7.8 du/acre	13,907	62,999	
Garden Multi-Family	174	10.8 du/acre	1,879	8,512	
Multi-Family Residential	169	18 du/acre	3,042	13,780	
Neighborhood Commercial	21	0.30 FAR			274,000
General Commercial	221	0.25 FAR			2,400,000
Mixed Use Commercial Residential	48 12	0.35 FAR 30 du/acre	360	1,631	732,000
Commercial-Industrial	196	0.30 FAR			2,560,000
General Industrial	243	0.40 FAR			4,200,000
Public Facility	510(c)	0.20 FAR			2,600,000
Park	27	N/A			
Streets and other Rights-of-way	929	N/A			
Total	4,333		19,188	86,922	12,766,000

- Notes:
- (a) For purposes of estimating realistic growth potential in the City's residential areas, the General Plan assumes existing residential developments which exceed permitted General Plan densities will not recycle to the lowered density during the time frame of this Plan.
 - (b) The number of persons per household is an average of 4.530, as reported by the California Department of Finance, January 2000.
 - (c) A total of 221 acres of Public Facilities are comprised of flood control and other rights-of-way and thus are excluded from these development intensity standards.

The lowered density thresholds established in the 1989 General Plan for the Garden Multi-Family and Multi-Family Residential designations have been maintained. New opportunities for housing will occur primarily in areas designated Mixed-Use, including the greater downtown area and along North Maine Avenue; in expanded areas designated Garden Multi-Family along west Ramona Boulevard; and on two vacant sites on Dalewood Street and Pacific Avenue. Residential buildout under the proposed Land Use Plan would result in a total of 19,188 dwelling units, or an increase of 1,803 units over the baseline (1998) housing stock of 17,385 units. The associated population under residential buildout is estimated at 85,291.

Commercial Growth

The Land Use Plan focuses growth in the Commercial sector along the I-10 Freeway corridor, in Downtown, and along key arterial roadways. In addition, several neighborhood-serving commercial nodes are provided for at key intersections in residential areas. A major goal of the Land Use Plan is to establish a viable pedestrian district in the Downtown, consisting of both retail and commercial and higher density residential uses. In support of this goal, the Plan establishes a new Mixed Use designation which allows for both housing and commercial uses, and provides density incentives for commercial projects which include a residential component. Buildout has the potential to result in a total of up to 3.406 million square feet of commercial and office uses, exclusive of commercial uses within Commercial-Industrial areas.

Industrial Growth

Industrial uses will continue to be focused in the northern portion of the City off Arrow Highway; in the Auction Village area; south of the I-10 Freeway; and west of the I-605 Freeway. Buildout could result in up to a total of 2.56 million square feet of Commercial-Industrial and 4.2 million square feet of General Industrial uses.

Sphere of Influence

The City's 344-acre sphere of influence located immediately south of the City boundary is entirely built out with approximately 1,650 single-family homes. No additional growth or subdivision potential exists within this area. This area also contains Basset Park, an eight-acre neighborhood park which primarily serves the surrounding unincorporated area, as the Walnut Creek Wash serves as a barrier to Baldwin Park neighborhoods to the north. The Baldwin Park 2020 General Plan designates this area Single Family Residential and Park, consistent with existing uses.