

Design and Use of The El Cajon Conference Center Comports with City's Specific Plan 182 Guidelines

Excerpts from Specific Plan 182 Project Goals:

1. To create a better downtown environment.
2. To establish new development guidelines that will demonstrate our commitment to the needs of current and future investors, businesses, property owners and developers.
3. To identify a clear entitlement process for projects.
4. To establish a clear strategy and process that will increase the speed of revitalizing Downtown El Cajon.
5. To provide for better overall planning and design for Downtown El Cajon.
6. To identify infrastructure needs that include such things as: pedestrian-oriented amenities, and transit and parking solutions that will support future development.

The proposed new El Cajon Conference Center and its inter-relationship with increased usage and bookings of EPAC will definitely be consistent with Goals 1 and 2. Additionally, it is the desire of PRA to work closely with City Planning and the Redevelopment District to facilitate an enhanced entitlement process, clearer strategies and accelerated processes for the proposed Project. All of which will address goals 4 thru 6.

Urban Planning Design Concepts Mixed-Use Districts

The project area is divided into five distinct districts. Each of the district's proposed land uses reinforce the predominant existing uses that make each district unique. The five districts include:

District 1: Civic "Heart of the City"

District 2: Transit-Oriented Development (TOD) Employment Center

District 3: Historic Main Street

District 4: High Density Residential

District 5: Office

The proposed Project, in our opinion, relates to both District "1" and District "3", although believed to be sited in District "1". Given the architecture of Historic Main Street, we have intentionally designed a replica building of WD Hall Hardware that previously occupied the subject site. We believe that this Historic emphasis will enrich the El Cajon community's ECPAC "experience" as well as its operations, and thus will expand the ARTS and USE of ECPAC.

Development Guidelines

City of El Cajon - Specific Plan 182 Appendix 9

Urban Planning Design Concepts

Activity Nodes and Mixed-use Districts

Overlaying the activity nodes onto the mixed-use districts, illustrates how the surrounding uses will support and strengthen each of the activity nodes. Overlaying also illustrates how Main Street is a key corridor linking the Civic Center activity node to the proposed TOD activity node that is adjacent to Interstate-8.

The new development Plan, as proposed, redirects the activities of ECPAC to the center of the Downtown Business District. This will be accomplished by redeveloping the common area open space into a "Friendly Community Plaza" area that will intuitively move pedestrian traffic from the Theater and Conference Center into the Downtown Restaurant area. It is contemplated that the Downtown Development District will participate in the planning, as well as the costs involved with improvement of that specific area. These envisioned improvements should make the area more "user friendly" than that which presently exists. Also, the opportunity to have catered community events in the outside area between ECPAC and the new Conference Center Building will accommodate the envisioned catered events serving up to 1,000 to 1,100 East County citizens.

We are proposing that the existing El Cajon Downtown restaurants be encouraged to participate in providing catering services for the aforementioned functions and services to the New Facility.

Development Guidelines

City of El Cajon - Specific Plan 182 Appendix 12

Urban Planning Design Concepts

Parking Satellite Plan

Parking for the downtown area will provide area users with a variety of options. These options include: providing parking structures throughout the project area and providing shared parking for a broad mix of uses. Future parking structures will create off site parking opportunities for new development as well as providing ample, convenient and dependable public parking for guests visiting or using the downtown's varied facilities.

This proposed Project and concept is intended to encourage users of the Property to take advantage of the "Abundance" of parking available at "off-peak" periods, late afternoons, evenings and weekends. Additionally, adequate parking is proposed "on-site" that will be necessary to serve the parking needs of the Property during "peak-times".

Mixed-Use District Development Guidelines
District #1: Civic, "Heart of the City"

Goal:

District 1 will be Downtown El Cajon's civic, public services and cultural center with a mix of supporting uses.

Expands on:

Existing and historical civic and cultural uses such as the City Hall, East County Regional Center and the East County Performing Arts Center.

Primary Uses:

Civic facilities, business and professional offices

Secondary Uses:

Hotels, residential, support commercial and open space

It is believed that this Proposal specifically aligns with the Goals and requirements above. The retail use component, desired on the ground floor fronting Main Street, will be satisfied by the frequent entertainment and catered meal events. Additionally, it is anticipated that many performing arts groups will be using the ground floor areas for their performances and other presentations during the week and on the weekends.

It is both PRA's and Art-Beat Management's objective to encourage the presence of Civic, Cultural, and Public Service Institutions for their use of the Conference Center.

Development Guidelines

City of El Cajon - Specific Plan 182 Appendix 21

Mixed-Use District Development Guidelines

District #3: Historic Main Street

District 3 is the historic center of El Cajon and is developing into a retail and entertainment attraction for the City. The primary objective for this district is to retain the historic character of the area while allowing for a mix of uses that will encourage its success and vitality. The historic character of the district is to be respected with new development being limited to a height of two to three stories along the primary corridors, while providing the opportunities for greater density behind the historic street frontage.

The Project Team's Architects have attempted, with the combination of the historic building storefront design integrated with a more contemporary third story building design, to emulate historical preservation efforts that are taking place in other parts of the US as well as in Europe. This approach includes integrating the strong massing of a historical building with a surrounding structure made of a light envelope of glass. In this case the Team needs to rebuild a portion of the historical building (the W. D. Hall Building), rather than

preserving it. This design approach, as illustrated on the Proposal Cover Page, as well as on pages 8 and 9 of this response, will duplicate the scale of the original building yet not overwhelm the streetscape with a three story building.