

**From:** Daniel Parrella <daniel@gatewayrealtypartners.com>  
**Sent:** Monday, November 11, 2019 1:45 PM  
**To:** Eric Lee <ELee@cityofdavis.org>  
**Subject:** Downtown Planning Advisory Committee - PD-86 Inclusion

Eric,

Thanks again for all your work with the DPAC. I look forward to the meeting this Thursday. I've pasted below an Email from various property owners in PD-86. Please let me know if you have any questions.

Daniel

Greetings members of the Downtown Planning Advisory Committee and City Staff,

As commercial property owners in the University Avenue neighborhood, we are writing you today to present you with our perspective on the work and planning that has been done with respect to the downtown update. We appreciate the time and effort that has been put in by the members of this committee and we believe that you have made good progress in creating a zoning and regulatory framework that can modernize downtown Davis.

Although the draft plan presented for public comment has many commendable aspects, we are concerned that large swathes of Planning District 86 have been left out of consideration for this update to the General Plan. We are writing you today specifically as property owners who are interested in bringing capital and improvements into this neighborhood but are unable to do so given the current zoning. We think that leaving out the parcels from A street to B street and from 2nd street to Russell is a missed opportunity to bring reinvestment and redevelopment to our neighborhood.

The City of Davis currently faces a serious budget deficit. We believe that our properties and others within the section of PD-86 we have identified could make meaningful contributions to city tax revenue. From the Opticos economic report provided earlier in the year, when they looked at tax revenues in areas around the University of Florida at Gainesville, they found that properties zoned at three to four stories that are adjacent to the university generate as much tax revenue to the city as properties that are zoned higher in the downtown core. Opticos also stated that the properties in this planning district are not yielding anywhere close to the value productivity they could create if they were zoned for even slightly higher height limits and densities. We are asking the DPAC and City Staff to zone the properties from Second to Fifth Street as Neighborhood Medium with Main Street Medium zoning for all the properties along Third Street.

Creating Main Street Medium along Third Street leverages the seven million dollars just spent on award winning infrastructure improvements. Many of the property owners on Third Street have waited for a decade for the improvements to be made. We need to be thinking about how to make the most of the expenditure of these public monies. Otherwise, the properties along Third Street will continue to face strong challenges for redevelopment.

Some of us and others have already tried to redevelop in this area. A General Plan Amendment was required to put in Guad's Tacos and Beer on Third Street. This protracted exercise was only necessary because of the antiquated zoning of PD-86 where requirements vary by street and sometimes by parcel. The zoning which is currently on the "D" variation is confusing and convoluted--the exact problem that the Downtown Plan Update was supposed to solve. Currently, developments in PD-86 are done via spot zoning. This is an arbitrary and inefficient situation that can and should be changed. We are writing you today because we want to take action at our properties, but we need your help to continue the zoning that has already been granted in part of PD-86 along B Street and to expand it all the way to the University.

Current property owners face restrictions that reduce the financial feasibility of redeveloping. The setbacks for the third story along Third Street under the current zoning make development unattractive and is the primary reason no major projects have come through in the last 20 years. Updating the zoning along all of Third Street to be Main Street Medium would build off the infrastructure investments that have already been made and encourage redevelopment that is in keeping with the character of the area. Otherwise, the underutilized parcels on Third Street will remain underutilized.

University Avenue contains several older apartment complexes in need of redevelopment. However, these projects do not pencil out for either of these property owners given the current setbacks and two-story limits. The apartment complex at Fifth and B Streets sits on the largest privately-owned site in the core area at over 81,000 square feet. It was built in 1950 and is one of, if not the, oldest apartment complex in the City of Davis. The property is currently allowed to only go to 9 units per acre, illustrating the difficulties of the current zoning. Given that it is one of the oldest apartment complexes in the city, the DPAC and City would miss a key spot for redevelopment by not including it in the Downtown Plan. It is right across from Central Park, and due to its age will be a likely property to be redeveloped within the timeframe of the Core Area update. Davis and the DPAC should take action to incentivize redevelopment on such an important parcel along with the others along University Avenue. Rezoning University Avenue to Neighborhood Medium will create the appropriate conditions for these projects to move forward. We ask that you simply extend the zoning that has already been proposed to a critically underutilized avenue ripe for redevelopment and renewal.

We are asking you to include the section of PD-86 from A to B Street and north of Second Street into the Downtown Plan Update as property owners who want to revitalize this section of Davis. There is demonstrated and actionable demand here for redevelopment which can be encouraged by replacing the antiquated zoning that currently exists with the modern form-based code that has already been proposed in sections of PD-86. We ask that the DPAC include this section of PD-86 into the plan so that it can be evaluated as part of the EIR. Preserving PD-86 for the properties on 1st Street, Rice and the Southern side of second street will protect the owner occupants who live there. We would much prefer to have this evaluated as part of a rational and organized system rather than see redevelopment done via spot zoning like Trackside which has been a very divisive issue. We urge you to create conditions that will allow us to redevelop this important section of Davis linking the University campus to Central Park and the rest of the Core Area.

Signed,

Jordan Crumley – 212 University Avenue  
Ashok Patel – 201 2<sup>nd</sup> Street  
Scott Mathews – 312 University Avenue  
Rick Czuleger – 235 3<sup>rd</sup> Street  
Ali Sherali – 232 3<sup>rd</sup> Street

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**Daniel Parrella**

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