

CITY OF COTATI
SPECIAL Meeting of the Planning Commission

DATE OF MEETING: January 23, 2012
TIME OF MEETING: 7:00 p.m.
PLACE OF MEETING: Cotati City Hall, City Council Chambers
201 West Sierra Avenue, Cotati, CA 94931

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Minutes of August 15, 2011
- B. Minutes of November 17, 2011
- C. Minutes of December 5, 2011
- C. Minutes of December 12, 2011

IV. CHANGES TO THE AGENDA

V. ORAL AND WRITTEN COMMUNICATIONS - *Public is asked to please step to the podium and state your name and address for the record. Please limit your comments to items not already agendized for discussion.*

VI. MATTERS AT HAND

- A. General Plan Update #8, Economic Development

VII. REPORTS BY STAFF

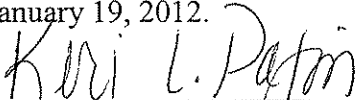
VIII. REPORTS BY COMMISSION

IX. ADJOURNMENT

Any writings or documents provided to a majority of the Cotati Planning Commission regarding any item on this agenda will be made available for public inspection in the Community Development Department located at 201 West Sierra Avenue, Cotati, California, during normal business hours.

Disabled Accommodation: Upon request, this agenda will be made available in appropriate formats to persons with disabilities as required by Section 202 of the Americans with Disabilities Act of 1990. Any person with a disability who requires a modification or accommodation in order to participate in a meeting should contact the Deputy City Clerk at (707) 665-3622 at least 48 hours in advance of the meeting.

STATE OF CALIFORNIA, COUNTY OF SONOMA, CITY OF COTATI, I declare under penalty of perjury that I am employed by the City of Cotati in the Planning Division; and that I posted this agenda on the bulletin boards of City Hall, U.S. Post Office, and Veteran's Memorial Building on or before January 19, 2012.


Keri L. Pajon, Administrative Secretary

CITY OF COTATI
MINUTES for the Regular Meeting of the Planning Commission

DATE OF MEETING: Monday, August 15, 2011
TIME OF MEETING: 7:00 pm
PLACE OF MEETING: Cotati City Hall, City Council Chambers
201 West Sierra Avenue, Cotati, CA 94931

I. CALL TO ORDER

Vice Chair Ritter called the meeting to order at 7:03 pm

II. ROLL CALL

Commissioners Present: Brady, Ford, Hancock and Ritter
Commissioners Absent: Moore
Staff Present: Parker, Harris, Pajon, Consultant Thompson and Ritchie

III. APPROVAL OF MINUTES

A. For the Regular Meeting of July 18, 2011

Motion:	Commissioner Hancock made a motion and Commissioner Brady seconded the motion to approve the July 18, 2011 minutes.
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Yes: 4 Noes: 0 Abstain: 0 Absent: 1

IV. CHANGES TO THE AGENDA

There were no changes to the agenda.

V. ORAL AND WRITTEN COMMUNICATIONS

There were no oral or written communications.

VI. MATTERS AT HAND

A. General Plan Update meeting #2: Housing & Open Space

Community Development Director Parker commented on the overall process and policy development. She spoke about distributing the packets earlier to allow additional time to review the information. She turned the time over to Beth Thompson and Ben Ritchie, Consultants with DeNovo Planning Group.

Beth Thompson, DeNovo Planning Group gave an overview of the topics to be covered in this presentation. These topics include:

- Guiding Principles
- Housing

- Open Space and Conservation

Commissioner Hancock confirmed with Consultant Thompson that the priorities were identified in the last meeting.

Consultant Thompson explained the process and what items they are looking to identify in this process.

Vice Chair Ritter said that his priorities include:

- housing for seniors
- affordability and location near housing and shopping

Vice Chair Ritter stated that he felt that those items were all addressed in the 2002 goals.

Commissioner Ford said that the housing goals were fine, but that transitional housing in the 2002 element seemed restrictive.

Commissioner Brady agreed with Commissioner Ford and recommended stronger implementation measures.

In response to Commissioner Ford's question on policy H11 (Housing Rehabilitation and Preservation Program), Consultant Thompson explained that the City had these funds available intermittently and on a limited basis.

Vice Chair Ritter asked if there are any issues in the housing element that have changed due to regulation changes.

Consultant Thompson said that they will make sure that the policies set in the General Plan are consistent with State law.

Commissioner Hancock stated that he wants to understand the changes between the current and new General Plan.

Consultant Thompson stated that the document will not be a redlined version due to a substantial amount of restructuring, but they will have information on previous policies.

Commissioner Ford said that he would like to see housing access to services as a larger goal.

Vice Chair Ritter asked the Commissioners if their priorities and concerns relating to housing have been addressed.

Commissioner Hancock stated that he was generally pleased with the priorities. He supports the process and understands that it has to be crafted into something that represents the framework for the City.

Consultant Thompson stated that she understands that the priorities that have been stated individually, collectively, and by the public. These items have been identified in the 2002 element with the exception of Commissioner Brady's and Commissioner Ford's concern with

transitional housing and connectivity of housing with transportation and services. These items will be addressed in the draft General Plan.

Vice Chair Ritter asked the Commissioners if they identified additional sites for affordable housing or a specific type of housing.

Consultant Thompson explained how the state reviews the availability of sites.

Commissioner Hancock said that he would like to see an option for lower density housing in the center of town to see affordable housing close to town services. He said that generally all sites that are identified are okay for housing.

Commissioner Ford commented on the map and stated that the potential housing along Highway 116 makes it appear that we are pushing affordable housing to the outskirts of town.

Consultant Thompson explained that the map indicates where affordable housing could be located, not should be located.

PUBLIC COMMENT opened at 7:40 pm

Clifton Buck-Kauffman, 1039 Madrone Avenue, introduced himself and his history living in Cotati as well as his input in the last two General Plans. He expressed the importance of realizing that housing does not sustain a community and the importance of keeping Cotati rural. He thanked the Planning Commission for their service.

PUBLIC COMMENT closed 7:44 pm

Ben Ritchie, DeNovo Planning Group, gave a presentation on Open Space and Conservation.

PUBLIC COMMENT opened at 7:57 pm

Jenny Blaker, 8166 Arthur Street, submitted a letter dated August 15, 2011 to be entered into the record. She commented on key points regarding open space.

PUBLIC COMMENT closed at 8:07 pm

Consultants Thompson and Ritchie responded to Ms. Blaker's concerns and comments.

Community Development Director Parker stated that it would be appropriate to designate Falletti Ranch as Open Space.

Commissioner Ford stated that he wants to make sure that the uses on the Falletti property don't conflict with the definition of Open Space.

Consultant Ritchie explained that while crafting the General Plan, they can modify and customize the definition of Open Space to meet Cotati's needs.

Commissioner Hancock stated that it would be a good idea to define Open Space early on to ensure focused discussion. He said that while looking at the plan there seems to be 5 references

to the central valley and northcoast region. He requested the consultant to carefully review draft documents for these errors. He asked if they should be defining open space more specifically, as it seems to be very generic.

Consultant Thompson confirmed that it will be necessary to designate land as Open Space, identify its value to Cotati and define Open Space.

Commissioner Ritter asked about community separators and specifically how Gallo Vineyards could be protected in the future. He expressed concern about what would happen to the property if the winery were to move or go out of business. He asked if it could be designated as Open Space under either of those scenarios.

Consultant Thompson said that if lands are agriculturally developed it is best to leave them designated agricultural. She suggested including policies that would include City direction if a change of ownership occurs.

Commissioner Hancock said that he thought that the Gallo land was owned by the Open Space District.

Ms. Blaker said that she heard that the Open Space District purchased it and handed it over to Gallo.

Commissioner Hancock recommended identifying that if a property were to change owners then the City could want to change the land use designation.

PUBLIC COMMENT opened at 8:22 pm

Richard Sinehouse, 101 Ross Street, encouraged the Commission to have Open Space parcels next to each other instead of patches of it throughout the city.

PUBLIC COMMENT closed at 8:23 pm

Commissioner Ford asked how much influence the City has over development in the Sphere of Influence.

Consultant Ritchie responded to Commissioner Ford, explaining that legally, the County has jurisdiction. The County planning department would process a development application unless it came with an annexation request. The sphere of influence is the area that would likely be included in the city in the future. There seems to be cooperation in land use designations.

Community Development Director Parker added that the City is mandated to plan for the land uses in the sphere of influence. She said that it is important to fully evaluate lands within the Sphere during this process.

Commissioner Ford asked if, through the visioning workshops, the Sphere of Influence has been identified as the planning boundary.

Consultant Thompson explained that they will be coming back to the Commission with two maps, one with the summary of the comments they received as a result of the visioning

workshops. The planning boundary has not been determined. The General Plan will not change the Sphere of Influence, LAFCO must approve that. It is important that the Commission identifies a planning area that encompasses the current Sphere of Influence as well as area within the Urban Growth Boundary. She added that a planning area boundary will be established at the Land Use workshop.

Commissioner Ford stated that watershed boundaries make more sense as a planning boundary vs. man made features.

Commissioner Ritter asked if designating the County Yard as future Open Space can be done since it is located in the Sphere of Influence.

Consultant Thompson suggested that since the County owns the property, they should be consulted before the City requests that change.

Commissioner Ford said the current use is rural residential and it would be okay to be agriculture and rural residential.

Consultant Ritchie asked the Commission if they would consider the current land use map as effectively implementing that policy of keeping greenbelts, open space buffers and community separators. He said that this might be an item for discussion.

Commissioner Hancock said that the Sphere of Influence should follow watershed boundaries and make the planning boundary match the habitat and resources.

Commissioner Ford said that agriculture is a good community separator. He said that a belt of protected Open Space is not the right mechanism and that that the entire Laguna channel should be designated as Open Space. The focus of open space should be around natural resources.

Commissioner Hancock said that Cotati Creek is a very challenging area but it would make sense to designate this as Open Space.

PUBLIC COMMENT opened at 8:37 pm

Jenny Blaker said that looking at what we would like to see outside the city limits in the future, southeast of Cotati between City Limits and the Urban Growth boundary would be a good place to redesignate as open space.

PUBLIC COMMENT closed at 8:40 pm

Commissioner Hancock's top three concerns with open space are:

- Cotati Creek needs an active plan for restoration and protection
- need better water quality regulations
- habitat conservation

Commissioner Brady's top three concerns with open space are:

- water conservation program
- Laguna and Cotati Creek habitat preservation

- murals showcasing history

Commissioner Ford feels the 1998 General Plan feels like an antiquated approach. His comments include:

- focus on restoration and removing impacts rather than just avoiding new damage; be proactive
- water quality, habitat reservation and restoration
- provide for human interaction with nature in creek corridors

Vice Chair Ritter agrees with Commissioner Hancock's comments. He said that Cotati Creek is degraded. The plan should include more specific policies and remove ineffective and outdated policies.

Consultant Ritchie explained how this process works and what is brought back to the Commission at the end of the process before the General Plan is implemented.

Commissioner Hancock recommended moving from a "drain it and pave it" to a "slow it and spread it philosophy." He explained that we need to enhance and restore our resources and make them accessible.

Community Development Director Parker responded to Commissioner Hancock, stating that his concerns indicate a need to prioritize multi-use areas such as recreation, safety and water quality.

Consultant Ritchie reviewed the cultural segment of the General Plan Update.

Commissioner Ford asked what the legal requirements are with regards to the General Plan.

Consultant Thompson spoke about cultural and historical issues and how they can be strengthened.

Commissioner Hancock commented on the importance of maintaining sensitivity when working with local tribes.

Commissioner Brady asked if it would be beneficial to encourage people to apply for historic recognition.

Consultant Thompson responded, explaining that some people wouldn't want to because of the restrictions that come with a historical recognition, although there could be some funding available.

In response to Commissioner Ford, Consultant Thompson said that Cotati does not have any historic buildings on the State or Federal registers, although Cotati does have a historic landmark.

In response to Commissioner Ford, Consultant Thompson said that they could find out if any of the buildings in Table 9.1-11 are publicly owned.

Vice Chair Ritter said that Old Redwood Highway through Cotati is a historic route and could be included.

Consultant Thompson responded, suggesting that Cotati could have its own “Cotati Historical Designation,” which would recognize cultural resources.

PUBLIC COMMENT opened at 9:18 pm

Tom Scott, Oliver’s Market, recommended Prue Draper’s involvement with the historical portion of the plan.

Commissioner Ford said that Prue Draper was interviewed by the consultants in preparation for that segment of the plan.

Clifton Buck-Kauffman would like to see the General Plan focus on the importance of the cultural events in the community.

Commissioner Ford agreed with Mr. Buck-Kauffman.

VII. REPORTS BY STAFF

Upcoming Planning Commission Hearings:

September 6th

- Affordable housing project
- Master sign program

September 19, 2011

- General Plan Meeting

VIII. REPORTS BY COMMISSION

Commissioner Hancock will not be able to attend the September 19, 2011 meeting

MEETING ADJOURNED by Vice Chair Ritter at 9:22 pm

Keri L. Pajon
Planning Commission Secretary

CITY OF COTATI

MINUTES for the SPECIAL Meeting of the Planning Commission

DATE OF MEETING: Monday, November 17, 2011
TIME OF MEETING: 7:00 pm
PLACE OF MEETING: Cotati City Hall, City Council Chambers
201 West Sierra Avenue, Cotati, CA 94931

I. CALL TO ORDER

Chair Moore called the meeting to order at 7:03 p.m.

II. ROLL CALL

Commissioners Present: Brady, Ford, Hancock, Vice Chair Ritter and Chair Moore
Commissioners Absent: None
Staff Present: City Manager Dianne Thompson, Director of Community Development Vicki Parker, City Engineer/Director of Public Works Damien O'Bid, Chief of Police Mike Parish, Deputy City Clerk Tamara Taylor

III. APPROVAL OF MINUTES

None

IV. CHANGES TO THE AGENDA

There were no changes to the agenda.

V. ORAL AND WRITTEN COMMUNICATIONS

VI. MATTERS AT HAND

- A. Consider alternative concepts for the Old Redwood Highway Street Improvement Project and recommend an alternative to the City Council.

City Manager Thompson introduced the item.

Project consultants from Omni Means traffic engineering firm, Chief of Police Michael Parish, Director of Public Works/City Engineer Damien O'Bid and Director of Community Development Vicki Parker presented the staff report.

Chair Moore opened the floor to public comments. The following individuals spoke regarding the item:

Brad Yearwood (questioned traffic simulations).

Janet Baer (supported 4-lane).

Rick Stewart, owner of Arch's Glass in the subject area. (Concerned about business access and visibility; supports 4 lanes).

Christina (last name not discernable) (supports business, expressed concern about traffic, project funding, pedestrian crossing, emergency vehicle access).

Jan Kravitz (opposed to roundabouts due to impact on future business, diverted traffic, emergency access).

Greg Karraker (opposed to the 2-lane alternative, expressed concern regarding emergency vehicle access).

Kathryn Wickstrom (supported roundabouts; concerned about traffic volume and emergency vehicle access).

Joel Rosenblum, property owner in subject area. (Concerned about workability of roundabouts, traffic volume, emergency access, access to property).

Paul Oliva property owner in subject area. (Concerned about existing businesses; supports Oliver's proposal).

Carol Mazzetti, representative of Peet's Coffee (supports 2-lane alternative to slow down traffic).

Randy Figueredo on behalf of Oliver's traffic engineer (expressed support for Oliver's proposals due to estimated future traffic volumes).

Richard Merriss (supports 2 lanes funneling into a single-lane roundabout, and read a letter from Dave Ergo that indicated supported additional discussion and a modified roundabout).

Jim Bennett commented on the United Nations and other various topics.

Claire Fetrow, owner of the Hub Cyclery located in the project area. (Indicated support for the Village Main Street alternative).

John Osborn (opposed to roundabouts).

Steve Gold (supported Village Main Street alternative; safety should be top priority).

Gale (last name not discernable) (supported Village Main Street alternative and education on how roundabouts work).

Jenny Blaker (supported Village Main Street alternative; asked for clarification on project funding).

Wade Belew (supported Village Main Street alternative).

Chair Moore called a recess at 8:58 p.m. and reconvened at 9:14 p.m.

Public comment continued:

Lisa Newman, of the Oliver's design team (supported Oliver's proposals and staff review of same and expressed concern over development timeline).

Chris Cone (supported the Village Main Street alternative, particularly due to increased safety and village character).

Katie Arnold (supported Village Main Street alternative due to small-town character and reduced emissions; asked for clarification of Rancho Adobe Fire District's opinion regarding roundabouts).

Gary Helfrich (last name not discernable) of the Sonoma County Bicycle Coalition (supported Village Main Street Alternative due to increased safety and reduced cost).

Ella Warnock (has a business in the subject area; opposed to roundabouts; expressed concern regarding pedestrian safety, access to business, traffic volume).

Maria Glass (property and business owner in downtown Cotati; supported 2-lanes with roundabouts).

Richard Senghas, (property owner in the subject area; supports working with local business on a variation of the Village Main Street alternative due to character, increased safety, reduced emissions).

Elyse Lord (supported 2-lane with roundabout contingent upon it being a viable option for all and continued discussion with special interest groups).

Neville Hormuz (supported Oliver's roundabout variation or a safe 4-lane alternative).

Eric Kirchmann (commented on the proposals, presentation graphics and safety).

Ben Boyce, with the Accountable Development Coalition (supported Village Main Street alternative).

Dennis Rosatti on behalf of Sonoma County Conservation Action (indicated support for the 2-lane option with roundabouts and described the group's discussions with residents, noting that he was also commenting on behalf of 60 citizens who also supporting 2-lanes with roundabouts).

Joyce Garcia (indicated her belief that there was a lack of community input for the proposal; supports leaving Old Redwood Highway as is).

Willard Richards (indicated support for 2-lane with roundabouts variation).

Roger Carillo (supported the Village Main Street due to increased multi-modal safety).

Rick Thies (indicated support for the Village Main Street alternative).

There being no one else wishing to speak, Chair Moore closed the public hearing.

Staff responded to questions as follows:

- ◆ Regarding traffic simulations: traffic queues were simulated.
- ◆ Arch's Glass parking situation would remain the same with the Village Main Street alternative; roundabouts designed to accommodate trucks, including delivery trucks. The City Boulevard alternative would reduce parking because of the need for bike lanes.
- ◆ Regarding project funding questions, staff summarized the legal challenges regarding redevelopment funds, noting that if redevelopment funds are not available there would be no project. The City anticipates the ability to retain the Redevelopment Agency pursuant to the State of California requirements. Staff also described the grant funding.
- ◆ Regarding Rancho Adobe Fire District's (RAFD) response to the alternatives: Staff reviewed correspondence between City and RAFD to indicate the City's ongoing communication with RAFD regarding the project. Staff met with Fire Marshal Mike Bechtold on September 23, and he had no issues with either alternative presented. Chief Parish met with Chief Treanor the following week, and Chief Treanor did not express concerns with either alternative. RAFD's concerns emerged at their October 19 Board Meeting as noted in the minutes. Staff provided copies of correspondence between the City and RAFD on the project, in addition to the RAFD Board Minutes.
- ◆ Either alternative has a capacity of 2400 cars per peak hour and that it is envisioned that the composition of traffic may change to include destination traffic that will become part of the visiting the area. He noted that the grant funds are to be obligated by February 2012 and that staff is confident that an extension will be obtained.
- ◆ Staff believes that a dedicated right-turn lane into the new St. Joseph's way is doable and that 2 lanes between roundabouts doesn't work because there's not enough room between intersections to merge from 1 lane into 2 and back again. Slower traffic means less gap needed; traffic is metered by signaled intersections at each end and by traffic moving within roundabouts.
- ◆ The bottlenecks are at the intersection of Old Redwood Highway and 116 and at East Cotati Avenue; the intersections in between don't congest the traffic.
- ◆ The signalized intersections at either end and not the roundabouts that would contribute to traffic congestion, which in turn may contribute to a driver perceiving a possible faster alternative on side streets.
- ◆ Regarding the recent catastrophic event (fuel spill) on Highway 101, staff noted that streets and roads are not designed to a single catastrophic event; they are designed to an average. When such events occur they are handled as best as possible.

Discussion ensued:

Commissioner Hancock noted that the goal is to slow traffic down to 25 miles per hour and that statistics on fatal accidents is significant. He expressed appreciation for Oliver's Market. He noted that the first priority is safety and he indicated support for the Village Main Street option A.

Vice Chair Ritter indicated agreement with Commissioner Hancock, for Village Main Street option and due to price, safety and aesthetics.

Commissioner Brady indicated that she is listening to the public and hears that they are supporting the character of Village Main Street alternative.

Commissioner Ford expressed support for the Village Main Street alternative due to safety and reduction of greenhouse gas emissions. He noted that he understands the concerns regarding the impact of the project on the developer. He indicated that he doesn't think Cotati wants increased traffic even if we could somehow change the intersections at either end. He supported 2-lanes with roundabouts with potential for increased capacity north of St. Joseph's Way, perhaps with a dedicated right-turn lane.

Chair Moore indicated agreement with the rest of the Commissioners. She commended the attendees and encouraged the affected business to work with staff.

Moved by Commissioner Ford, seconded by Commissioner Hancock and passed unanimously to recommend that the City Council approve the Village Main Street alternative for the Old Redwood Highway rehabilitation project, and to consider including additional traffic capacity, if feasible, north of St. Joseph's Way.

VII. REPORTS BY STAFF

None.

VIII. REPORTS BY COMMISSION

None.

MEETING ADJOURNED by Chair Moore at 10:35pm

Tamara Taylor
Deputy City Clerk

CITY OF COTATI
MINUTES for the Meeting of the Planning Commission

DATE OF MEETING: Monday, December 5, 2011
TIME OF MEETING: 7:00 pm
PLACE OF MEETING: Cotati City Hall, City Council Chambers
201 West Sierra Avenue, Cotati, CA 94931

I. CALL TO ORDER

Chair Moore called the meeting to order at 7:00 pm

II. ROLL CALL

Commissioners Present: Brady, Ford, Vice Chair Ritter and Chair Moore
Commissioners Absent: Hancock
Staff Present: Parker, Harris and Pajon
Consultants: Beth Thompson and Ben Ritchie, DeNovo Planning Group

III. APPROVAL OF MINUTES

A. For the Regular Meeting of November 14, 2011

Motion:	Vice Chair Ritter made a motion and Commissioner Ford seconded the motion to approve the November 14, 2011 minutes.
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Yes: 4 Noes: 0 Abstain: 0 Absent: 1

IV. CHANGES TO THE AGENDA

There were no changes to the agenda.

V. ORAL AND WRITTEN COMMUNICATIONS

There were no oral or written communications

VI. MATTERS AT HAND

A. General Plan Update meeting #7: Land Use and Community Character

Community Development Director Parker introduced the consultants and turned the presentation over to them.

Consultant Thompson opened the Land Use & Community Character segment of the General Plan Update.

PUBLIC COMMENT opened at 7:18 pm

Brian Ling, 7911 Redwood Drive, submitted a letter to the Planning Commission. He commented on the following:

- CI and IG districts need improved clarity
- the uses matrix of the Land Use Code needs updating
- the Use Permit process is overwhelming

PUBLIC COMMENT closed at 7:21 pm

Work Exercise

1. *In developing a goal and policy framework to address land use, what top three issues or actions should the City prioritize?*

Chair Moore

- historic preservation guidelines for redevelopment
- annexation - the City has enough land to develop in city limits; explore and emphasize Infill and use existing buildings

Vice Chair Ritter

- Urban growth boundary should remain open space to preserve rural and agricultural atmosphere
- supports more infill development before outerlying areas develop

Commissioner Brady

- prioritize a business-friendly climate, help with communication between staff and business owners
- simplify the permit process
- modify and enforce the sign ordinance
- help diversify the businesses currently in Cotati
- is concerned with compatibility issues inherent in Mixed Use

Commissioner Ford

- we need to create effective neighborhoods and places people can gather
- mixed uses can be compatible, but there is a trade off
- does not want codes to be over-proscriptive
- feels that it is not appropriate to “require” Mixed Use

2. *Should the General Plan Update include additional land use designations? Categories for considerations may include:*

- Mixed Use:*
- Urban Reserve:*

Chair Moore:

- supports mixed use if it is done correctly and stated that adaptive re-use is important

Vice Chair Ritter:

- there are a lot of retail spaces in town and we need to encourage people to start opening businesses

- the General Plan needs to be business friendly

Commissioner Ford:

- we should allow retail in residential areas when consistent with the surrounding area, which will allow community and neighbor interaction
- the General Plan language needs to be consistent with surrounding uses
- if the DSP and the Santero Way SP require Mixed Use, it should be reflected on the General Plan map
- likes simplifying the General Plan designations and building a better relationship between the General Plan and the zoning code
- likes the idea of an Urban Reserve if it is carefully crafted with requirements, he wants clear rules for developers

Chair Moore:

- we need to find a way to utilize and redevelop commercial areas that are vacant or struggling

Commissioner Brady:

- the Use Permit process needs to be cleaned up to encourage revitalization and attract new businesses

3. *In developing a goal and policy framework to address community character, what top three issues or actions should the City prioritize?*

Chair Moore:

- modify the sign ordinance
 - a) need enforcement
 - b) need broad overhaul
 - c) enforcement of A-board signs on public property
 - d) banners left up for prolonged periods of time
 - e) campaign signage needs to be re-worked
- loves the artwork in downtown and would like to see it occur on a broader scale
- loves the idea of a community garden, must establish guidelines and maintenance measures before it goes in
- outdoor dining

Commissioner Brady:

- agrees with Chair Moore on the restructuring of the sign ordinance
 - a) make the fee structure clear to businesses
 - b) outreach and educate business owners
 - c) time line for compliance
 - d) education on how enforcement will occur

Commissioner Ford:

- would like to see more community character displayed in the downtown corridor
- the existing 2-lane road and surrounding development on Old Redwood Highway is the preferred community character

Vice Chair Ritter:

- downtown style should be like the DSP in new development

Commissioner Brady:

- partner with Sonoma State University for community events
- adopt a landscape program
- park signs need repainting (Public Works has paint and no time); suggested volunteer project to complete
- need more art and murals throughout town
- more volunteerism within the community

Commissioner Ford:

- agreed with Commissioner Brady's comments, important to work with citizens to accomplish things
- a little quirkiness is good
- varied architecture is good, random little parks or other spaces with outside seating is good

4. *In reviewing the 1998 General Plan policies related to land use and community character:*

- Which 1998 General Plan goals and policies best address the concerns you identified.*
- Which priorities are not addressed in the 1998 General Plan?*

Chair Moore stated that she doesn't support the signs indicating that you are entering and leaving Cotati.

Consultant Thompson responded to Chair Moore, explaining that the passerby may not know where the boundaries or the downtown area are located.

Commissioner Ford said that that he felt the overall goals were good, but was not sure if the sub goals under Goal 6, for example, adequately address creation of healthy neighborhoods.

PUBLIC COMMENT opened at 8:54 pm

Brian Ling, 7911 Redwood Drive, supports enforcement of the sign program, but with some caution.

Barbara Stagg, property owner at Old Redwood Highway and Eucalyptus Avenue, stated that not all developers are professional developers and this should be kept in mind for "mom and pop" type developments. She said that it is important to keep things reasonable and have requirements accessible so that non-developer property owners are not discouraged.

Commissioner Ford commented on the time that it takes to process a project and is not sure if the General Plan can address this.

PUBLIC COMMENT closed at 9:00 pm

VII. REPORTS BY STAFF

Community Development Director Parker spoke on the following:

- upcoming 4 Nights of Festive Fun
- Special Planning Commission meeting on December 12th
- December 19, 2011 Planning Commissioner meeting cancelled

VIII. REPORTS BY COMMISSION

Commissioner Brady elaborated on the 4 Nights of Festive Fun

MEETING ADJOURNED by Chair Moore at 9:10 pm

Keri L. Pajon
Planning Commission Secretary

DRAFT

CITY OF COTATI
MINUTES for the SPECIAL Meeting of the Planning Commission

DATE OF MEETING: Monday, December 12, 2011
TIME OF MEETING: 7:00 pm
PLACE OF MEETING: Cotati City Hall, City Council Chambers
201 West Sierra Avenue, Cotati, CA 94931

I. CALL TO ORDER

Chair Moore called the meeting to order at 7:02 pm

II. ROLL CALL

Commissioners Present: Brady, Ford (arrived at 7:07 pm), Vice Chair Ritter and Chair Moore
Commissioners Absent: Hancock
Staff Present: Parker, Harris, Parish, Pajon, City Attorney Nancy Thorington, Sgt. Parker, Officer Fernandez, and Officer Murphy

III. APPROVAL OF MINUTES

None

IV. CHANGES TO THE AGENDA

There were no changes to the agenda.

V. ORAL AND WRITTEN COMMUNICATIONS

There were no oral or written communications.

VI. MATTERS AT HAND

- A. Hearing to consider revocation of the zoning clearance for an existing massage therapy business known as 4 Seasons Spa, located at 7588 Commerce Boulevard.

APN: 144-070-026

Applicants: Michael Alexander and Insamont Gray

Assistant Planner Harris presented the staff report and summarized the violations. She explained that revocation of zoning clearance is recommended due to the egregious nature of the violations. Staff recommends adoption of PC Resolution No.11-13 for revocation of the zoning clearance.

Police Chief Parish spoke about the inspections performed and violations that were discovered. He stated that the police department conducted a prostitution sting operation due to the extent of the violations.

Investigating Officer Fernandez spoke about his role in the sting operation conducted on October 3, 2011. The operation ended with Ms. Gray's arrest for prostitution.

Sergeant Parker spoke about his conversation with Ms. Gray after she was arrested for prostitution in which Ms. Gray stated that she charges \$10-\$60 for specific sexual acts.

Assistant Planner Harris advised the Commission of items on page 7 and 8 of the staff report that were inadvertently omitted from the draft resolution and would be added to the final resolution if adopted by the Planning Commission.

In response to Commissioner Ford, Assistant Planner Harris explained that the police report is confidential at this time and is not available for public release. She said that statements were provided by the officers in order to provide complete information to the Commission.

Sgt. Parker explained that his conversation with Ms. Gray does not appear in the police reports or statements because it was a conversation he had with her after she was arrested, and was for purposes of information gathering, and would not be used to prosecute her.

In response to Commissioner Ford, City Attorney Thorington said that Sgt. Parker's information can be used as evidence in this hearing because it is not a criminal hearing.

PUBLIC COMMENT opened at 7:23 pm

Anton Sincada, Ms. Gray's boyfriend responded to several of the violations:

- the doors lock for the therapists' protection
- each room has one massage table, the 3rd room has a traditional Thai massage floor mattress
- they were never told about a regulation requiring massage tables
- there were never two beds in the break room, only 1 couch and 1 cot – this has been changed to 2 couches
- the business is not being used as a residence
- State certificates were hung at the business in 2010
- Ms. Gray never offered the officer anything other than a massage

Mr. Sincada requested fairness and honesty for 4 Seasons.

PUBLIC COMMENT closed at 7:28 pm

Chair Moore said that she is satisfied with the documentation provided by staff and the operation performed by the Police Department. She agrees with staff's recommendation for revocation.

Commissioner Brady, Commissioner Ford and Vice Chair Ritter agreed with Chair Moore.

Vice Chair Ritter said that the online advertisements, which list the business on an erotic services webpage, confirms that it is out of compliance.

Motion:	Chair Moore made a motion and Commissioner Brady seconded the motion to approve the adoption of PC Resolution No. 11-13 with changes to the resolution as recommended.
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Yes: 4 Noes: 0 Abstain: 0 Absent: 1

- B. Request for a Use Permit Modification to allow light manufacturing and retail at a wholesaling/distribution business located at 364 Blodgett Street, Suite A. This application is exempt from the California Environmental Quality Act (CEQA) under Section 15301, Existing Facilities.

PA# 21/11 Applicant: Kryolan Corporation/Claudia Longo
APN: 144-111-045

Assistant Planner Harris presented the staff report, reviewed the request to modify the Use Permit and noted a typo in the resolution that should be corrected. Staff recommends adoption of PC Resolution No. 11-14, approving the Use Permit Modification with Conditions of Approval.

PUBLIC COMMENT opened at 7:35 pm

Claudia Longo, owner of Kryolan spoke about her company and commented on the vacuum system. She explained that the system has filters and a silencer. It is rated at 69 decibels and is designed for outdoor use. She identified a location on the side of the building.

In response to Commissioner Ford’s comment on the available retail square footage, Ms. Longo said they would not use that much square footage for retail. She explained that the location isn’t within walking distance and a retail place in the downtown might be something they would look at in the future.

Assistant Planner Harris responded to Ms. Longo’s comments, stating that the Zoning Code limits the decibels to 65, however, that limit is at the property line so staff will work with the applicant to find a suitable location which meets all requirements of the code.

Commissioner Ford said and the Commission agreed, that they are happy to have the business move to Cotati and hope that they can resolve the vacuum issue with staff.

Motion:	Vice Chair Ritter made a motion and Commission Brady seconded the motion to approve the adoption of PC Resolution No. 11-14 with changes to the resolution as recommended and Conditions of Approval.
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Yes: 4 Noes: 0 Abstain: 0 Absent: 1

CONDITIONS OF APPROVAL

Planning Division

1. Pursuant to the City of Cotati Land Use Code Section 17.62.050, this Use Permit Modification is issued to allow light cosmetics manufacturing, defined as “processing/manufacturing – light,” and retail at a proposed cosmetics wholesaling business located at 364 Blodgett Street, Suite A. The 11,024 square foot tenant space is proposed to consist of approximately 771 square feet of office, a maximum of 4,750 square feet of retail, and 5,503 square feet of other manufacturing and processing uses. This Use Permit shall not be valid until all Conditions of Approval are completed. The original Conditions of Approval from 2001, attached as “Exhibit

- B,” shall remain in full force and effect in addition to the Conditions approved with this application.
2. The applicant shall not exceed typical business hours as defined in the Land Use Code (6:00 a.m. – 11:00 p.m.).
 3. No outdoor storage, display, or sales are permitted.
 4. The applicant shall maintain a valid City business license.
 5. The maximum allowable office area from the previous Use Permit is 4,200 square feet for the building. At the time of issuance of this Use Permit, the maximum allowable office area for the applicant’s suite is 2,013 square feet because the tenant is Suite B has 2,187 square feet of office area.
 6. All proposed mechanical equipment, including the central vacuum system and air compressors, shall be located indoors. Alternatively, the applicant may be granted Administrative Design Review approval to locate the vacuum outdoors if she can demonstrate that there will be no noise, air quality, or aesthetic impacts.
 7. The applicant shall replace the missing plant material and irrigation in the front landscaping area prior to occupancy.

Engineering Department

8. The applicant shall change out all fixtures to low water use (0.5 gpm faucets, high efficiency [1.28 gallons per flush] toilets) prior to occupancy.

Building Division

9. The applicant shall comply with applicable Building and Fire Codes. If a building permit is required for any work, the applicant shall submit plans prepared by a licensed professional.

Santa Rosa Utilities Department

10. The applicant shall submit a Wastewater Discharge Permit Application and receive an on-site inspection and approval prior to occupancy.

Rancho Adobe Fire Protection District

11. The applicant shall comply with all local and State fire codes and ordinances.
12. The applicant shall contact the Fire District to obtain a fire/life safety inspection prior to occupancy.
13. For any interior or exterior building modifications, the applicant shall submit at least three (3) sets of plans to the City Building Division and the required fees to the Fire District for review and approval prior to issuance of building permit and construction.

- C. Request for a Use Permit to allow an insurance agent's office at 8492 Gravenstein Highway, Suite I. This application is exempt from the California Environmental Quality Act (CEQA) under Section 15301, Existing Facilities.

PA# 24/11
APN: 144-130-024

Applicant: Jared Soukup/State Farm Insurance

Assistant Planner Harris presented the staff report, reviewing the request for a Use Permit. Staff recommends adoption of PC Resolution No. 11-15, approving the Use Permit.

Commissioner Brady advised the Commission that the applicant is her insurance agent and if her participation seems to be a conflict of interest, she will recuse herself.

Community Development Director Parker stated that she didn't feel there was a conflict of interest because Commissioner Brady has no financial interest in the proposal, but that if the Commission was uncomfortable, Commissioner Brady could recuse herself.

The Commission did not believe there was a conflict of interest, so Commissioner Brady participated in the hearing and vote.

PUBLIC COMMENT opened at 7:45 pm

Applicant Jared Soukup introduced himself and spoke about his business. He thanked staff and the Commission for their time.

In response to Commissioner Ford, Applicant Soukup said that this would be his only office.

PUBLIC COMMENT closed at 7:47 pm

Chair Moore feels that the project is a good fit for the area.

Commissioner Ford agreed and said that he is happy to see that tenant space being filled.

Commissioner Brady commented on possibly making changes during the General Plan process, which would allow streamlining projects like Mr. Soukup's. This would also help reduce costs for new businesses.

Community Development Director Parker agreed with Commissioner Brady, stating that this application was a good example of a project that could be streamlined.

Vice Chair Ritter agreed with Commissioner Brady.

Motion:	Commissioner Ford made a motion and Vice Chair Ritter seconded the motion to approve the adoption of PC Resolution No. 11-15 with Conditions of Approval.			
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Yes: 4 Noes: 0 Abstain: 0 Absent: 1

CONDITIONS OF APPROVAL

Planning Division

- 14. Pursuant to the City of Cotati Land Use Code Section 17.62.050, this Use Permit is issued to allow an insurance agent's office, defined as "office – business/service," in an existing approximately 1,620 square foot tenant space in the Apple Valley shopping center at 8492 Gravenstein Highway, Suite I. This Use Permit shall not be valid until all Conditions of Approval are completed.
- 15. The applicant shall not exceed typical business hours as defined in the Land Use Code (6:00 a.m. – 11:00 p.m.).
- 16. No outdoor storage, display, or sales are permitted.
- 17. The applicant shall maintain a valid City business license.

Engineering Department

18. The applicant shall change out all plumbing fixtures to low water use (0.5 gpm faucets, high efficiency [1.28 gallons per flush] toilets) prior to occupancy.

Building Division

19. The applicant shall obtain a building permit and receive a final inspection prior to occupancy due to the change in occupancy from M (Mercantile) to B (Office).

Rancho Adobe Fire Protection District

20. The applicant shall comply with all local California Fire and Building Codes.

21. A Fire/Life Safety Inspection shall be completed prior to the opening of business.

22. The applicant shall ensure that the business name and suite number are located on the front door.

23. If any alteration to the building is proposed, the applicant shall submit at least four (4) sets of plans for review prior to construction. The applicant shall submit the plans to the Building Division and pay any required fees directly to the Fire District.

24. The applicant shall maintain 18" clearance from the ceiling to not impede the fire sprinkler system.

VII. REPORTS BY STAFF

Community Development Director Parker wished the Planning Commission happy holidays and thanked them for their work. She said the next Planning Commission meeting will be January 16, 2011.

VIII. REPORTS BY COMMISSION

In response to Vice Chair Ritter, Community Development Director Parker gave the Commission an update on Peet's Coffee and Tea.

MEETING ADJOURNED by Chair Moore at 7:53 pm

Keri L. Pajon
Planning Commission Secretary

Cotati General Plan Update

MEMORANDUM

January 23, 2012

TO: Planning Commissioners

FROM: Vicki Parker, Community Development Director
Beth Thompson and Ben Ritchie, De Novo Planning Group

SUBJECT: Economic Vitality

DATE: January 23, 2012

INTRODUCTION

This Planning Commission meeting will focus on the topic of Economic Vitality. This meeting packet includes specific reading materials related to economic development and vitality, and raises key issues to consider in preparation for the seventh General Plan Commission meeting. The Economic Vitality Element is an optional element of the General Plan.

Visioning Workshops Feedback

As part of the Visioning Process, residents and stakeholders were given an overview of the General Plan update process and were invited to participate in activities where they identified Cotati's assets and challenges, as well as their vision for Cotati's future. Many of the comments provided related to economic vitality and business development. These comments are identified in Attachment 1.

The primary comments related to the City's economy and business environment included:

- Provide a business-friendly environment
- Reduce barriers to new business establishment (streamline review and approval process)
- Support local businesses
- Diversify and increase businesses (shopping, hotel, office, industrial)
- Maintain Cotati's unique identity and rural, small town character
- Promote and enhance the downtown
- Improve the aesthetic character of entries into Cotati and the downtown
- Maintain and improve land and buildings

To: Planning Commissioners
Subject: #7 - Economic Vitality
Date: January 23, 2012
Page: 2 of 2

Existing General Plan

The City's 1998 General Plan includes goals and policies specifically related to economic vitality. It is anticipated that the Commission will review these policies for relevancy and scope, and if necessary, expand upon them as part of this General Plan Update.

REQUIRED READING

Prior to the meeting on December 5th, please read the following items:

1. Visioning Workshop #1: Vision, Challenges, and Assets related to Economic Vitality (see Attachment 1)
2. Background Information – Economic Development: Chapter 3 of the Background Report (previously provided to the Planning Commission)
3. 1998 General Plan Goals and Policies related to Economic Vitality (see Attachment 2)
4. Examples of Economic Development Goals, Policies, and Actions from the General Plans of Calistoga, Los Altos, and St. Helena (Attachment 3)

WORK EXERCISE

After reading the materials identified above, please consider the following questions and be prepared to discuss:

1. In developing a goal and policy framework to address economic vitality, what top three issues or actions should the City prioritize?
2. In reviewing the 1998 General Plan policies related to economic vitality:
 - a. Which 1998 General Plan goals and policies best address the concerns you identified?
 - b. Which priorities are not addressed in the 1998 General Plan?

ATTACHMENT 1

VISIONING WORKSHOP #1: VISIONS, CHALLENGES, AND ASSETS

Comments from Visioning Workshop #1 that relate to the City's economic vitality and business environment are shown below.

VISION

Add cultural center

Aggressive recruiting of destination retail (other than Lowes)

Attention paid to heightened infrastructure encouraging community gathering

Attention paid to local economy, alternative currency, time bank, etc.

Business friendly environment- make less difficult for business to set roots

Collaboration between Sonoma State and City

Complete Downtown SP and extend DSP past Olivers

Continue downtown redevelopment and add downtown park

Create friendly zone for light industrial on west side

Create local jobs

Diversify downtown businesses

Don't force green on new business. Require new business to present their own green efforts/ideas

Expand econ base while maintaining small town vibe

Farmers Markets, in summer only

Fiscal self sufficiency

Focus on "Triple Bottom Line": Env Sustainability, Econ Success, Social justice

Give the free market a chance to decide its future

High end hotel in town

Implementation of AGGRESSIVE growth and redev plan for entry into town

Increase citizen involvement and participation

Increase downtown shopping

Maintain unique identity of Cotati

Make downtown a destination that serves Sonoma State with quality retail and entertainment

More business growth

More community participation

More integration with businesses and homes, zoning that allows and encourages home-based business

More involvement with Sonoma State students

More local food production

New or refurbished shops, restaurants and entertainment

Opening city to arts and entertainment world: theater, music, sculpture

Professional office park in south and southwest Cotati

Promotion of downtown feel and pedestrian monuments within Cotati

Put unemployed Cotatians to work within the City Works Dept.- OK to reduce City worker pay to accommodate.

Valuing legend DSR connections with businesses and Sonoma State

ATTACHMENT 1
VISIONING WORKSHOP #1: VISIONS, CHALLENGES, AND ASSETS

ASSETS

A city that welcomes creativity
Ability for community to be tightly connected- because it's small
Beautiful tree lined streets
Centrally located and accessible, close to SSU
City center
Close to big cities, yet far enough removed to not feel suffocated by the city
College community
Community gatherings for events
Community- small town feel
Distinctive character
Diverse restaurants
Easy to walk and bicycle to almost everything I need to do
Everything about the town is environmentally friendly
Familiar with people and businesses and stores
Flexibility with running of City- ability to adapt to changing conditions
Friendly and welcoming vibe
Fun, lively, friendly downtown
Gateway to wine country
Has a downtown
Hexagon park and genuine downtown area- gems in the rough
History, statues, location (hills and open space), friendly small town feel, downtown Cotati
Hub of Sonoma County
It's unique
La Plaza Park
Local businesses locally owned
Local events
Location in Sonoma County in relation to other locals- We are the Hub
Lowe's
Mix of rural and suburban
Old untouched charm
Olivers Market
Open space- country feel
Proximity to SSU campus
Proximity to SSU, rail and freeway
Rural small town blend
Sense of community
Slow changing
Small business make it a special place to live
Small enough to be a real community
Small town agricultural community
Small town and rural areas

ATTACHMENT 1

VISIONING WORKSHOP #1: VISIONS, CHALLENGES, AND ASSETS

Small town atmosphere
Small town community
Small town element and charm- it's not faded out by new development
Small town feel
Small town feel and local charm
Small town feel and local pride
Small town feel and the influence of sustainability and buying local and organic
Small town feel of the City
Small town quality
Small town with rural-ish areas
Small town, small community, rural feel
Small town/community feel makes Cotati special place to live and work
Spirit of volunteerism
Strength of local business
The availability of local food- farmer's market and Olivers
The closest grocery store to most of the housing near SSU (Olivers)
Unique businesses to visit
Value City's slow pace, it's outdoor living downtown and its youth
Value slightly "bohemian" nature of community- Cotati is "laid back", diverse and reflects its history
Value small town community
Value the rustic look and feel the City portrays

CHALLENGES

Balancing regulations with business attraction and retention
Bring in business- make the process easier and provide more help from the City.
Build cash reserves
Building local businesses
Cotati is business hostile and regulated to death
Don't disturb parking for business
Downtown has zero architecturally pleasing buildings
Economic development
Entrance to City core looks almost 3rd world
Filling our "empty shells" with new business
Having business succeed in bad economy
Hindering business growth: Not allowing auto upholstery shop on Old Red, but allowing auto repair instead.
How to make the City more attractive to locally owned businesses that provide living wage jobs
Increase tourism
Keeping the City clean and beautiful
Lack of integrated downtown, north-to-south in terms of pedestrian flow
Lack of legacy buildings to be proud of
Lack of outdoor meeting/gathering areas
Land and buildings need improvement

ATTACHMENT 1

VISIONING WORKSHOP #1: VISIONS, CHALLENGES, AND ASSETS

Maintain small town charm in face of economic downturn and highly increased future development in Rohnert Part.

Making town more environmentally friendly: going green, focus on healthy habits (biking, walking, buying local, etc)

Need hotel

No money

Not helping business owners rent their space

Nothing special as a draw other than university

Preserving local business

Preserving small town vibe with a growing population

Reinvent blighted areas in downtown/vicinity of park

Relevancy: Cotati seems to hold on to "we are different" notion that may be ignored or bypassed by other communities

Role of university in social and economic life of the City

Small manufacturing

Too many bars and associated noise

ATTACHMENT 2
1998 GENERAL PLAN GOALS AND POLICIES: ECONOMIC VITALITY

GOAL 10 ESTABLISH AND MAINTAIN A HEALTHY LOCAL ECONOMY THAT INCLUDES A DIVERSITY OF COMMERCIAL AND INDUSTRIAL ENTERPRISES WHICH WILL PROVIDE GOODS, SERVICES AND EMPLOYMENT OPPORTUNITIES TO COTATI'S RESIDENTS AND WHICH WILL BE CONSISTENT WITH THE COMMUNITY'S SMALL-TOWN IMAGE.

10.1.1 The City shall pursue an aggressive industrial marketing campaign.

10.1.2 The City shall work with industrial property owners to maintain competitive prices for industrial property.

10.1.3 The City shall ensure that no industrial use poses a threat to the security of the population or to the property values of the community.

10.2.1 The City shall encourage the growth of new commercial enterprises within appropriately zoned areas while maintaining the stability of the existing commercial businesses.

10.2.2 The City shall ensure that no commercial use poses a threat to the security of the population or to the property values of the community.

GOAL 11 ESTABLISH THE INNER HUB AREA AS A PRINCIPAL RETAIL AND SERVICE CENTER.

11.1.1 The City shall implement the Downtown Specific Plan, including the standards for land use, traffic circulation, and building design.

11.1.2 Provide sufficient funds for anticipated traffic improvements.

11.1.3 Decisions on individual site uses in the Hub shall consider potential impacts on the Hub and on collector and arterial streets.

11.1.4 Provide safe walking areas for pedestrians, allow safe on-street parking and provide adequate street width for fire safety vehicles in the Hub.

11.2.1 Provide off-street parking behind existing and new businesses or in centrally located shared parking areas.

11.3.1 The City shall implement the Specific Plan to assure uniform design standards for the Hub area including street lighting, street furniture and pavement surface materials.

11.3.2 Commercial signs shall be consistent in style with building structures and the sign size shall be in proportion to the building, consistent with street safety and visual aesthetics.

11.3.3 Implement an architectural theme as delineated in the Downtown Specific Plan that will guide future development, rehabilitation and expansion of existing structures in the Hub.

11.3.4 Maintain a pedestrian environment in the Hub area which enhances business sales, increase ease of movement across streets, and improve ambiance.

ATTACHMENT 2
1998 GENERAL PLAN GOALS AND POLICIES: ECONOMIC VITALITY

11.3.5 Preserve existing structures with designated historical value.

11.4.1 Establish walkways within residential developments and sidewalks which connect residential areas to commercial uses along one side of existing streets in the Hub for the use of residents and shoppers.

11.4.2 Complete the bicycle paths in the downtown Hub area and provide bicycle racks adjacent to stores therein.

11.5.1 Hold community festivals (such as jazz concerts, art shows, craft fairs, and energy forums) in La Plaza Park.

11.5.2 Promote a variety of uses downtown which are non-duplicative in nature and avoid over saturation of market segments.

ATTACHMENT 3

**GENERAL PLAN EXAMPLES
ECONOMIC DEVELOPMENT
GOALS, POLICIES, AND ACTIONS**

Calistoga General Plan

Economic Development Element

Key Findings and Goals, Objectives, Policies, and Actions

ogy-based enterprises. Such businesses, particularly those with only a few workers, can work within existing and potential spaces that can be offered in downtown Calistoga.

- ◆ Freeing up the highly-visible street-level commercial spaces along Lincoln Avenue for small retailers, which would create a solid identity for Calistoga's downtown while also maximizing the amount of space dedicated to commercial activities around the downtown core. By creating more of a critical mass of diverse businesses – both retail and non-retail – in the downtown along Lincoln Avenue, this strategy could bring more foot traffic onto Lincoln Avenue and increase its desirability as a place to congregate, socialize, and spend money.

B. Key Findings

1. Given Calistoga's unique character, the City needs tailored economic development strategies that will help to ensure that new economic development fits within and maintains "small-town" character.
2. Land use and economic development policies must treat Calistoga's spa and visitor accommodation industry as a critical asset, while at the same time look for opportunities to diversify the economy.
3. Because of the City's relatively remote location, the options for bringing new non-visitor-serving economic activities to Calistoga are comparatively limited. Where there is very little market interest in conventional industrial development in Calistoga, demand for small-office space is strong, and may reflect the potential for development of knowledge and information-based businesses in the City that seek such facilities.

4. Any economic diversification strategy for Calistoga must be based on the City's strengths, which include:
 - ◆ A compact pedestrian scale.
 - ◆ An affordable housing stock relative to other locations in Napa County.
 - ◆ The existing small-town lifestyle.
5. Calistoga has a relatively large number of low-skill, low wage jobs filled by people living outside the City, and a lack of higher-paying, higher-skilled jobs.
6. Calistoga has a limited supply of existing retail space and sites for lodging relative to very high demand.
7. The City's existing visitor accommodations occupy a market niche as family-oriented businesses with an emphasis on moderately-priced rest and relaxation. They serve the needs of an important portion of the potential clientele, and should be retained. Additional visitor accommodations, with or without spas, serving more upscale clientele could also be developed.
8. The burgeoning Napa Valley wine industry offers opportunities for economic expansion in Calistoga, both in vineyards and wineries and in related secondary industries.
9. "New economy" businesses based on science and technology may have the potential to locate in Calistoga, both because they tend to be less influenced by locational constraints such as distance to markets, and because they often have fewer employees and specialized space requirements, so can be accommodated within existing and potential space available in Calistoga.

10. Opportunities also exist for development and expansion of innovative businesses focusing on health and wellness.
11. The underutilized sites in the downtown offer several good opportunities to intensify development without necessarily changing the area's overall character or scale. New office business can take advantage of the small-scale downtown by locating in existing office mixed-use buildings.
12. Opportunities for expanding and maintaining a local serving economic presence, in areas such as professional services, medical offices, and non-visitor oriented retail exist at the edge of the downtown, and as second story uses along Lincoln Avenue.
13. As a corporate entity and public citizen, the City of Calistoga can directly affect the local economy, through its regulatory and purchasing powers.

C. Goals, Objectives, Policies and Actions

<p>Goal ED-1 Foster a diversified economy that will provide the City with adequate tax revenue and residents with entrepreneurial opportunities and a broad range of occupations.</p>
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Objective ED-1.1 Support the lodging industry, which currently generates a large percentage of employment and one-half of the City's General Fund revenue, as a component of the larger economy.

Policies

- P1. Land use and other City decisions impacting the visitor industry shall be considered relative to the industry's fiscal importance to the City.
- P2. Where expansion in the lodging industry occurs, the facilities, with or without spas, should be high-market, full-service and health-and wellness oriented. This would complement current services and generate the highest tax revenues with lowest impact on local services.
- P3. Encourage upgrades of existing lodging facilities to meet the changing demands of customers and to strengthen business vitality.

Objective ED-1.2 Expand economic activity in Calistoga that builds on the community's strengths and reinforces its small town character.

Policies

- P1. The downtown shall be reinforced as the commercial and cultural center of Calistoga in support of tourism and the local economy, except as otherwise provided in the General Plan.

- P2. The City shall promote a balance between local and visitor-serving economic development.

Actions

- A1. Develop an economic development strategy to recruit new businesses to Calistoga.
- A2. Explore the possibility of "branding" for Calistoga businesses and services, which would emphasize the particular qualities of the community in marketing and promotion by both the public and private sectors.
- A3. Work with utility providers to facilitate the provision and availability of high speed/high bandwidth data transmission service throughout Calistoga. Such service is needed by many modern businesses.
- A4. Direct a significant amount of the City's financial support of the Chamber of Commerce to activities supporting community-based economic development objectives in order to promote a balance between visitor accommodation and local-serving businesses.
- A5. Study the possibility of establishing a business incubator program to provide support services to start-up companies suitable for and in character with the community.

Goal ED-2 Develop Calistoga's economy so that it responds to the skills and economic needs of the resident population, builds long-term community capacity and integrates economic, social and environmental objectives.

Objective ED-2.1 Provide economic opportunities for Calistoga's entire population.

Actions

- A1. Work with the visitor accommodation industry and the school district to collaborate on training in administration and management skills for workers in lower-paying positions such as housekeeping or maintenance.
- A2. Work with Napa Valley organizations to promote literacy, English language fluency, job training, employment skill development, and job placement for residents with limited employment skills.
- A3. Seek funding or other support for programs that connect unemployed Calistoga residents with appropriate jobs in southern Napa County.
- A4. Encourage State and federal agencies to provide job-training, entry-level employee development programs and other measures to reduce unemployment.
- A5. Encourage the Napa County Transportation Planning Agency to expand public transportation opportunities to

better connect Calistoga residents with larger population and employment centers down-valley from the community, e.g. by scheduling service to meet the needs of shift workers.

Goal ED-3 Recognize the role the City can play within the local economy.

Objective ED-3.1 Use the City's purchasing powers to focus economic development locally where possible.

Policies

- P1. The City shall seek to support environmental, economic and social responsibility in its purchasing decisions.

Actions

- A1. Develop guidelines to ensure that City purchases are supportive of the local economy and environment.

Los Altos General Plan

Economic Development Element

Issues, Goals, and Policies



ISSUES, GOALS AND POLICIES

The structure of the City's economy plays an important role in the physical development of the planning area and the stability of the local tax base. The issues, goals, and policies in this section are intended to provide direction as to how the community can focus resources to retain local businesses, attract new commercial enterprises, support the tax base, and continue to provide public services for existing and future residents of Los Altos.

Major issues addressed by the goals, policies, and plan of the Economic Development Element are as follows:

- 1) Existing economic conditions;
- 2) Fiscal balance; and
- 3) Commercial vitality.

Each issue and the related goals and policies are included in this section of the Element.

EXISTING ECONOMIC CONDITIONS

Los Altos is primarily an affluent residential community with less than four percent of the land area designated for commercial land use. In recent years, property and sales tax comprise approximately 27 and 15 percent of the City's total general purpose revenues, respectively.

As identified in the Housing Element, most of the jobs held by Los Altos residents are managerial and professional positions. However, the majority of jobs available in the City are retail, service, and government-oriented. Therefore, the majority of Los Altos' employed residents commute to jobs in surrounding jurisdictions.

Economic conditions in Los Altos are directly related to the economic conditions of Santa Clara County and the Bay Area region. While the population, development, and total job growth in Los Altos is growing at a rate slower than both the County and region, household income is higher and growing at a faster rate.

The Association of Bay Area Governments (ABAG) projects that over the next 20 years, jobs in the region will be more diversified and the technology center in Silicon Valley will be diffused, resulting in a more broad-based regional economy. In Santa Clara County, job growth is expected to slow from recent years as information technology companies disperse. However, the County is still expected to be the regional leader in adding new jobs and households during the 20-year-period from 2000 to 2020. In Los Altos, the projected number of employed residents is expected to outpace local job growth slightly with proportionally significant job growth in the manufacturing/wholesale, retail, and other job sectors.

FISCAL BALANCE

Commercial development is important to Los Altos since it provides the City with the financial resources necessary to meet the community's needs for public services and facilities. While commercial uses provide important benefits to Los Altos, the City needs to balance these benefits with the impacts of commercial activities on surrounding neighborhoods. Targeting a commercial strategy that meets residents' needs within the community, rather than attracting people from outside the City, is one way to minimize traffic and other impacts related to people traveling to the community.

Goal 1: Formulate a commercial strategy that is fiscally sound for the City.



Policy 1.1: Actively seek a desirable mix of businesses that reinforce the unique community identity.

Policy 1.2: Balance community tax revenue needs with the benefits of retaining a business mix that serves community shopping and service needs.

COMMERCIAL VITALITY

There are several commercial areas within Los Altos including: Downtown, El Camino Real, Sherwood Gateway, Loyola Corners, Rancho, Woodland, and Foothill Plaza (See Figure ED-1). The majority of these areas are developed, and future development will focus on upgrading and redeveloping these commercial districts to ensure their continued vitality. Potential impacts to surrounding neighborhoods will be assessed when developing and implementing revitalization plans for each commercial area.

Goal 2: Promote the economic and commercial success of all commercial districts in Los Altos.

Policy 2.1: Promote an optimum mix of commercial uses in existing commercial locations to meet both the shopping needs of residents and fiscal needs of the City.

Policy 2.2: Work to attract businesses that utilize smaller shops and/or smaller storefronts, which are in keeping with the character of the community.

Policy 2.3: Work with property owners and business associations to improve the functioning of commercial areas, including their viability, appearance, cleanliness and accessibility.

Policy 2.4: Promote City/private cooperation to attract a balanced mix of businesses that emphasize a healthy proportion of retail uses, minimizing service and office uses in retail zones.

Policy 2.5: Work with property owners and business associations to ensure an adequate supply of attractive parking with convenient access, as well as pedestrian and bicycle facilities, to accommodate patron and employee needs in all commercial areas in Los Altos.

Policy 2.6: Consider the impact of traffic on surrounding neighborhoods when considering new commercial development.

Downtown

Downtown is the City's central commercial core, located in a triangular area formed by the boundaries of Foothill Expressway to the southwest, San Antonio Road to the east, and Edith Avenue to the north. This area is characterized by speciality and convenience retail development, some professional office, and both personal and business service uses with two-lane roadways and on-street diagonal parking on Main Street. In 1992, the City adopted the Downtown Urban Design Plan establishing a vision for development and improvements within the area. Downtown is one of the few areas of the City identified for potential intensification in the Land Use Element.

Goal 3: Increase the attractiveness of Downtown area to shoppers and pedestrians to enhance the economic vibrancy of the area.

Policies and programs related to appearance and design are located in the Community Design and Historic Resources section.



Policy 3.1: Improve and seek to eliminate current perceived and real difficulties in finding parking places.

Policy 3.2: Actively work to retain successful existing businesses.

Policy 3.3: Continue to implement the Downtown Urban Design Plan.

Policy 3.4: Seek businesses in the Downtown area with the potential to:

- ❖ attract shoppers,
- ❖ provide additional retail and entertainment opportunities,
- ❖ provide unique businesses that meet the everyday needs of residents, of the greater Los Altos area as well as businesses with regional attraction,
- ❖ directly enhance sales tax revenue and property tax revenues to the City,
- ❖ attract residents and visitors during the night, as well as the day,
- ❖ provide needed services for residents, and
- ❖ be consistent with the existing pedestrian oriented scale of downtown development.

Policy 3.5: Allow mixed-use development with multi-family residential and commercial uses to provide alternative housing opportunities within the community.

Policy 3.6: Limit ground floor uses to retail and limited personal services in the Downtown

Commercial Retail Sales District, with a special emphasis on retail uses on Main and State Streets.

Policy 3.7: Promote the retention of a post office in the Downtown.

Policy 3.8: Work with the businesses that have their backs to San Antonio Road to create an attractive, friendly presentation.

Policy 3.9: Work to ensure that the Downtown is a clean, attractive and safe area.

El Camino Real

The El Camino Real commercial corridor is located at the northern end of the City, functioning as a gateway to Los Altos from Palo Alto and Mountain View. This area is characterized by a mix of existing land uses, including offices, retail stores, personal services, and lodging. El Camino Real is an area with some underdeveloped land and opportunity to redevelop or intensify existing development as described in the Land Use Element.

Goal 4: Increase the economic potential of the El Camino Real commercial area.

Policy 4.1: Promote retail land use.

Policy 4.2: Look for opportunities to intensify uses while avoiding adverse impacts on surrounding residential neighborhoods.

Policy 4.3: Promote the development of mixed-use commercial and residential developments within the El Camino Real area to provide housing opportunities within the community.



Policy 4.4: Discourage the division of land and encourage the aggregation of parcels in the El Camino Real commercial area.

Policy 4.5: Designate El Camino Real as the principal area for intensification of commercial and residential development.

Sherwood Gateway

Sherwood Gateway is a commercial shopping center located on 26-acres southeast of El Camino Real and San Antonio Road. A Specific Plan was adopted for this area in 1999 with economic revitalization as a primary goal.

Goal 5: Increase the economic potential of and visually upgrade the Sherwood Gateway.

Policies and programs related to appearance and design are located in the Community Design and Historic Resources section and the Sherwood Gateway Specific Plan.

Policy 5.1: Recognize that the accessibility and visibility of the Sherwood Gateway commercial area are important to the overall business environment of Los Altos, and that this area functions as a visual and commercial entrance to Los Altos.

Policy 5.2: Continue to implement the improvements identified in the Sherwood Gateway Specific Plan.

Policy 5.3: Encourage a unified architectural approach to commercial development between Sherwood Triangle and Village Court (across San Antonio Road).

Policy 5.4: Encourage high-revenue-generating businesses for the area.

Policy 5.5: Participate with business owners and property owners to implement revitalization of the area.

Policy 5.6: Consider establishing a re-development project area for the Sherwood Gateway.

Loyola Corners

Loyola Corners is a commercial shopping center on 17-acres near the intersection of Fremont and Miramonte Avenues with Foothill Expressway. In 1990, the City adopted a Specific Plan for this project for the purpose of improving aesthetics, increasing use, and ensuring long term viability of the area.

Goal 6: Improve the economic viability of Loyola Corners: address the needs of improved traffic, parking, and architectural design.

Policies and programs related to appearance and design are located in the Community Design and Historic Resources section and the Specific Plan for Loyola Corners Neighborhood Commercial Center.

Policy 6.1: Retain the neighborhood/convenience commercial character of the area, supplemented on a limited basis with specialty retail and general professional office uses.

Policy 6.2: Retain and promote low intensity retail uses consistent with neighborhood commercial needs.

Policy 6.3: Improve compatibility of commercial and adjacent residential land uses.



Policy 6.4: Continue to implement the improvements identified in the Loyola Corners Neighborhood Commercial Center Specific Plan.

Policy 6.5: Improve circulation in the Loyola Corners/Foothill Expressway area, and ensure adequate on-site parking.

Other Commercial Centers

Other small commercial centers in Los Altos include Rancho, Woodland, and Foothill Plaza, all of which are located along Foothill Expressway.

Goal 7: Maintain healthy neighborhood businesses in Neighborhood Commercial zones along Foothill Expressway.

Policy 7.1: Retain emphasis on neighborhood-serving retail use and personal service uses.

Policy 7.2: Require beautification of commercial areas.

Policy 7.3: Determine the appropriate maximum development for Rancho Shopping Center, Woodland Office Plaza, and Foothill Plaza, ensuring adequate parking is provided on site.

Policy 7.4: Evaluate the accessibility, visibility, and potential for intensification of Foothill Plaza for destination-oriented uses.



IMPLEMENTATION PROGRAMS APPENDIX

The Implementation Programs Appendix provides a guide to implement adopted General Plan policies and plans for City elected officials, staff and the public. The purpose of the Implementation Programs are to ensure the overall direction provided in the General Plan for City growth and development is translated from general terms to specific actions.

Each implementation program is a measure, procedure, or technique that requires additional City action. This action may either occur on a City-wide basis or in specific areas within the City. The City Council, by relating the Implementation Programs to the General Plan, recognizes the importance of long-range planning considerations in day-to-day decision making and budgeting. Implementation of the specific programs will be subject to funding constraints.

Use of the General Plan Implementation Program

The Implementation Programs are intended for use in preparing the Annual Report to the City Council on the status of the City's progress in implementing the General Plan, as described in Section 65400 of the California Government Code. Because some of the individual actions and programs described in the Implementation Programs Appendix act as mitigation for significant environmental impacts resulting from planned development identified in the General Plan, the annual report can also provide a means of monitoring the application of the mitigation measures as required by Section 15097 of the State CEQA Guidelines. This Implementation Programs Appendix may be updated annually with the budget process and whenever the City's General Plan is amended or updated to ensure continued consistency and usefulness.



ECONOMIC DEVELOPMENT

This Implementation Program provides actions to implement the adopted policies and plans identified in the Economic Development Element. The Economic Development Implementation Program is a series of actions, procedures and techniques which includes a description of the responsible agency/department, funding source, time frame and related policies in the Economic Development Element.

FISCAL BALANCE

ED 1: COMMERCIAL STRATEGY

Develop a fiscally sound commercial strategy to encourage a mix of uses that meet the City's needs and provide sufficient tax base to maintain adequate community service levels as follows:

- 1) Periodically study typical tax revenues generated by Los Altos business types to determine the kinds of businesses that are advantageous to Los Altos;
- 2) Monitor the impact of City controlled taxes to establish the level of such taxes that will attract desired businesses to and maintain them in Los Altos;
- 3) Continue to evaluate and decide the desirable maximum potential build-out in each of the City's commercial areas;
- 4) Identify methods to retain successful existing businesses;
- 5) Identify and target businesses that will enhance commercial vitality;
- 6) Review the permitted and conditionally permitted uses in the various zoning districts with respect to commercial vitality; and
- 7) Monitor land use in each commercial area with the intention of assuring that departing businesses are replaced by new uses consistent with City goals.

Responsible Agency/Department:	Community Development, City Manager
Funding Source:	General Fund
Time Frame:	Annual
Related Policies:	1.1, 1.2, 2.1, 2.4, 3.2, 3.4, 4.1, 4.3, 5.4, 7.1

COMMERCIAL VITALITY

ED 2: ECONOMIC DEVELOPMENT COMMITTEE

Continue to participate in the Chamber of Commerce Economic Development Committee for the City of Los Altos.

Responsible Agency/Department:	Community Development, City Manager
Funding Source:	General Fund
Time Frame:	Ongoing
Related Policies:	5.5



ED 3: DOWNTOWN

Facilitate economic development of the Downtown as follows:

- 1) Encourage land use intensification of the Downtown Core for mixed-use development with an emphasis on retail development on the ground floor (especially on Main and State Streets) consistent with the applicable General Plan policies and plan;
- 2) Work to improve both real and perceived parking issues relative to overall numbers and proximity to businesses;
- 3) Implement the Downtown Urban Design Plan and Downtown Commercial Retail Sales (CRS) Zoning District; and
- 4) Work with the Los Altos Village Association and Chamber of Commerce to publicize shopping opportunities Downtown.

Responsible Agency/Department: Community Development, City Manager
 Funding Source: General Fund, development fees
 Time Frame: Ongoing
 Related Policies: 3.1, 3.2, 3.3, 3.4, 3.8

ED 4: EL CAMINO REAL COMMERCIAL CORRIDOR

Increase the economic potential of the El Camino Real Commercial Corridor by:

- 1) Allowing land use intensification throughout the area consistent with the land use and economic development policies outlined in the General Plan;
- 2) Promoting the development of mixed-use commercial and residential and discourage development of exclusively office uses; and
- 3) Implementing the Sherwood Gateway Specific Plan and the Thoroughfare Commercial (CT) Zoning District.

Responsible Agency/Department: Community Development, City Manager
 Funding Source: General Fund, development fees
 Time Frame: Ongoing
 Related Policies: 4.1, 4.3, 4.4, 5.1, 5.2, 5.4

ED 5: NEIGHBORHOOD COMMERCIAL CENTERS

Improve the economic vitality of the City's neighborhood commercial centers by:

- 1) Promoting a mix of uses that meet the consumer needs of residents and the fiscal needs of the City;
- 2) Working with individual business owners and collective business associations to improve their appearance, marketing, access, and parking;
- 3) Implementing the Loyola Corners Neighborhood Commercial Center Specific Plan; and
- 4) Improving the compatibility of new commercial development and redevelopment with surrounding residential neighborhoods.

Responsible Agency/Department: Community Development, City Manager
 Funding Source: General Fund, Development Fees
 Time Frame: Ongoing
 Related Policies: 2.1, 2.3, 6.3, 6.4, 7.1

St. Helena General Plan

Economic Sustainability Element

Topic Areas, Policies, and Implementing Actions

topic area

1 ECONOMIC DIVERSIFICATION

The following policies and actions aim to guide St. Helena towards a more robust local economy by creating a long-term, proactive approach to define and achieve local economic priorities.

Policies

ES1.1 Maintain central St. Helena as the social, cultural and economic heart of the City by supporting infill and redevelopment of vacant and underutilized parcels in the central St. Helena area.

ES1.2 Identify and expand economic sectors in which the City has competitive advantages, and capitalize on these strengths in order to diversify local economic activities and strengthen St. Helena’s role as an agriculturally-based service center for the surrounding area.

ES1.3 Ensure the long-term infrastructure needs and priorities of the community are met as part of an economic approach to economic vitality and sustainability. (Also see the Public Facilities and Services Element)

ES1.4 Encourage the creation of workforce housing to reduce the negative impacts of the City’s jobs-housing imbalance and support the local employment base. (Also see the Housing Element, Topic Area 1)

ES1.5 Encourage commercial uses that provide basic, everyday shopping and services for residents.

ES1.6 Support local arts and cultural activities that can contribute to the local economy while strengthening the local social fabric and enriching residents’ lives. (Also see the Arts, Culture and Entertainment Element)



Central St. Helena is the social, cultural and economic heart of the City.

Implementing Actions

ES1.A Develop, adopt and implement an Economic Sustainability Strategy that addresses economic diversification, as well as local fiscal and infrastructure priorities.

ES1.B Update the zoning ordinance to encourage businesses that are complementary to St. Helena’s small-town character and that provide goods at a range of prices. Update the zoning code to define and permit non-chain, discount-type stores. Maintain the existing provisions in the zoning code that prohibit formula restaurants or those that solely provide take-out service, outlet and chain discount-type stores, and retail businesses over 10,000 square feet in size. Continue to discourage businesses whose consumer base requires a population larger than St. Helena and its vicinity. For the purposes of the General Plan, “vicinity” is defined as the surrounding towns and unincorporated areas for which St. Helena has historically provided goods and services, including Calistoga, Angwin, Deer Park, Rutherford and the unincorporated area south of St. Helena.

ES1.C Develop a strategy to increase funding and resources to support arts endeavors and local arts and history institutions as part of the City’s overall economic development program. Additional policies and implementing actions regarding support for the arts may be found in the Arts, Culture and Entertainment Element. (Also see the Arts, Culture and Entertainment Element, Topic Area 4)

ES1.D Promote the establishment of a Business Improvement District in the downtown area.

ES1.E Amend the Municipal Code to limit certain non-retail uses, such as real estate offices, from occupying ground-floor retail space in Central St. Helena.



Events, such as the farmer’s market, support the economy while strengthening the local social fabric.

topic area

2 SUSTAINABLE TOURISM

A sustainable approach to tourism in St. Helena is intended to preserve the City's authentic, small-town character and quality of life and leverage tourism to sustain its vibrant economy. The following policies and actions strive to limit the adverse impacts of visitors on St. Helena, while recognizing the economic benefits that visitors bring and the potential for tourism to contribute to the diversity of the community's social and cultural life.

Policies

ES2.1 Support the development of responsible, visitor-serving components to the City's economy as a valuable source of jobs, tax revenues and cultural amenities.

ES2.2 Encourage visitor-serving uses oriented toward a more discriminating upscale market, consistent with the Valley's reputation as a producer of world-class wines. Discourage the introduction of uses that are dependent upon a mass tourist market.

ES2.3 Ensure a diverse mix of uses that avoids an over-representation of any particular use. Remove the cap on the number of restaurants, but continue to prohibit formula restaurants. Remove the cap on the number of hotel and motel rooms and on the number of bed and breakfasts, but continue to prohibit vacation rentals.



Visitor-serving businesses bolster the City's economy and bring jobs, tax revenues and cultural amenities.

ES2.4 Encourage socially and environmentally responsible businesses that make positive contributions to the community and operate in an environmentally-sound manner.

ES2.5 Encourage sustainable modes of travel and reduce the number and length of vehicle trips generated by visitors to the community. Expand lodging in the downtown area to encourage walking, biking and alternative transportation modes in order to reduce the need for automobile trips. (Also see the Circulation Element, Topic Area 4)

topic area
3 CITY GOVERNMENT

Implementing Actions

ES2.A Continue to prohibit formula restaurants, outlet and chain discount stores and time-share lodging projects, as defined in the St. Helena Municipal Code (Section 17.48.060). Update the Municipal Code to define and prohibit restaurants that solely provide take-out service. Update the Municipal Code to define and regulate fractional ownership lodging.

ES2.B Establish a clear procedure for permitting restaurant and lodging uses. Study and recommend guidelines for permitting of these uses, and to ensure that the requested permits will not result in adverse impacts to the community.

ES2.C Provide and maintain public restrooms in the Central Business District.

ES2.D Enhance the pedestrian environment within the commercial area, support the development of bicycle trails connecting to a countywide system and encourage the use of small vans for group wine tours in order to decrease tourist-generated traffic congestion. (Also see the Circulation Element, Topic Area 2)

The policies and actions in this topic area establish a path for St. Helena to develop a reputation for transparency in governance, characterized in part by predictable, streamlined processes that include built-in checks and balances and, to the extent possible, reduced uncertainty associated with required discretionary actions. By improving its reputation as a service-oriented City government, St. Helena will improve its ability to attract and retain businesses that are compatible with the City's goals.

Policies

- ES3.1** Establish and strengthen the reputation of St. Helena's City Government as service-oriented.
- ES3.2** Ensure clarity and transparency in local regulations, permitting processes and fee structures.
- ES3.3** Encourage partnerships between the City and private and nonprofit organizations to promote economic sustainability in St. Helena.
- ES3.4** Support regulations that address the goals of the General Plan and positively impact the viability of local businesses and the community's financial health.
- ES3.5** Support cultural diversity through economic sustainability initiatives.

topic area
3 CITY GOVERNMENT

Implementing Actions

ES3.A Continue Planning Department technical assistance for new projects requiring development and/or use permit applications. Partner with the local business community to ensure that the program effectively meets participants' needs.

ES3.B Develop a revised design review and/or form-based code process for commercial and industrial uses that establishes objective design guidelines and restrictions, including guidelines and restrictions for landscaping and water use. Guidelines for non-residential water use should be commensurate with water conservation measures imposed on residential development. (Also see the following elements: Community Design, Topic Areas: 2; Land Use and Growth Management, Topic Area 3; and Economic Sustainability, Topic Area 3)



Partnerships between the City and private and nonprofit organizations can promote economic sustainability.