

## **M E M O R A N D U M**

October 12, 2017

GPAC Members:

Please find attached the following for you to insert into Tab #5 of your GPAC binder:

1. GPAC Meeting #4 Meeting Minutes
2. GPAC Meeting #5 Agenda
3. Ltr. from Matt Quinn, dated 9/28/17

At our last GPAC meeting #4, we talked about the existing General Plan land use designations and what, if any, change in land use designations the GPAC might want to consider recommending to the Planning Commission/City Council. It was agreed that more information was necessary regarding current projects, visual examples of density for the different land use categories, and where future development might occur.

As we will see at our next meeting, apart from sites that are; actively engaged at some level in re-development in the near future, or have been contemplated through previous planning efforts (e.g. the Town Center), there are very few vacant and underdeveloped parcels in the City. This would suggest that changes in land use designations may not be necessary, but rather we look at the General Plan Land Use definitions to see if they warrant refinement.

*At our next GPAC meeting, we will be discussing these land use definitions, particularly for non-residential uses starting on page LAND USE-7 of your General Plan. We ask that you please read through these definitions before our meeting and come (with your GP document) prepared to discuss.*

In particular, we will be discussing the Service Commercial (C-S) and Shopping Center Commercial (C-SC) designations that affects the Mount Hermon Road and Scotts Valley Drive corridors. In the past, the City has received inquiries regarding the level of residential allowed associated with mixed-use development. Below is the current General Plan definition. Attached are similar definitions from two comparable cities, Santa Cruz and San Luis Obispo, for comparison.

### **City of Scotts Valley**

*Service Commercial* - retail stores and shops, food and motel/hotel establishments, services such as printing shops and electrical repair shops, heating and ventilating shops. Very high

density mixed use residential is permitted, providing adjacent uses are compatible and the residential use is secondary to the retail use.

*Shopping Center Commercial* - retail and service establishments for the development of community and/or regional shopping centers. Examples of uses in this category would include stores, shops, and offices included in the professional office and service commercial categories, providing adjacent uses are compatible. Very high density mixed use (residential/commercial) is permitted providing adjacent uses are compatible and the residential use is secondary to the retail use.

### **City of Santa Cruz**

Recognizing that there is a limited amount of vacant land available for new development in Santa Cruz, the City allows mixed-use development (including residential) in any commercial designation. The goal is to promote (generally) higher-density along the city's commercial corridors that are served by transit. The mixed-use designation currently requires a General Plan amendment. The City is trying to amend their zoning code to allow such development "by-right", albeit not without controversy.

### **City of San Luis Obispo**

SLO takes a more straightforward approach. Commercial development standards are defined using floor area ratio (FAR) that describe allowed development intensity. (Scotts Valley uses building height, setbacks, and parking standards to define maximum densities.) As noted in the attached, "Dwellings may be provided in non-residential districts as part of mixed-use projects. So long as the floor area ratio for the applicable designation is not exceeded, the maximum residential density (listed in Table 1 starting on page 24) may be developed in addition to non-residential development on a site."

The total number of residential units is also limited. Neighborhood Commercial (which is generally equivalent to Scott's Valley's C-S designation) is limited to 12 dwelling units per acre (du/ac). Community Commercial (C-SC equivalent) is limited to 36 du/ac.

While the density definition discussion can get complicated quickly, we ask that you consider the following high-level issues as posed by the following questions:

1. Should the existing mixed-use definition in the C-S and C-SC be modified to encourage higher (or lower) residential density? Should this mixed-use definition also apply to the Commercial Professional (C-P) land use designation?
2. Should the General Plan identify new Special Treatment Areas to address key future development areas, and if so where?
3. Are there other high-level objectives that we should discuss?



**GPAC Meeting No 5**  
Binder Packet Memo

We look forward to seeing you next Monday, October, at 6:00 at the Council Chambers or hopefully at 4:00 at City Hall to participate in the walking tour of Scotts Valley Drive.

Regards,

A handwritten signature in blue ink that reads "Bill Wiseman". The signature is fluid and cursive, with a long horizontal stroke at the end.

Kimley-Horn & Associates

## RESIDENTIAL DESIGNATIONS

**Very-Low-Density Residential (VL), 0.1 to 1 du/ac.** Intended to provide a rural transition area between undeveloped land and single-family residential neighborhoods. Also applied to areas with significant environmental constraints. Large-lot, single-family homes are typically developed under this designation.

**Low-Density Residential (L), 1.1 to 10 du/ac.** Provides for single-family residential neighborhoods typically comprising detached homes. Santa Cruz's low-density residential areas include a wide variety of architectural styles.

**Low-Medium-Density Residential (LM), 10.1 to 20 du/ac.** Provides for moderately higher densities in areas with a mix of single-family and multifamily residential uses. Accommodates a variety of residential building types that can fit within a single-family neighborhood, including low-rise apartments, condominiums, and townhomes. Also includes areas with historic boardinghouses that have been converted to multifamily residential use.

**Medium-Density Residential (M), 20.1 to 30 du/ac.** Accommodates a mix of single-family and multifamily residential uses, including low-rise apartments, condominiums and townhomes. This land use category has been designated for some single-family neighborhoods with a historic pattern of small lots. It is the intent of the Plan that, in areas designated M where detached single-family homes are prevalent, new development should reflect the scale and character of the then-existing homes.

**High-Density Residential (H), 30.1 to 55 du/ac.** Accommodates mid-rise multifamily buildings, typically apartments, in areas where increased densities and building heights are appropriate. Used in locations where the City's goal is to provide for intensive infill housing.

## COMMERCIAL DESIGNATIONS

Santa Cruz's commercial designations accommodate a variety of retail and office uses, including neighborhood-serving uses as well as businesses that serve the entire region. All commercial designations allow mixed-use developments that provide permanent residential dwelling units.

**Neighborhood Commercial (NC), 0.25 to 1.5 FAR.** Intended for small-scale commercial uses that serve residential neighborhoods, such as laundromats, grocery stores, and convenience stores. These uses can provide a focal point for the neighborhood and help reduce the number of automobile trips that nearby residents must take.

**Community Commercial (CM), 0.25 to 1.75 FAR.** Accommodates businesses that serve the general needs of the community, including retail, service, and office establishments. Typical uses in these areas include restaurants, grocery stores, furniture stores, general merchandise, medical and legal offices, and auto parts stores, as well as mixed-use projects that include these commercial uses on the ground floor.

**Regional Visitor Commercial (RVC), 0.25 to 3.5 FAR.** Applies to areas that emphasize a variety of commercial uses that serve Santa Cruz residents as well as visitors. Mixed-use development is strongly encouraged in RVC districts. Areas designated RVC include:

- **Downtown Santa Cruz.** Emphasizes a mix of regional office and retail uses, residential and mixed-use developments, restaurants, and visitor attractions such as entertainment venues. The Downtown Recovery Plan provides detailed requirements for this area.
- **South of Laurel.** Emphasizes mixed-use and residential development along with visitor-serving and neighborhood commercial uses to connect the Beach Area with Downtown Santa Cruz. The Beach and South of Laurel Comprehensive Area Plan provides detailed requirements for this area.
- **Beach Area.** Emphasizes visitor-serving commercial uses such as hotels, motels, restaurants, and amusement parks, as well as residential and mixed-use development in the Beach Area neighborhoods. The Beach and South of Laurel Comprehensive Area Plan provides detailed requirements for this area.

For most areas designated RVC, the minimum and maximum development intensity is specified in the Downtown Recovery Plan or the Beach and South of Laurel Comprehensive Area Plan. In areas that are designated RVC but are not addressed in an Area Plan, the minimum FAR is 0.25 and the maximum is 1.75.

**Office (OF), 0.25 to 1.75 FAR.** Provides for small-scale office uses and mixed-use projects. Typical uses include dental offices, limited-hour medical clinics, and insurance agents.

#### **MIXED-USE DESIGNATIONS**

Santa Cruz has a limited amount of vacant land available for new development needed to accommodate economic growth and new businesses so that residents can find jobs in the community. Santa Cruz also needs to provide new housing to accommodate its expanding population, as required by the Housing Element of this General Plan. The city's population will continue to grow as UCSC grows and as more people are attracted to the city by the quality of life.

To provide for these needs, the General Plan Land Use Map designates "activity centers" along Santa Cruz's major transit corridors where mixed-use development is generally required. These mixed-use designations support the General Plan's goals and policies by encouraging new housing in places well served by transit. Each mixed-use designation specifies the infill areas along Santa Cruz's transit corridors where the designation may be applied. Because these transit corridors also supply much of the city's commercial land, the mixed-use designations afford additional opportunities for the city's residents to live near their workplace.

Any site that is within one of these infill areas, and which also has a Community Commercial (CM) designation, may apply for a General Plan amendment to obtain a mixed-use designation. The City may choose to grant the mixed-use designation if it would support the General Plan's goals, policies, and actions.

**Mixed-Use Medium Density (MXMD), 0.75 to 1.75 FAR, 10 to 30 du/ac.** This designation may be applied to sites along the Mission Street corridor between Swift Street and Laurel Street. It accommodates mixed-use development at a scale that is similar to existing buildings along the corridor. The typical commercial uses are similar to those in the Community Commercial (CM) designation, and pedestrian-oriented commercial uses are encouraged on the ground floor.

**Mixed-Use High Density (MXHD), 1.0 to 2.75 FAR, 10 to 55 du/ac.** This designation may be applied to sites along the Ocean Street, Water Street, and Soquel Avenue corridors. The typical commercial uses are similar to those in the Community Commercial (CM) designation, and pedestrian-oriented commercial uses are encouraged on the ground floor.

The MXHD designation allows a maximum FAR of 1.75 as of right, including a maximum of 30 dwelling units per acre. However, a project that meets a number of specific criteria, as determined by the Planning Commission, may have an FAR of up to 2.75, including up to 55 dwelling units per acre. Details are contained in the Zoning Ordinance.

**Mixed-Use Visitor Commercial (MXVC), 1.0 to 2.75 FAR, 0 to 55 du/ac.** This designation may be applied to sites along the Ocean Street corridor, as well as sites within 1,000 feet of Ocean Street's centerline and which front on Water Street, Soquel Avenue, May Avenue, or Broadway. The designation is intended to encourage high-quality visitor-serving commercial development along Ocean Street, particularly hotels and motels. However, it also accommodates other multi-story commercial development, such as office buildings.

The MXVC designation allows a maximum FAR of 2.75. It does not allow any dwelling units as of right. However, a project that meets a number of specific criteria, as determined by the Planning Commission, may include up to 55 dwelling units per acre within this FAR. Details are contained in the Zoning Ordinance.

#### **INDUSTRIAL DESIGNATIONS**

**Industrial (IND), 0.25 to 2.0 FAR.** Designates lands reserved for the city's most employment-intensive uses, including industrial. Typical industrial uses include food and beverage manufacturing, warehousing, metalworking, and woodworking. These businesses may include accessory retail uses (to sell products that are manufactured onsite, for example).

This designation also allows for other employment-intensive uses, such as office parks or incubator spaces for new businesses that are likely to provide high-quality jobs to the community. Although residential uses are discouraged in lands designated IND, this designation nevertheless allows for limited development of live-work units that accommodate home-based businesses.

**Coastal Dependent (CD), 0 to 0.1 FAR.** Identifies lands along or near the coastline that are used by industries that require direct proximity to the ocean, such as small craft har-





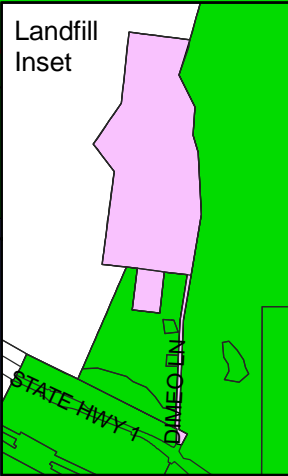
SANTA CRUZ  
2030

The Land Use Diagram is intended to be used in conjunction with the General Plan 2030 Goals, Policies and Programs Document. The document describes the guidelines, standards, and description of the land use designations on the map.

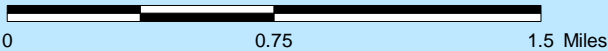
Projection: California State Plane Nad 83 Zone 3 (Feet)

Disclaimer:  
City of Santa Cruz has provided this map to allow easy access and a visual display of City information. We have made considerable effort to assure the accuracy of the maps and data provided; nevertheless, some information may be inaccurate. The data available including all maps, tables, numbers, graphics, and text (hereinafter collectively referred to as the "information") is provided on an "AS IS," basis.

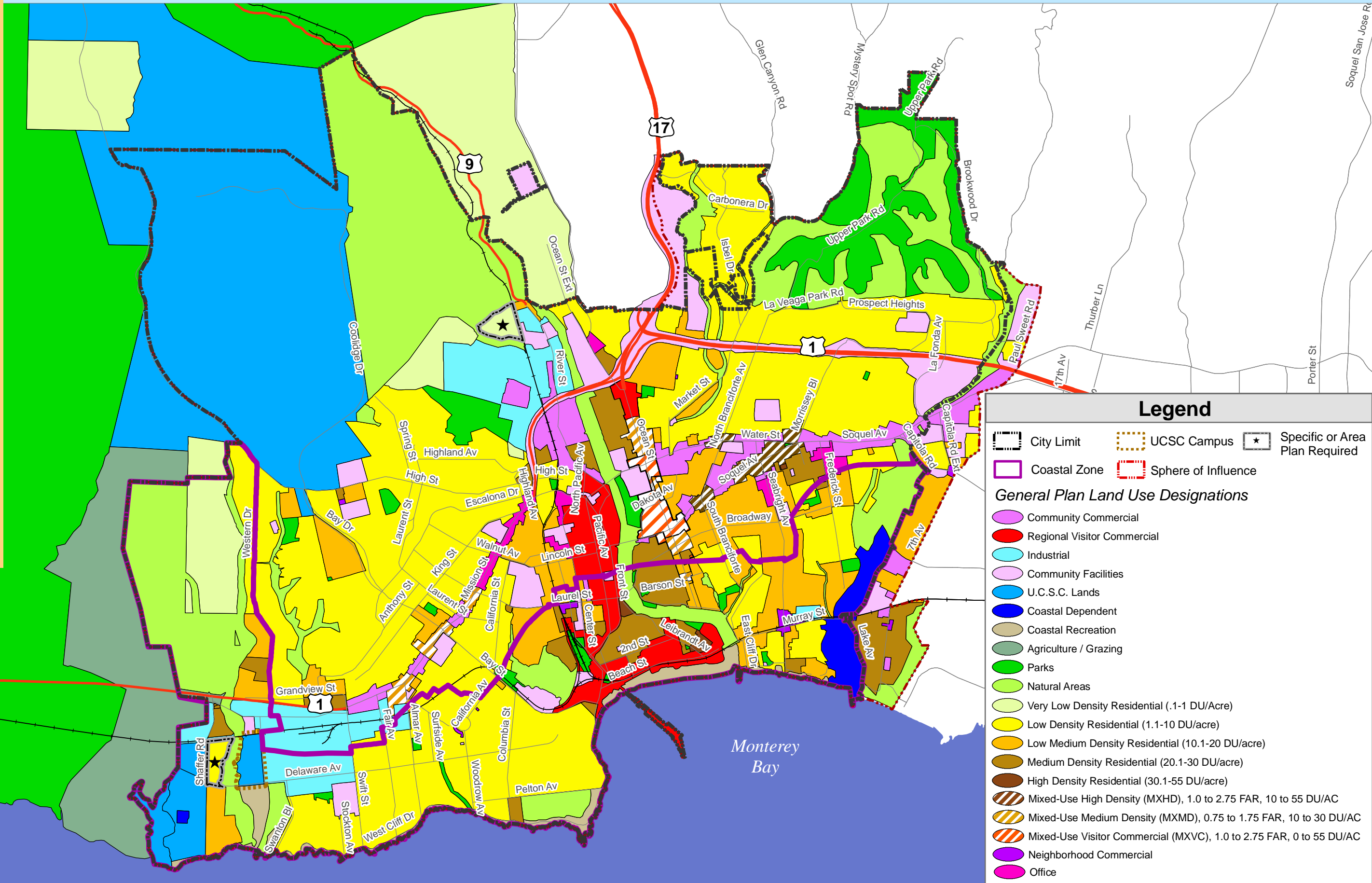
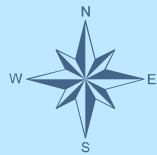
City of Santa Cruz shall assume no liability for any errors, omissions or inaccuracies in the information provided regardless of how accessed or provided.



# General Plan Land Use Designations



City of Santa Cruz  
Planning Department  
809 Center St. Room 206  
Santa Cruz, CA 95060  
Ph: 420-5100



## Legend

- City Limit
- UCSC Campus
- Specific or Area Plan Required

- Coastal Zone
- Sphere of Influence

### General Plan Land Use Designations

- Community Commercial
- Regional Visitor Commercial
- Industrial
- Community Facilities
- U.C.S.C. Lands
- Coastal Dependent
- Coastal Recreation
- Agriculture / Grazing
- Parks
- Natural Areas
- Very Low Density Residential (.1-1 DU/Acre)
- Low Density Residential (1.1-10 DU/acre)
- Low Medium Density Residential (10.1-20 DU/acre)
- Medium Density Residential (20.1-30 DU/acre)
- High Density Residential (30.1-55 DU/acre)
- Mixed-Use High Density (MXHD), 1.0 to 2.75 FAR, 10 to 55 DU/AC
- Mixed-Use Medium Density (MXMD), 0.75 to 1.75 FAR, 10 to 30 DU/AC
- Mixed-Use Visitor Commercial (MXVC), 1.0 to 2.75 FAR, 0 to 55 DU/AC
- Neighborhood Commercial
- Office





# LAND USE DIAGRAM AND STANDARDS

The most familiar part of any general plan is the Land Use Diagram – the illustration that shows the types and locations of existing and future development that the general plan envisions. The following describes how the designations for each land use are expressed and outlines the associated development standards for each of the designations shown on the City of San Luis Obispo’s General Plan Land Use Diagram (Figure 3).

## Land Use Diagram

The Land Use Diagram designates land uses for the entire Planning Area. State planning law requires that the general plan cover all territory within the boundaries of the adopting city or county as well as “any land outside its boundary which in the planning agency’s judgment bears relation to its planning” (Government Code Section 65300). To carry out this directive, most cities formally delineate a “planning area” boundary in their general plans. The current update does not change the designated planning area but has an emphasis on infill and therefore a smaller Planning Sub-area has been identified to describe the area of focus for policies and land use changes.

A copy of the Land Use Diagram is available from the City’s Community Development Department or by download from the City’s website.



It is typical for the Land Use and Circulation Diagrams to be updated over time. Please check with the Community Development Department to ensure you have the current version.

The Land Use Diagram also depicts the Airport Safety zone overlay for the San Luis Obispo County Regional Airport. This diagram, together with the Airport policies and programs contained in Section 7.0, demonstrate how the City’s General Plan complies with the State Aeronautics Act (California Public Utilities Code, Section 21670 et seq.).

For areas outside the LUCE Planning Sub-area and not otherwise designated on the City’s Land Use Diagram, these areas are designated as either AG/Open Space (for lands identified as part of the City’s greenbelt) or reflect Residential Suburban or Residential Rural land use designations (refer to section titled “Land Use Designations Outside the LUCE Planning Sub-area” and Table 2).

## Development Standards

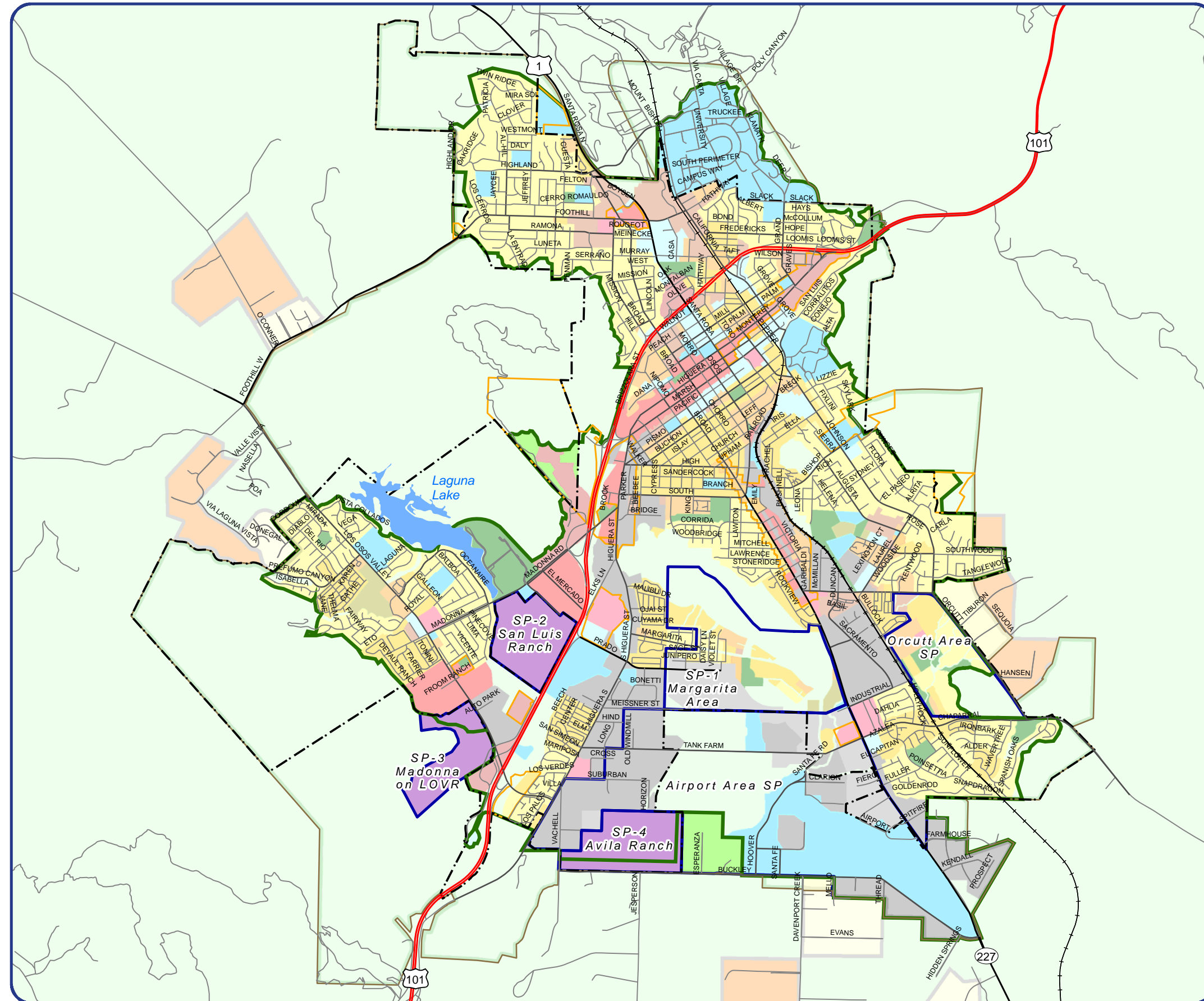
State planning law requires general plans to establish “standards of population density and building intensity” for the various land use designations in the general plan (Government Code Section 65302(a)). To satisfy this requirement, the General Plan Land Use Element includes such standards for each land use designation appearing on the Land Use Diagram. Following are explanations of how these standards operate.

### Residential Designations

Standards of building density for residential uses are stated as the allowable maximum dwelling units per net acre. In determining net area, the following types of areas are excluded: sensitive features such as creeks, habitats of rare or endangered plants and animals, and significant trees; land dedicated in fee to the public for streets or neighborhood parks.

### Non-residential Designations and Mixed Uses

Standards of building intensity for non-residential uses, such commercial and industrial uses, are stated as a range of floor-area ratios (FARs) that describe allowed development intensity. Dwellings may be provided in non-residential districts as part of mixed use projects. So long as the floor area ratio for the applicable designation is not exceeded, the maximum residential density (listed in Table 1 starting on page 24) may be developed in addition to non-residential development on a site. (See Policy 2.4, Residential Density for policies on density bonuses for affordable housing.)



**Legend**

**Land Use Inside LUCE SOI Planning Subarea**

- Open Space
- Agriculture
- Park
- Recreation
- Suburban Residential
- Low Density Residential
- Med Density Residential
- Med High Density Residential
- High Density Residential
- General Retail
- Community Commercial
- Tourist Commercial
- Neighborhood Commercial
- Business Park
- Services & Manufacturing
- Office
- Public
- Existing Specific Plans
- New Specific Plans
- Special Focus Area

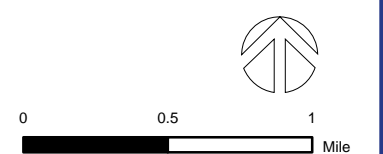
**Land Use Outside LUCE SOI Planning Subarea**

- Unincorporated Agriculture & Open Space
- Unincorporated Rural Residential
- Unincorporated Suburban Residential

**Other**

- LUCE SOI Planning Subarea
- Urban Reserve
- City Limits
- Freeway
- Highway/ Regional Route
- Arterial
- Local
- Railroad
- Water Body

Source: City of San Luis Obispo, 2015

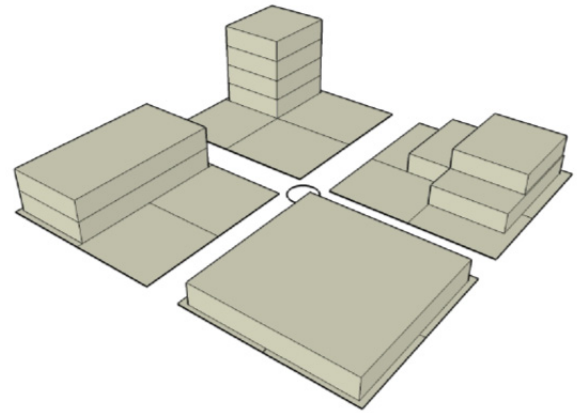


**Figure 3**  
Land Use Diagram

*Please see the next page.*



A FAR is the gross floor area of a building or buildings on a site divided by the site area. Floor area ratio does not include below grade or subterranean parking garages and basements or similar non-conditioned floor space. For example, on a lot with 25,000 square feet of land area, a FAR of 1.00 would allow 25,000 square feet of floor area which, depending on site constraints and development standards could be distributed on one floor or several floors. A FAR of 2.00 would allow 50,000 square feet of floor area and a FAR of 3.0 would allow 75,000 square feet of building area in this example. The diagram above illustrates conceptually how buildings of one, two, and four stories could be developed on a given lot with a FAR of 1.00.



While FAR provides for the overall development size and intensity, it does not specify the form or character of the building. The guidelines for each designation describe key physical form characteristics envisioned for the designation. Other City regulations such as Zoning Codes and Community Design Guidelines will guide the form of buildings within a given FAR range.

### Land Use Designations within LUCE Planning Sub-area

The General Plan Land Use Diagram includes residential, commercial, industrial, and other land use designations that depict the types of land uses that will be allowed within the LUCE Planning Sub-area. Table 1 describes all of the designations along with their corresponding development intensity standards, as follows:

- **Designation.** This column provides the name of each designation and the acronym used when referring to this designation. To the right of each name is the color that is assigned to this designation on the City's Land Use Diagram.
- **Description.** In this column is a description of the purpose and application of each designation, followed by a general list of types of uses that could be allowed in that designation. The City's Zoning Regulations provide further refinement and expansion of the list of uses allowed on any given property. For any given site, not all uses listed may be appropriate for a given property due to location, adjacent uses, other applicable General Plan policies, or other site specific issues.
- **Density / Intensity.** For residential designations, a maximum density is provided, expressed as dwelling units per acre (du/ac). For non-residential uses and mixed uses, a maximum FAR is provided.

**Table 1. General Plan Land Use Designations and Development Standards within the LUCE Planning Sub-area**

Designation	Description	Density / Intensity
<b>Residential Designations</b>		
Low Density Residential  <b>LDR</b>	<p><b>Purpose and Application</b> This designation provides for low density residential development having locations and forms that provide a sense of both individual identity and neighborhood cohesion for the households occupying them. These dwellings are generally detached, one and two story buildings with private outdoor space separating them from neighboring dwellings.</p> <p><b>Uses</b></p> <ul style="list-style-type: none"> <li>Single family detached dwellings</li> <li>Accessory Secondary dwelling units</li> <li>Public and quasi-public uses (e.g., parks, schools, churches)</li> <li>Low density development within and adjacent to neighborhoods committed to this type of development.</li> </ul>	Maximum Density: 7 du/ac
Medium Density Residential  <b>MDR</b>	<p><b>Purpose and Application</b> This designation provides for dwellings having locations and forms that provide a sense of both individual identity and neighborhood cohesion for the households occupying them, but in a more compact arrangement than Low-Density Residential. Such dwellings are generally one or two story detached buildings on small lots or attached dwellings with some private outdoor space for each dwelling. This type of development is appropriate as a transition from low density development to higher densities.</p> <p><b>Uses</b></p> <ul style="list-style-type: none"> <li>Single family detached dwellings</li> <li>Accessory Secondary dwelling units</li> <li>Public and quasi-public uses (e.g., parks, schools, churches)</li> </ul>	Maximum Density: 12 du/ac
Medium-High Density Residential  <b>MHDR</b>	<p><b>Purpose and Application</b> This designation provides for primarily attached dwellings in two and three story buildings with common outdoor areas and very compact private outdoor spaces. This type of development is appropriate near employment centers, major public facilities, and transit corridors and nodes.</p> <p><b>Uses</b></p> <ul style="list-style-type: none"> <li>Single family detached dwellings</li> <li>Single family attached dwellings</li> <li>Multi-family dwellings</li> <li>Accessory Secondary dwelling units</li> <li>Public and quasi-public uses (e.g., parks, schools, churches)</li> </ul>	Maximum Density: 20 du/ac



Designation	Description	Density / Intensity
High Density Residential  <b>HDR</b>	<b>Purpose and Application</b> This designation provides for primarily attached dwellings in two and three story buildings, with common outdoor areas and very compact private outdoor spaces. This type of development is appropriate in some locations near Cal Poly, in the Downtown core, near employment concentrations, and near transit corridors and nodes.  <b>Uses</b> <ul style="list-style-type: none"> <li>■ Multi-family dwellings</li> <li>■ Single family attached dwellings</li> <li>■ Public and quasi-public uses (e.g., parks, schools, churches)</li> </ul>	Maximum Density: 24 du/ac
<b>Commercial and Industrial Designations</b>		
General Retail  <b>GR</b>	<b>Purpose and Application</b> This designation provides for goods and services adequate to meet most of the needs of city and nearby county residents. This designation is applied to Downtown, the intersection of Madonna Road and Highway 101, and the area around Highway 101 and Los Osos Valley Road.  <b>Uses</b> <ul style="list-style-type: none"> <li>■ Specialty stores</li> <li>■ Department stores</li> <li>■ Warehouse stores</li> <li>■ Discount stores</li> <li>■ Restaurants</li> <li>■ Banks and other services</li> <li>■ Public and quasi-public uses</li> </ul>	Maximum Density: 36 du/ac Maximum FAR: 3.0 3.75 in the Downtown core, or 4.0 in the Downtown core with a TDC or a density bonus
Neighborhood Commercial  <b>NC</b>	<b>Purpose and Application</b> This designation provides for goods and services to meet the frequent shopping needs of people living nearby. Neighborhood Commercial uses should be available within a one-mile radius of residences. These uses should be located on sites not exceeding about four acres, unless the neighborhood to be served includes a significant amount of high density residential development.  <b>Uses</b> <ul style="list-style-type: none"> <li>■ Small scale grocery stores</li> <li>■ Laundromats</li> <li>■ Drug stores</li> <li>■ Small-scale specialty stores (provided they will not be a major citywide attraction or displace more general, convenience uses)</li> <li>■ Residential uses as part of mixed-use projects</li> <li>■ Public and quasi-public uses</li> </ul>	Maximum Density: <b>12 du/ac</b> Maximum FAR: 2.0



Designation	Description	Density / Intensity
<b>Community Commercial</b>  <b>CC</b>	<p><b>Purpose and Application</b> This designation provides for shopping centers to serve community-wide needs. Community commercial areas are intended to be configured as distinctive, pedestrian-oriented shopping centers and may accommodate larger scale uses that are not appropriate in the Downtown Core.</p> <p><b>Uses</b></p> <ul style="list-style-type: none"> <li>■ Retail uses</li> <li>■ Personal service uses</li> <li>■ Specialty uses (provided they do not detract from the Downtown as the city's primary concentration of specialty stores)</li> <li>■ Residential uses as part of mixed-use projects</li> <li>■ Offices that provide "over-the-counter" services to customers</li> <li>■ Professional offices, particularly above the ground floor</li> <li>■ Public and quasi-public uses</li> </ul>	<p>Maximum Density:  <b>36 du/acre</b>  Maximum FAR: 2.0</p>
Tourist Commercial  <b>TC</b>	<p><b>Purpose and Application</b> This designation provides for uses that primarily serve the traveling public.</p> <p><b>Uses</b></p> <ul style="list-style-type: none"> <li>■ Hotels</li> <li>■ Motels</li> <li>■ Restaurants</li> <li>■ Service stations</li> <li>■ Recreational uses</li> <li>■ Minor retail uses serving the needs of travelers</li> <li>■ Public and quasi-public uses</li> </ul>	<p>Maximum Density:  12 du/acre  Maximum FAR: 2.5</p>
Office  <b>O</b>	<p><b>Purpose and Application</b> This designation provides for offices use to meet the needs of city and specialized needs of county residents. Not all types of offices are appropriate in all locations.</p> <p><b>Uses</b></p> <ul style="list-style-type: none"> <li>■ Professional and financial services such as doctors, architects, insurance companies and banks</li> <li>■ Government offices</li> <li>■ Residential uses</li> <li>■ Mixed-use projects</li> <li>■ Public and quasi-public uses</li> </ul>	<p>Maximum Density:  12 du/acre  Maximum FAR: 1.5</p>





# AGENDA



## Meeting of the General Plan Advisory Committee (GPAC)

**Date: October 16, 2017**

**Time: 4:00 – 8:00 PM**

<b>CITY OF SCOTTS VALLEY</b> 1 Civic Center Drive Scotts Valley, CA 95066 (831) 440-5630	<b>MEETING LOCATION</b> City Council Chambers 1 Civic Center Drive Scotts Valley, CA 95066	<b>POSTING:</b> The agenda was posted 10-12-17 at City Hall, SV Senior Center, SV Library and on the Internet at <a href="http://www.scottsvalleymunicipal.org">www.scottsvalleymunicipal.org</a>
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### Elected and Appointed Officials

Randy Johnson, Mayor, Scotts Valley City Council  
Jim Reed, Vice Mayor, Scotts Valley City Council  
Derek Timm, Chair, Scotts Valley Planning Commission  
Lori Gentile, Chair, Scotts Valley Parks & Recreation Commission  
Russ Patterson, Chair, Scotts Valley Fire Protection District Board of Directors  
Michael Shulman, President, Scotts Valley Unified School District Board of Directors  
John Yost, President, Scotts Valley Chamber of Commerce Board of Directors  
Chris Perri, Vice President, Scotts Valley Water District Board of Directors  
Steven Clark, At-Large Member, Appointed by the Scotts Valley City Council  
Angela Franklin, At-Large Member, Appointed by the Scotts Valley City Council  
Ed Harmon, At-Large Member, Appointed by the Scotts Valley City Council  
Jeff Hill, AT-Large Alternate Member, Appointed by the Scotts Valley City Council

### City and Support Staff Members

Taylor Bateman, Acting Community Development Director  
Michelle Edwards, Senior Planner  
Brenda Stevens, Assistant Planner  
Jenny Haruyama, City Manager  
Bill Wiseman, GPAC Consultant, Kimley-Horn

*Questions or comments about the General Plan Update may be directed to Taylor Bateman, Acting Community Development Director at 831-440-5633 or [tbateman@scottsvalley.org](mailto:tbateman@scottsvalley.org). Further information can also be found at: [www.scottsvalleymunicipal.org](http://www.scottsvalleymunicipal.org)*

**CALL TO ORDER:** 6:00 p.m.

**ROLL CALL**

**PUBLIC COMMENT**

This is the opportunity for individuals to make and/or submit written or oral comments to the Council on any items within the purview of the Council, which are NOT part of the Agenda. No action on the item may be taken, but the Council may request the matter be placed on a future agenda.

**ALTERATIONS TO CONSENT AGENDA**

(Committee Members can remove or add items to the Consent Agenda.)

**CONSENT AGENDA**

(The Consent Agenda is comprised of items which appear to be non-controversial. Persons wishing to speak on any item may do so by raising their hand to be recognized by the Chair.)

A. Approve Committee meeting minutes of September 18, 2017

**ALTERATIONS TO REGULAR AGENDA**

(Committee Members can remove or add items to the Regular Agenda.)

**REGULAR AGENDA**

(Persons wishing to speak on any item may do so by raising their hand to be recognized by the Chair.)

(Scotts Valley Drive Walking Tour starting at City Hall: 4:00 to 5:30)

1. GPAC Meeting #5 Objectives (5 minutes)
2. Overview of Current Projects (10 minutes)
3. "Planning 101" for Residential & Commercial Density (15 minutes)
4. Vacant and Redevelopment Potential Parcels (10 minutes)
5. GP Commercial Designations & Special Treatment Areas (120 minutes)
6. Next Steps (10 minutes)

**ADJOURNMENT**      8:00 PM

*The GPAC does not have regular meeting dates, therefore, all meetings are special meetings as defined under the Government Code § 54956 and will be noticed at least 24 hours in advance. Writings that are a public record under Government Code § 54957.5(a), and that relate to an agenda item of a special meeting of the GPAC, shall be available for public inspection at the City of Scotts Valley, 1 Civic Center Drive, Scotts Valley, CA 95066, and also on the General Plan Update website at: [www.scottsvalleygeneralplan.com](http://www.scottsvalleygeneralplan.com)*

The City of Scotts Valley does not discriminate against persons with disabilities. The Committee meeting locations are accessible facilities. If you wish to attend a Committee meeting and require assistance such as sign language, a translator, or other special assistance or devices in order to attend and participate at the meeting, please call the City Clerk's Office at 831-440-5602 five to seven days in advance of the meeting to make arrangements for assistance. If you require the agenda of a Committee meeting be available in an alternative format consistent with a specific disability, please call the City Clerk's Office. The California State Relay Service (TTY/VCO/HCO to Voice: English 1-800-735-2929, Spanish 1-800-855-3000; or, Voice to TTY/VCO/HCO: English 1-800-735-2922, Spanish 1-800-855-3000), provides Telecommunications Devices for the Deaf and Disabled and will provide a link between the TDD caller and users of telephone equipment.



# MINUTES



## Meeting of the General Plan Advisory Committee (GPAC)

**Date: September 18, 2017**

**Time: 6:00 pm**

<b>CITY OF SCOTTS VALLEY</b>	<b>MEETING LOCATION</b>	<b>POSTING:</b> The agenda was posted
1 Civic Center Drive Scotts Valley, CA 95066 (831) 440-5630	City Council Chambers 1 Civic Center Drive Scotts Valley, CA 95066	9-12-17 at City Hall, SV Senior Center, SV Library and on the Internet at <a href="http://www.scottsvalleygeneralplan.com">www.scottsvalleygeneralplan.com</a>

**CALL TO ORDER** 6:00 p.m.

### ROLL CALL

#### Elected and Appointed Officials:

Present: Randy Johnson, Mayor, Scotts Valley City Council  
Jim Reed, Vice Mayor, Scotts Valley City Council  
Derek Timm, Chair, Scotts Valley Planning Commission  
Lori Gentile, Chair, Scotts Valley Parks & Recreation Commission Representative  
Russ Patterson, Director, Scotts Valley Fire Protection District Board of Directors  
Michael Shulman, President, Scotts Valley Unified School District Board of Directors  
John Yost, President, Scotts Valley Chamber of Commerce Board of Directors  
Chris Perri, Vice President, Scotts Valley Water District Board of Directors  
Steven Clark, At-Large Member, Appointed by the Scotts Valley City Council  
Angela Franklin, At-Large Member, Appointed by the Scotts Valley City Council  
Jeff Hill, At-Large Alternate Member, Appointed by the Scotts Valley City Council

Absent: Russ Patterson, Director, Scotts Valley Fire Protection District Board of Directors  
Ed Harmon, At-Large Member, Appointed by the Scotts Valley City Council

#### City and Support Staff Members:

Present: Jenny Haruyama, City Manager  
Taylor Bateman, Acting Community Development Director  
Michelle Edwards, Senior Planner  
Bill Wiseman, GPAC Consultant, Kimley-Horn

**PUBLIC COMMENT:** None.

**ALTERATIONS TO CONSENT AGENDA:** None.

## **CONSENT AGENDA:**

- A. Approve Committee meeting minutes of June 26, 2017

*M/S:Perri / Clark*

*To approve the Consent Agenda.*

*Carried 8/0/1/2 (AYES: Reed, Timm, Gentile, Shulman, Yost, Perri, Clark, and Franklin.*

*Noes: None. Abstain Johnson. Absent: Patterson and Harmon.*

**ALTERATIONS TO REGULAR AGENDA:** None.

## **REGULAR AGENDA**

### **1. Receive comments on the Vision Statement and Guiding Principles**

Various Committee members had the following comments: Continue balance of preservation and looking to the future; include the word “public” before the word service; ensure financial stability and viability; include support for economic development.

### **2. Presentation from Steve Toler – Primer on Fiscal Management and the City Budget**

Steve Toler gave a presentation on Fiscal Management and the City Budget.

### **3. Community Outreach Summary**

Bill Wiseman provided the GPAC with a summary of the Community Outreach to date.

### **4. General Plan Land Use Map**

**a. Review existing GP Land Use designations**

**b. Review “clean up” parcels**

**c. Discuss initial GPAC recommendations on other potential land use changes.**

The Committee reviewed existing General Plan Land Use Designations and development patterns of the City and asked questions of staff. Staff noted that the General Plan update would include adjustments of various parcels throughout the city so that existing uses are consistent with the General Plan Land Use Designation. The Committee discussed the status of various parcels and their likely future development scenario. The discussion of future land use changes was continued to the next meeting.

### **5. Discuss date and agenda for GAPC Meeting #5 and Joint Planning Commission/City Council Workshop #1**

The next committee meeting was set for October 16, 2017.

**ADJOURNMENT**      The meeting adjourned at 8:00 p.m.

Approved: \_\_\_\_\_  
Randy Johnson, Chair







Attest: \_\_\_\_\_  
Taylor Bateman, Acting CDD

Following are representative photos of development in Scotts Valley that apply to the higher-density residential and the commercial, industrial and public/quasi-public land use designations.





General Plan Land Use Category	Corresponding Zoning Designation
Residential	
Estate	R-1-40
	
Granite Creek Estates (single-family detached)	Granite Creek Estates (single-family detached)
Low	R-1-20
	
Casa Way (single-family detached)	Casa Way (single-family detached)



General Plan Land Use Category Medium	Corresponding Zoning Designation R-1-10
 <p data-bbox="332 800 669 825">The Vineyards (single-family detached)</p>	 <p data-bbox="924 800 1318 825">Scotts Valley Heights (single-family detached)</p>
Medium-High	R-M-6 and R-M-8
 <p data-bbox="358 1316 643 1341">Skypark (single-family detached)</p>	 <p data-bbox="980 1316 1265 1341">Skypark (single-family detached)</p>
High	R-H
 <p data-bbox="371 1829 630 1854">Hidden Oaks (condominiums)</p>	 <p data-bbox="964 1829 1281 1854">The Manor (single-family detached)</p>

General Plan Land Use Category	Corresponding Zoning Designation
Very High	R-VH
	
Town Center Collection (condominiums)	Town Center Collection (condominiums)
Commercial	
Professional	C-P
	
Bank of America Service	Glen Canyon Road
C-S	
	
Kaiser Permanente	Shell Gas Station



General Plan Land Use Category	Corresponding Zoning Designation
Shopping Center	C-SC
	
Kings Village	Kings Village
Industrial	
Light Industrial	I-L
	
Zero Motorcycles	Scarborough Lumber
Industrial R&D	I-RD
Heavy Industrial	n/a

General Plan Land Use Category	Corresponding Zoning Designation
Other	
Public-Quasi Public	P
	
Scotts Valley Community Center	Scotts Valley Transit Center
Parks & Recreation	P
	
Skypark	Maddorsa Park
Open Space / Conservation	OS
	
Skypark Linear Trail	Glenwood Preserve

September 28, 2017

Hi Taylor,

I would like to submit a comment for the General Plan Advisory Committee's (GPAC) consideration. At the very end of the September 18 GPAC meeting you mentioned the potential for the group to consider increased densities for particular residential areas. The one example you used was off Granite Creek near the overpass. I would like the group to consider the potential of re-zoning the corner of Glenwood and Hacienda Drive. I own the property at 110 Hacienda Drive and did not want to give the appearance of trying to hijack the meeting by asking about the potential for re-zoning a property that obviously would have my personal interest in mind. However, regardless of the fact I own the property I feel there should be consideration of what the appropriate density and/or land use is for this corner. The following are some facts about this property and the surrounding area:

1. The property is located at the interface of commercial and residential along one of the major thoroughfares in the City.
2. The City is currently reviewing a redevelopment application from the Shell gas station's owner/representative to substantially increase the size of the convenience store and add a drive-through car wash. If approved, this will increase the level of commercial activity at the interface with a residential neighborhood.
3. The property and surrounding residential neighborhood, bracketed by Hacienda Drive and Glenwood Drive is zoned R-1-10 medium density (10,000 sq ft min lot size)
4. The property is just over 19,000 square feet
5. There is one single family home, which is an approximately 950 square foot log cabin built in 1948, located at the very front of the property, facing Hacienda and the Shell gas station
6. There are 2 driveway entrances off of Hacienda Drive
7. There are many properties in the neighborhood that over the years have been split as they met the 10,000 sq ft min requirements. However, there are also numerous lots that have been developed that based on my research are less than 10,000 sq ft (ranging from less than 5,000 sq ft up to 9,000+ sq ft) and shown as the same R-1-10 zoning. These include, but are not likely limited to, the following:
  - 159 Glenwood Drive
  - 115 San Augustine Way
  - 117 San Augustine Way
  - 224 San Augustine Way
  - 228 San Augustine Way
  - 230 San Augustine Way
  - 5 Purple Hills Court
  - 9 Purple Hills Court
  - 16 Purple Hills Court
  - 5 Sageland Court
  - 7 Sageland Court
  - 14 Sageland Court
  - 16 Sageland Court

- 514 Grace Way
  - 516 Grace Way
  - All the lots on Coopers Hawk Court
  - All the lots on Golden Eagle Court
  - Numerous lots in the Vineyards neighborhood
8. There is an area directly across Glenwood that is zoned R-M-6, 6,000 sq ft min lot size. This area supports a mobile home park, townhouse development and single family homes.
9. There are many amenities in the immediate area that would support a higher density of housing or mixed use on this property including the following:
- Vine Hill Elementary School
  - Baymont Elementary School
  - Scotts Valley High School
  - Kaiser Permanente clinic
  - Scotts Valley Market/Victor Square Center (grocery store, coffee shop, brewery, multiple restaurants)
  - Active Sports Club Gym
  - Siltanen Park
  - Glenwood Open Space
  - 1440 Multiversity Campus

I feel that this property is significantly underutilized in its current state. With housing at a premium in our City and this corner being on the interface with commercially dominated lots and adjacent to many amenities I would like to ask the GPAC to consider whether a greater degree of development than what is currently allowed is appropriate for this location.

Thank you for the opportunity to provide this input and I look forward to hearing back from you and continuing to take part in the GPAC's upcoming meetings.

Sincerely,

Matt Quinn