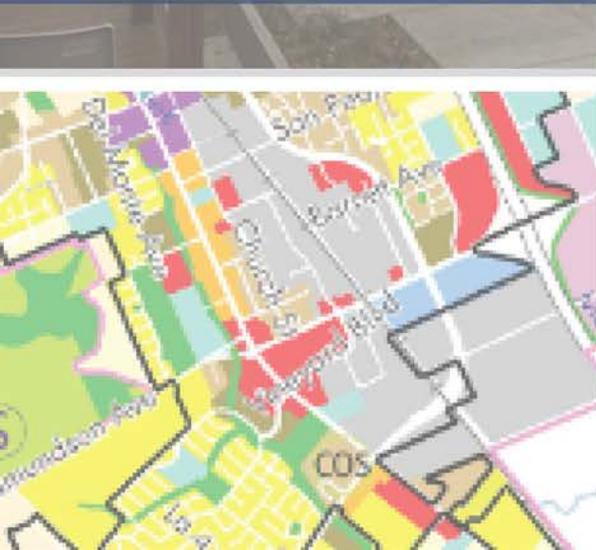




CITY OF MORGAN HILL

Monterey Corridor Block Level Master Plan - Public Workshop

September 25, 2018



Agenda

- **Overview**
 - **Introductions** - Who are we?
 - **Purpose** - Why are we here?
- **Background**
 - **Past** - What has been done already?
 - **Present** - What is going on now?
 - **Future** - What is happening next?
- **Activity**
- **Wrap up**

Overview

Introductions

City of Morgan Hill

John Baty, Principal Planner

Lisa Wise Consulting, Inc.

Lisa Wise, AICP, President

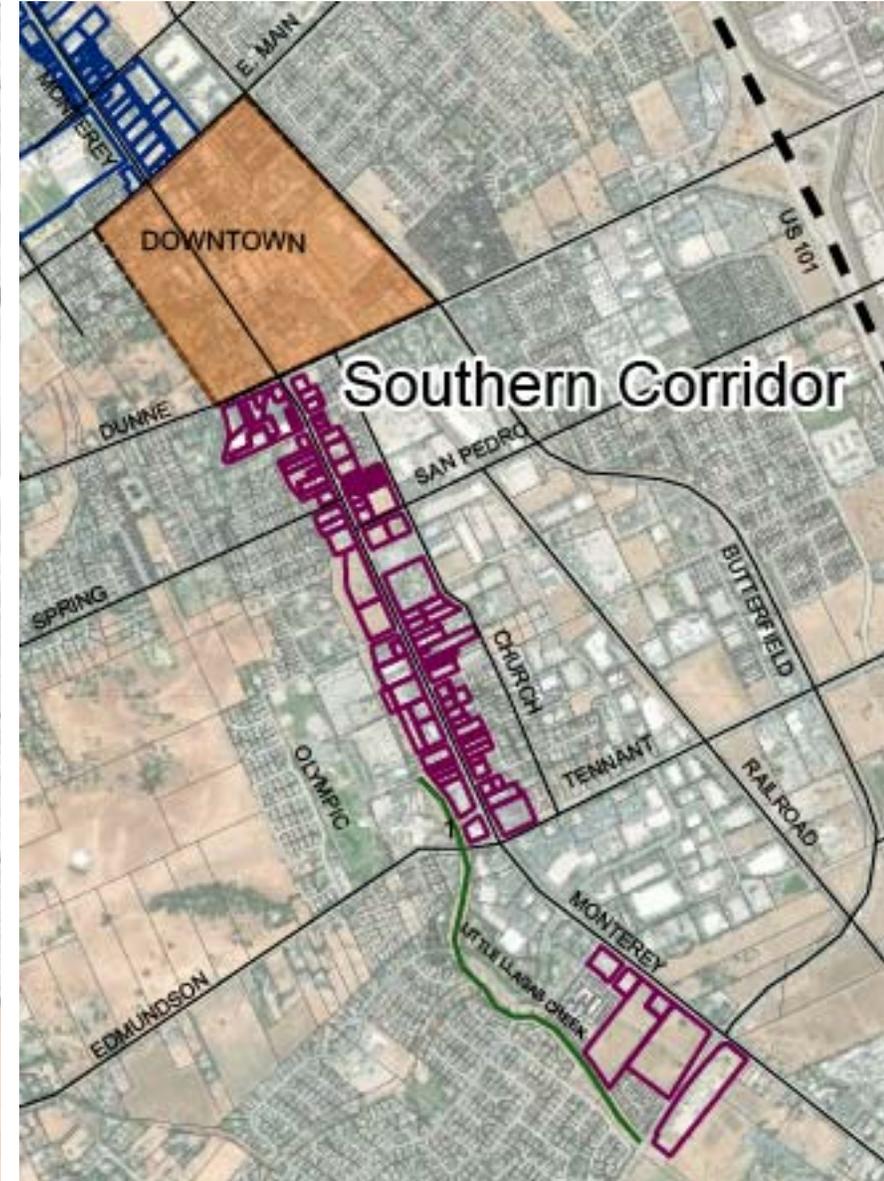
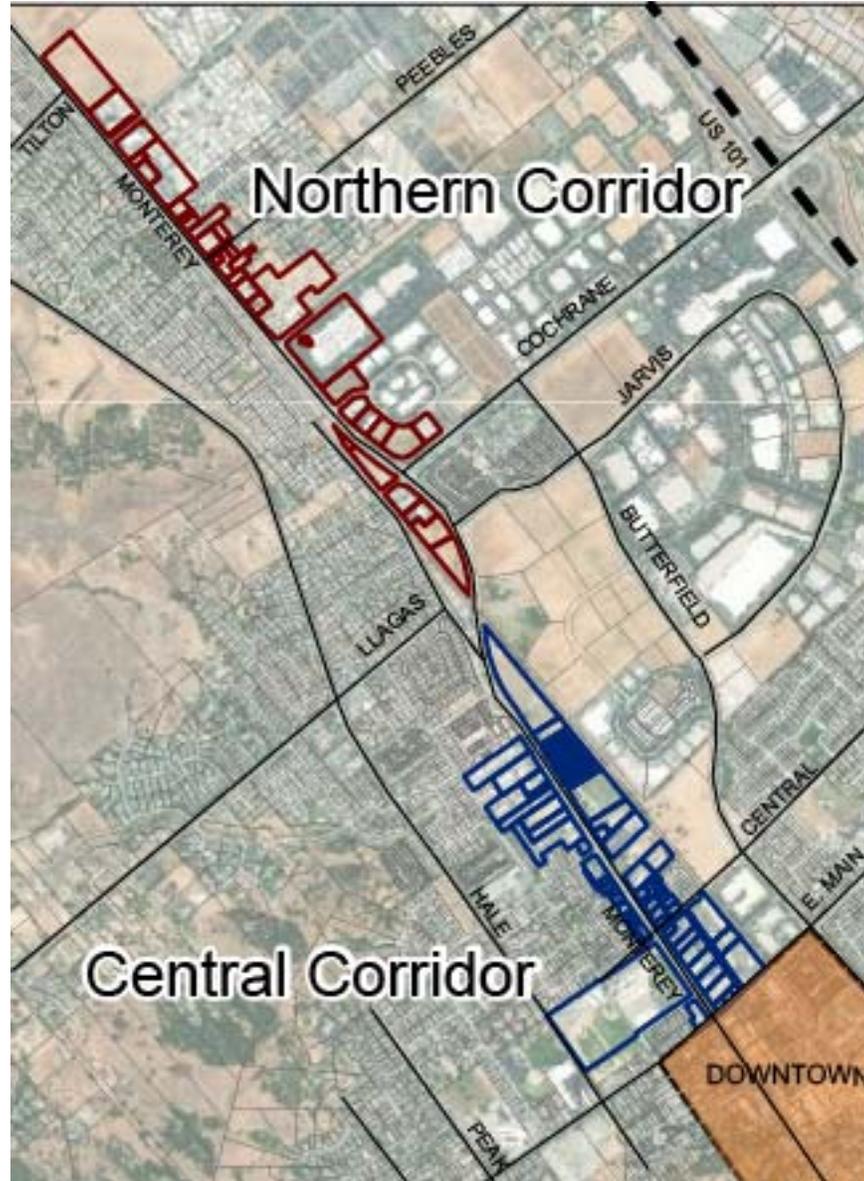
Jen Daugherty, AICP, Senior Associate

Spencer Johnson, CNU-A, Associate

Purpose

Monterey Corridor

- Long-term vision
- Guiding Principles
- Future Specific Plan



Background

Background

General Plan Update (2016)

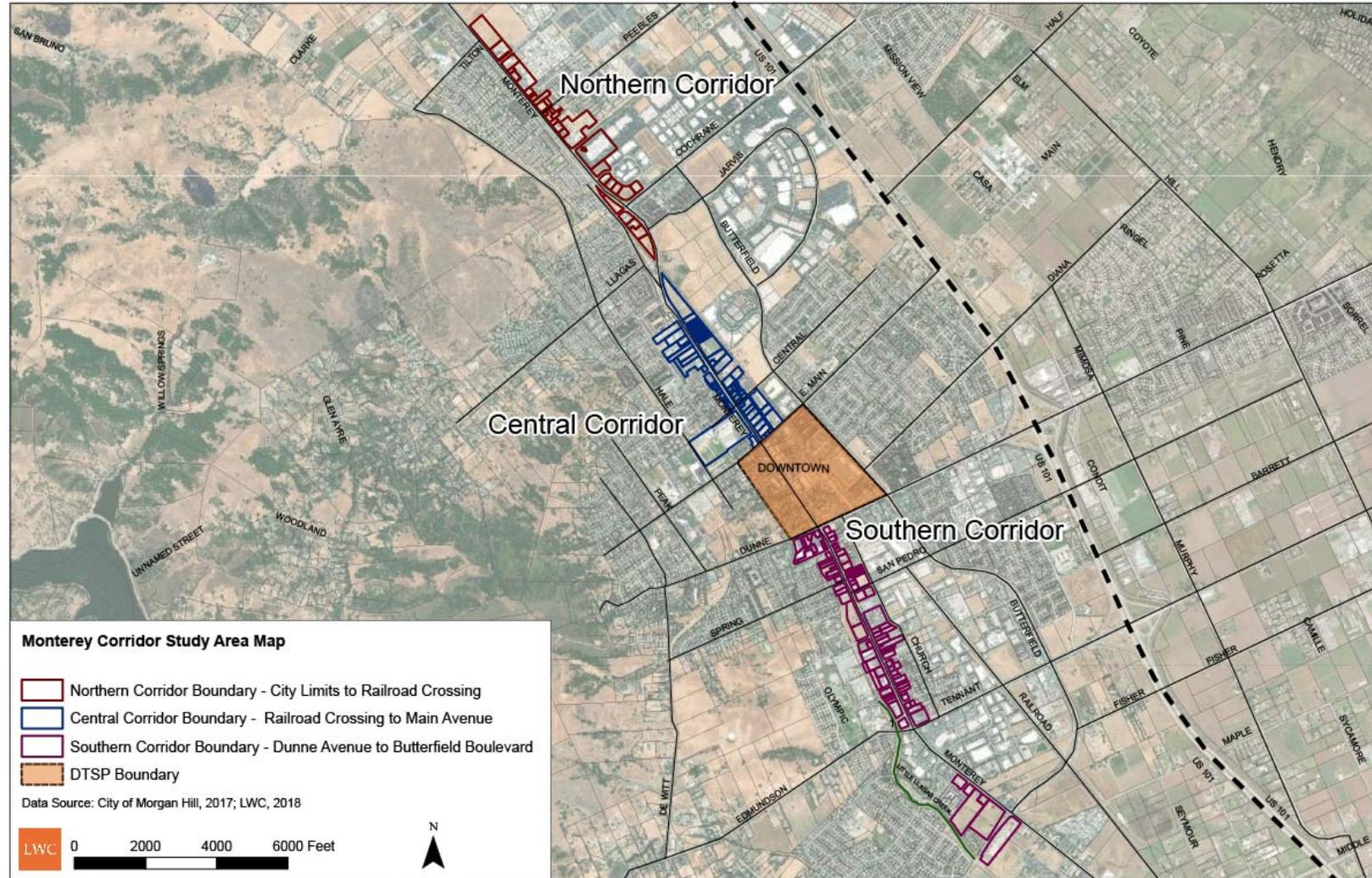
- Mixed Use Flex Land Use
- Monterey Corridor- Vibrant, walkable mixed-use

Zoning Code Update (2018)

- Mixed Use Flex (MU-F) Zone

Land Use and Market Analysis (2017-2018)

- Land Use Inventory
- Market Analysis
- Recommendations



Land Use and Market Analysis

Key Findings

- Retail

- Current retail market stable, but... Sales tax leakage in all economic categories except transportation

- Office

- Cool/stable office market

- Residential

- Residential is most highly favored

- Capacity

- 600,000 – 1.5 million sf of physical capacity
- 215,000 sf theoretical commercial market demand*

* Based on a relatively stable future market



Land Use and Market Analysis

Conclusions

- Zone for fluctuating market conditions
- Strategically locate commercial
 - Additional analysis for retail viability and siting
- Standards for revitalization
 - Building frontage standards
 - High-quality public space
- Allow “Missing Middle” housing
- Streamline projects supporting mixed-use



Implementation Recommendations

Option	Effectiveness	Timeframe	Cost
1.1 Comprehensive FBC	● ● ● ● ●	10-18 months	\$\$\$\$
1.2 Scaled-Down FBC	● ● ● ●	8-12 months	\$\$\$
2. Conventional Code Updates	● ● ●	6-10 months	\$\$
3. Specific Plan	● ● ● ● ●	18-24 months	\$\$\$\$\$
4. Guidelines for "Block-Level Master Plans"	● ●	4-6 months	\$
5. Streetscape Improvement Plan & Façade Incentive Program	●	TBD	TBD

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NOW

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FUTURE

NOW

Council Recommendation

BLOCK LEVEL MASTER PLAN (SHORT-TERM)

- City-led effort with developer/property owner buy-in
- Work towards long-term goal of a specific plan and form-based code

SPECIFIC PLAN (LONG-TERM)

- Develop vision, goals, policies, and implementation measures
- Includes a form-based code
- CEQA clearance for future projects
- Community buy-in

Note: Limitations of RDCS applies to development in the Mixed Use Flex designation

Block Level Master Plan

BLOCK LEVEL MASTER PLAN (In Progress)

- Supplemental development regulations for Mixed-Use Flex Zone
 - Well-designed buildings (frontage standards)
 - Connectivity
 - Preserve retail-viable parcels
- Goal to allow eligibility for RDCS allocation 2018-2019



Block Level Master Plan



Monterey Corridor Specific Plan

SPECIFIC PLAN (Future)

- Long-Term Vision
- Goals, Policies, and Programs
- Updated Zoning Regulations

1111.030 Allowed Land Uses and Permit Requirements

- A. Land uses must comply with the allowed uses of the base zone, except as specifically modified, waived, or augmented by an overlay zone in Chapter 1112 (Overlay Zones).
- B. The land uses allowed by this Code in the non-transect commercial zones are listed in Table 1111.030.A (Non-Transect Commercial Zones Allowed Uses) below, together with the type of planning permit required for each use. Each land use listed in Table 1111.030.A (Non-Transect Commercial Zones Allowed Uses) is defined in Chapter 1181 (Definitions of Uses).
- C. **Establishment of an Allowable Use**
1. Any one or more land uses allowed in Table 1111.030.A (Non-Transect Commercial Zones Allowed Uses) may be established on any lot within the zone, subject to the planning permit requirement listed in the Table, and in compliance with all applicable requirements of this Code.
 2. Where a project on a single lot includes two or more uses, the project will be subject to the highest permit level required for any use.
 3. A land use that is not listed in Table 1111.030.A (Non-Transect Commercial Zones Allowed Uses) may be established on a lot if the proposed use is similar to, compatible with, or complementary to a use listed in the Table, and such use is consistent with the purposes of this Code.

Table 1111.030.A (Non-Transect Commercial Zones Allowed Uses)

Land Use Type	NC	DC
Agriculture and Animal Uses		
Community Garden	P	P
Kennel	CUP	CUP
Veterinary Clinics and Hospitals	CUP	CUP
Club, Recreation, and Community Assembly Uses		
Cemetery	CUP	CUP
Child Daycare Center	CUP	CUP
College or University	-	CUP
Community Assembly	CUP	CUP
Entertainment - Indoor	CUP	MLUP
Entertainment - Outdoor	CUP	MLUP
Family Daycare Center	P	P
Indoor Recreation	CUP	MLUP
Library and Museum	P	P
Park and Outdoor Recreation	P	P
Public Emergency Services	P	P
Public Service Facility	CUP	CUP
School - Public and Private	CUP	CUP
Vocational/Technical School	-	CUP

1111-2 | City of Westerville Zoning Code

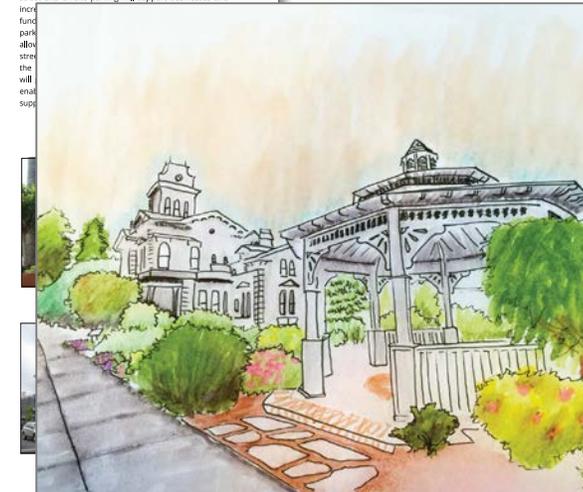
2.2.2 Vision

The Ashland District will become a transit-oriented district and the center of activity within the Ashland and Cherryland communities, offering places to live, shop, work, and play that are easily accessible by foot, bike, car, or transit. As envisioned, the District will contain a mix of uses including office space, community gathering places, and retail. Design and development regulations will promote pedestrian scale frontages that encourage residents and visitors to stop and walk along E. 14th Street. Safe pedestrian and bicycle networks will better connect the District with adjacent neighborhoods, parks and BART. Building upon existing improvements and recent development such as the Tiburon Kosque Health Clinic and Ashland REACH Youth Center, the Ashland District will be well known by residents as a fun, safe destination for families that fosters a sense of community and pride.

Streetscapes will be improved to incorporate new lighting, benches, signage, wayfinding elements, and trees to make the District a safer, more inviting place to visit. High-density, mixed-use development will feature

attractive ground floor uses that front the street to promote revitalization and increase pedestrian activity. Pathways that bisect long lots will allow better pedestrian and bicycle access to adjacent residential uses and throughout the District. A public plaza at Ashland Avenue and E. 14th Street will further foster outdoor active uses.

The District will allow taller buildings, up to four stories, and built to the street, to support increased retail and office development. Policies and standards for on-street and on-site parking will support businesses and



Ashland And Cherryland Business District Specific Plan

Adopted December 2015



Activity



Activity

3 Activity Stations

1. Northern
2. Central
3. Southern

*20 minutes per station

* Visit in any order

3 Questions for Each Station

1. What do you like best (want to preserve/enhance) about this part of Monterey Corridor?
2. What do you like least (want to improve/fix) about this part of Monterey Corridor?
3. What is your ideal vision for this part of Monterey Corridor?

Wrap Up

Wrap up

- ✓ **Final Comments**
- ✓ **Activity Station Report-Out**
- ✓ **Discussion**
- ✓ **Turn in Activity Cards**

Questions or Comments?

Contact John Baty, Principal Planner

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