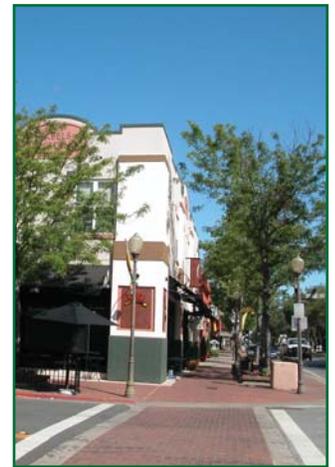


# MORGAN HILL DOWNTOWN SPECIFIC PLAN



Public Review Draft  
July 2008  
Prepared for the City of Morgan Hill



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# ACKNOWLEDGEMENTS

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## Appendix A: Background

### Location

The City of Morgan Hill is located in southern Santa Clara County. The City is approximately 12 miles south of San Jose, 10 miles north of Gilroy and 15 miles inland from the Pacific Coast. Morgan Hill is located within the southern portion of the Santa Clara Valley, which is bounded by the Santa Cruz Mountains to the west and the Diablo Mountain Range to the east. U.S. Highway 101, the major transportation corridor in the area, bisects the valley and provides access to northern Santa Clara County and the San Francisco Bay Area to the north, and San Benito and Monterey Counties to the south. See Figure 1 for the regional and local vicinity of the Morgan Hill. The City is located approximately 25 miles south of the San Jose International Airport.

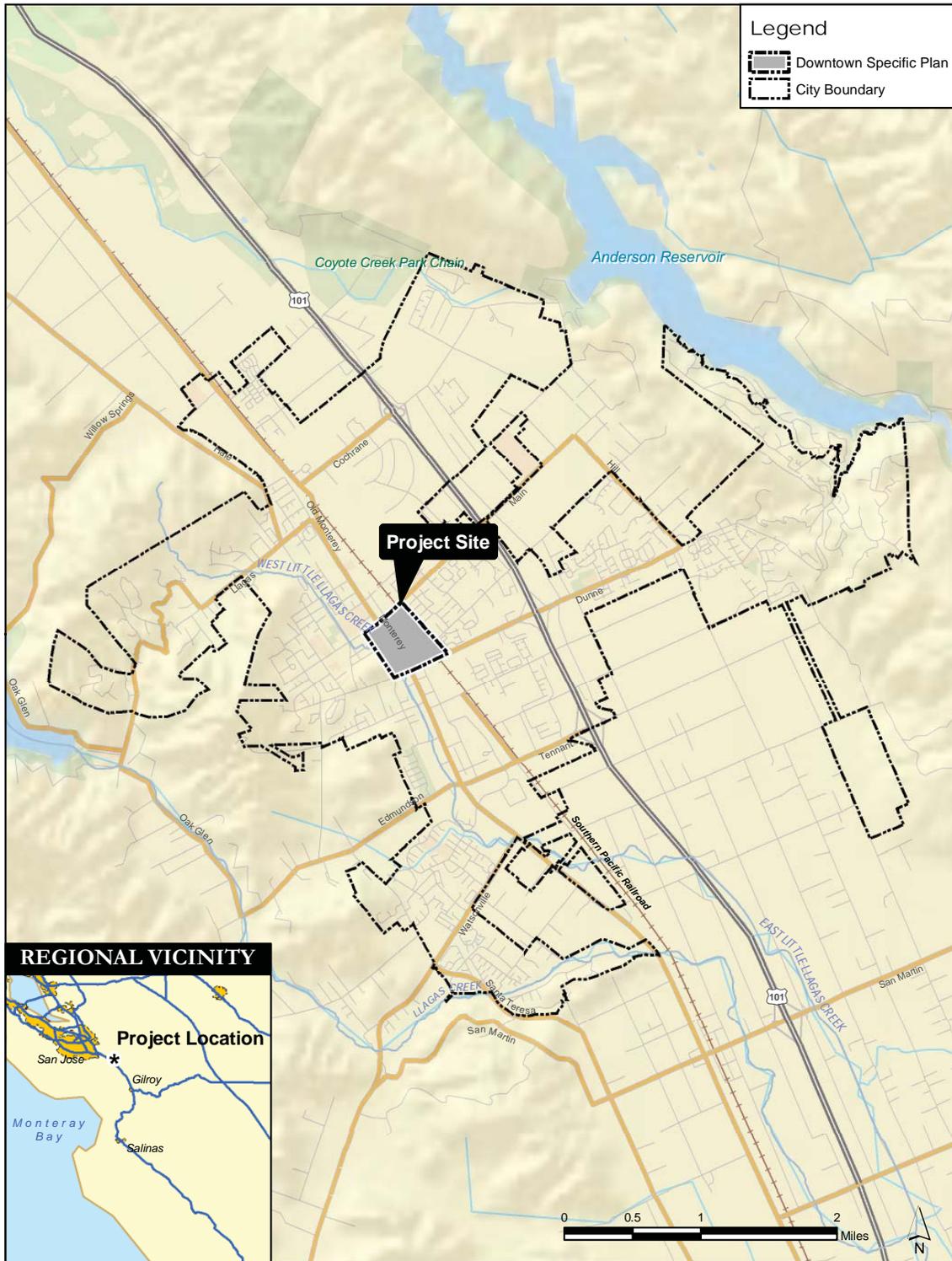
Downtown Morgan Hill is approximately located approximately one mile west of U.S. Highway 101. The 14-block Downtown Core is generally bound by Main Avenue, the railroad tracks, Dunne Avenue, and Del Monte Avenue. This Specific Plan covers 18 blocks and is generally bound by Main Avenue, Butterfield Boulevard, Dunne Avenue, and Del Monte Avenue.

See Figure 1 for the regional and local vicinity of the Downtown Specific Plan boundary in relation to the rest of Morgan Hill. Figure 2 shows the Downtown Core as it relates to the Downtown Specific Plan boundary and the immediate surroundings.

### History

Incorporated in 1906, the City of Morgan Hill was a longstanding agrarian community centered around its location on the Monterey Highway, and the Southern Pacific Railroad tracks, which were the major transportation corridors at the time. The City grew at a moderate rate until the 1950s when it began its transformation from an agriculture service center to a suburban residential community. Growth began to accelerate significantly in the 1970s as the Silicon Valley developed and its workers were attracted to Morgan Hill's small town, family atmosphere and reasonable housing prices. From 1970 to 1980, the population in Morgan Hill more than tripled from 5,579 persons in 1970 to 17,076 persons in 1980.

Because of its significant population increase during the 1970s, City voters initiated a Residential Development Control System (RDCS) in 1980. The RDCS helped to slow population growth during the 1980s and has since been extended to the year 2020. The current population cap is 48,000 by 2020. Under the RDCS, prospective residential developers compete for approximately 220 to 250 residential allocations per year, wherein projects are scored based on criteria in various categories.



Local Vicinity

Figure 1



### Downtown and Design Plan

Bisected by Monterey Road, the Downtown Core is an area of 14 square blocks located in the central portion of the City. Downtown acts as the primary hub of activity in Morgan Hill, providing the community with restaurants, boutique businesses, banks, a movie theatre, art galleries, service businesses, churches, and a variety of housing.

In 1980, the community held a series of public workshops to address issues of downtown revitalization. From these workshops, a bold plan emerged that has created a unique downtown image for Morgan Hill along with the modest attraction of new uses and the construction of additional buildings. Many of the concepts from that process have been implemented including the landscaping and beautification of Monterey Road, public parking areas behind the buildings fronting on Monterey Road, and construction of the commuter rail station.

Other elements of the 1980 plan were not implemented as part of the 1984-1994 design development and implementation phase of the plan. These elements include the narrowing of Monterey Road through downtown, a Third Street pedestrian mall, a pedestrian crossing over the railroad tracks, improvements to Depot Street, improvements to Upper Llagas Creek, and the creation of distinctive Downtown entry features on Monterey Road.

With the influence of a 17-member task force comprised of a diverse group of stakeholders and community advocates, the 1980 Plan was updated in 2003. Although the existing Downtown Plan encompassed 14 blocks, the 2003 update included recommendations for land beyond these boundaries.

Since completion of the 2003 Downtown Plan Update, the City has made significant progress in implementing its recommendations. These implementation activities have included density increases to the City's General Plan land use designations, Measure C modifications to allow Downtown and mixed-use projects to better compete for allocations, ground floor use restrictions, plans for infrastructure improvements, Depot Street streetscape project, and a Downtown wayfinding sign program.

## **Important Task Force Notes from the 2003 Update**

The following section discusses important notes from the Task Force involved with the 2003 update. This information is taken directly from the 2003 Morgan Hill Downtown Plan and is intended to serve as historical reference.

### **Issues and Concerns**

One of the first tasks addressed by the Downtown Task Force was the identification of downtown issues and concerns. Not surprisingly, many of the concerns were similar to those raised in the community workshops in 1980. However, many were more focused and based on the past twenty years of revitalization efforts. The main issues and concerns identified by the Task Force are summarized below.

### **Uses and Existing Development**

Downtown currently lacks a critical mass of uses to attract residents and new businesses. Specifically, the Monterey Road frontage is lacking in retail and entertainment uses, and many felt that some instances of physical blight were contributing to the lack of downtown vitality. Other concerns identified included the lack of space for existing downtown businesses to expand and the need to do something about the small houses downtown, some of which have been neglected over the past few years. In this regard, the task force expressed the need to keep some memory of the past alive within the downtown as revitalization proceeds, but not necessarily to preserve all of the existing houses.

### **Parking**

There is a perceived parking shortage within the downtown, but a consensus of the Task Force was that more active uses to appeal to all community residents and visitors were most important to downtown and that care was required to preclude using valuable land for parking that might otherwise be devoted to retail, restaurant and entertainment uses. Another issue was the limited access to some privately-owned parking resources.

### **Circulation**

One of the major concerns identified during the preparation of the 1980 Downtown Design Plan was the speed of traffic through downtown on Monterey Road and the safety hazards that the traffic posed to pedestrians. That concern emerged as one of the major continuing problems and constraints to downtown revitalization and development of downtown Morgan Hill as a focus of community social and commercial life.

### **Landscaping and Lighting**

Concern was expressed about Monterey Road and the bermed median being barriers to pedestrian movement, and therefore an element that is dividing Downtown into two separate areas and limiting its overall economic vitality. The blocking of business signs by street and median trees also was noted. The landscaping in the median and the supporting street trees and planters along the street were recognized as unique to Morgan Hill, but the Task Force felt even more landscaping and with lighting is desirable.

Attention was also focused on Upper Llagas Creek as being a potential strong visual asset to the downtown, but frustration was expressed at the need to deal with up to nine separate governmental agencies to make creek improvements. Also noted as a significant concern was the current potential for downtown flooding which acts as a constraint on revitalization and new development in a large portion of Downtown.

## City Regulations and Programs

The Task Force recognized that Morgan Hill's Residential Development Control System, which controls the city's rate of residential growth, also serves to limit the amount of new commercial development that can be supported by the community as well as potentially limiting residential development within the downtown area.

## Other Issues and Concerns

Other observations included the need to broaden and promote the city's existing facade improvement program to encourage better downtown storefronts, and the need to re-examine the city's sign ordinance to see if modifications for the downtown area would allow more creative business signs. And, there was a consensus that downtown was too dark at night - especially the parking lots.

## Goals and Objectives for the Downtown Plan

Following discussions of downtown issues and concerns, the Task Force established the following goals and objectives to guide the Downtown Design Plan update process.

## Vision

- Develop downtown as a destination for all Morgan Hill residents and visitors
- Create a dynamic, diverse, safe and accessible place with extended activity hours
- Establish a visionary and realistic land use plan for downtown
- Capture the increased economic potential of the commuter rail station
- Develop a clear vision and strategy for the Monterey Road corridor
- Provide a mix of housing near the commuter rail station to enliven downtown and provide extended hours of activity

## Circulation and Parking

- Slow traffic on Monterey Road to create a safer and more pleasant downtown pedestrian environment
- Encourage non-automobile links to the downtown and the commuter rail station
- Improve and integrate Upper Llagas Creek as a part of Downtown and the community
- Develop a workable parking resources and management program
- Improve access to parking and consolidate separate parking facilities

## Urban Design

- Create a downtown Activity Focal Point
- Create a sense of visual continuity
- Improve and integrate the Downtown side streets and corridors
- Maintain and enhance a character unique to Morgan Hill

## Implementation

- Develop a priorities and investment implementation plan to guide future action
- Strengthen public/private partnerships for Downtown implementation
- Make the most out of any potential public investments (e.g., improvements related to new courts complex)
- Strengthen the Downtown owner and merchant organization

### Challenges and Opportunities

In order to ensure that the 2003 Morgan Hill Downtown Design Plan was based in reality, an initial economic overview was conducted by the professional planning team's real estate economics specialist. Downtown revitalization challenges and opportunities were identified to serve as factors in establishing a Downtown vision and developing strategies to achieve it. These major challenges and opportunities are summarized below.

- The small size of the city's population base and the growth controls of Measure P (RDCS) will limit the city's ability to draw many of the upscale retailers that might otherwise be attracted to the community's increasingly affluent resident profile.
  - Nearby south San Jose and Gilroy retail centers are strong competitors for new commercial uses.
  - While Downtown's historic role as a traditional retail center serving a broad local population is no longer viable, significant opportunities will emerge for Downtown food establishments, entertainment-related uses, selected specialty retail uses, and home furnishings.
  - Morgan Hill's office market will likely be limited for some time to come to buildings constructed for specific tenants, with limited potential for speculative office buildings that serve a wide range of potential tenants. Future office opportunities in the Downtown area are most likely to consist primarily of businesses that provide support or services to the planned Downtown County Courthouse facility (e.g., legal, finance, and office support services.) Opportunities exist for the conversion of existing residences in Downtown to meet a portion of this office need.
- Opportunities exist for both market rate and below market rate housing in the Downtown area, provided that there is a clear plan and commitment to create a residential community in the area.
  - The new Community Center and Playhouse on the Old Morgan Hill School site will draw additional residents to Downtown, and the Gavilan College classes held in the center will bring new visitors to the area. Both offer the opportunity to attract patrons to Downtown restaurant and entertainment uses, and increase evening activities in Downtown.
  - The current residential population in and immediately surrounding the downtown area can serve as a foundation for a downtown neighborhood with residents to patronize the businesses of the area and provide activity into the evening hours.

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## Appendix B: Workshop Results

### Priority Exercise - June 19, 2007

On June 19, 2007, a special meeting of the City Council and Planning Commission was held in Morgan Hill Community & Cultural Center. Participants were asked to provide comments to the following statements. The responses are provided below.

**Statement 1:** Develop a pedestrian walkway and adjacent retail/services along Little Llagas Creek

- Could this be a “destination”?
- Promote pedestrian uses and build on natural features
- Get the landowners to approve first
  - If they agree to it, then proceed
- Need a downtown park!
  - Wherever it’s at
- Bike path
- Develop only some lots that adjoin the creek.
- There are only a few opportunities for a linear park

**Statement 2:** Reconfigure Monterey Road from 4 to 2 lanes to slow traffic, decrease noise, and increase on-street parking

- Eliminate parking so as to increase sidewalks, but allow traffic to flow
- Wider sidewalks for dining
- If done it may kill downtown during the process and construction
- Traffic is slower now

**Statement 3:** Prepare a Specific Plan to guide build-out of the downtown in lieu of the Residential Development Control System (RDCS)

- “In lieu” requires a citywide vote
- Size, scope, and scale?
  - How will development be blended?

**Statement 4:** Increase densities to create a more vibrant downtown

- Allow residents on 2nd to add second home—change rear setback from 20’ to 5’ (multi use add more densities per property)
- Is flooding/flood plain being reviewed?

**Statement 5:** Develop Depot/Third as a key downtown intersection supporting commercial development

- Needs a “water feature” / other as a visual draw
- Tie into creek
- Make the sidewalks the same width on 3rd Street
- Do not decrease on-street parking
- Take actions to increase parking opportunities
- Bridge over railroad to access “east side”
- Focus more attention on Monterey
- Our primary corridor for commercial i.e. fill in empty lots

## Morgan Hill Downtown Specific Plan

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**Statement 6:** Promote higher density/mixed-use development west of Monterey and east of Del Monte

- Reduce commercial south of Dunne and north of Main
- Increase high density housing to feed people downtown

**Statement 7:** Utilize City funds to construct additional parking

- Go to underground or multi-level structure
- Focus on attracting users and people first—then deal with parking
- Underground!
- Do not remove any more parking in the name of “improvement”
- Can parking be centralized?

### Other Comments

- Unique--defined
- Create architectural theme
- Change setback for residents to be able to build second units in rear of property
  - Multi use would be good
  - Current setback is 20'; change to 5'

### **Downtown Plan Update Process Workshop - October 16, 2007**

On Tuesday, October 16, 2007 a Downtown Plan workshop was held in the Morgan Hill Community and Cultural Center.

The workshop was facilitated by Eric Marlatt (Senior Planner, Community Development Department) and Theresa Kiernan (Executive Director, Morgan Hill Downtown Association) with support from Garrett Toy (Director, Building Assistance and Housing Services) and Kathleen Molloy-Previsich (Community Development Director, Community Development Department).

Twenty five attendees represented an even cross section of residents, business owners and property owners.

#### **The Agenda**

The one and a half-hour workshop included a twenty minute presentation followed by a questions and answers session. The workshop agenda is included below.

- Introductions
- 2003 Downtown Design Plan
  - Plan Development
  - Implementation
    - Land Use
    - Circulation
    - Parking
    - Urban Design
    - Development Assistance
- Downtown Plan Update
  - Focus
  - Process
    - Progress to Date
  - Timing/Next Steps
- Questions and Answers

#### **Purpose for the Workshop**

The Morgan Hill Downtown Association had heard concerns from individuals regarding what is going on with the Downtown Plan Update. Specifically, they were interested in knowing who makes the decisions and how to participate in the process. The Morgan Hill Downtown Association requested an educational workshop to be arranged so all parties concerned would know the basics regarding updating the 2003 Downtown Plan, progress to date and next steps. It was agreed that such a workshop would be done.

#### **Marketing Efforts**

The Morgan Hill Downtown Association and City staff used a variety of avenues to reach out to the general public with the announcement of this workshop. A flyer was created and distributed via e-mail and direct mailing to the most current lists of downtown business owners, residents and property owners. An article was run in the City Connection and an editorial letter in the Main Street Beat referencing the workshop. The workshop was also advertised on the scroll on Channel 17, as well as on the City website.

### General Presentation Process

It was strongly emphasized that the true intent for the meeting was to inform all of those present the process and most importantly how they could be involved as it moved forward. They were also told that staff will collect any and all concerns and ideas to take back to the office for consideration as they proceed with their work on the plan. There would be no engagement on the part of the staff on any of the ideas and concerns at this time. A parking lot flip chart was created and all comments were captured. Interestingly, there was very little asked about the process and a great deal mentioned regarding concerns and ideas.

### Main Topics of Concerns

The two significant topics of concern led by the participants were flooding and what should be done about protecting our downtown and parking, the lack or perceived lack thereof. On the parking issue it was strongly suggested that the MHCCC parking lot and that of the train station on Depot shouldn't be included in the parking study that was referenced during the presentation. Whether right or wrong, some of the business owners firmly believe that the general community doesn't want to walk and choose to go elsewhere if they can't find a parking spot close to the interested business. One business owner was also concerned about having his employees use the mentioned parking lots because of safety issues.

Flooding downtown also took a lot of airtime. Questions were asked about PL566.

The City indicated that the federal government has approved continuing the PL566 project, but that there is no funding for the project. City Staff stated they are exploring interim solutions,

but that such solutions would only reduce some flooding but would not eliminate it or the need for flood insurance. Some attendees stated they disagree and that there is an engineering solution. They suggested that the City not wait for funding from the state or federal level but make its own plan to get something done to protect downtown. Some of the participants shared their stories about what has happened in the past and were concerned that anything we do would be ruined unless this issue is addressed properly and timely.

The other topics captured from this workshop were:

- More marketing for rehab loans to encourage residents to improve their homes and property in downtown.
- Continued comments about parking requirements for new commercial developments, parking congestions problems on 5<sup>th</sup> street, underground parking as an option, and not to count the courthouse or community center spaces as part of the downtown.
- The need for 1<sup>st</sup> floor retail and staying the course on future plans to include the requirement.
- Access to downtown from the new courthouse and the large train depot parking lot across the tracks. Some commented on the design of an elevated railroad crossing bridge at Diane Avenue.
- The buses on Monterey were raised again as a concern and a hope to get them a different route.
- Wanting the Granada to return to a movie house came up again.
- Someone asked about reducing the width of the median in light of the possibility of having Monterey go from two lanes to one in each direction.

- There was engagement among the participants when talking about having a good retail mix to promote a vibrant downtown.
- It was suggested to allow special charette sessions for the residents to weigh in on planning for the downtown.
- Some commented on the fact that there is a lot of “our poor downtown” in the air and that doesn’t help the business downtown.

### Downtown Specific Plan Stakeholder Workshop - February 19, 2008

On February 19, 2008, approximately 100 community stakeholders attended a workshop at the Morgan Hill Community and Cultural Center on the Preliminary Draft Downtown Specific Plan. The meeting was an opportunity to provide feedback on the recommendations contained in the Plan to make downtown Morgan Hill a more vibrant, attractive place.

Lou Hexter of MIG, Inc., served as facilitator for the workshop, with Joshua Abrams of MIG recording the discussion on a wallgraphic at the front of the room. Participant comments and questions from the wallgraphic and comment cards are summarized below and followed by transcripts of each.

#### Summary of Comments

Kathy Molloy Previsich, the City's community development director, provided an overview presentation, outlining key concepts and proposals contained in the Plan. At various junctures in the presentation, the floor was opened to community questions and feedback.

Participants were very interested in the Plan's ideas about how to redevelop the downtown area. While there were many questions about the specifics of the Plan, most of the people in attendance indicated overall support.

Participants reiterated that the community's vision should drive the planning for Downtown, not the need for revenue or other goals. They wanted to make sure the Plan was viable and that all the details had been well studied. They also felt it is important to continue to consult current business owners and community members, as well as minimize impacts during construction.

There was considerable discussion about parking. Participants felt that it was important to have "accessible" parking, and some participants were concerned that meters would "discourage shoppers".

The proposal to reduce Monterey Road from four lanes to two lanes brought about significant discussion. Most people agreed with the principle that Downtown should be pedestrian- and bicycle-friendly. They were interested in reducing the number of lanes, but preferred to see a test run before committing.

#### Land Use and Housing

The proposal to allow increased downtown development attracted a number of comments and questions. Many participants were receptive to the idea of increasing building height and density downtown, though one person expressed reservations through their comment card. A few participants were concerned that the proposal for 1200 new housing units was too open-ended; they preferred that some of the units be reserved for seniors. There was some concern that expanding the Specific Plan boundaries would provide too many opportunities for RDCS exemptions.

#### Parking

Stakeholders felt strongly that parking was an important issue. They believed that parking should be abundant, convenient, and ideally free. A number of people felt that parking meters would discourage shoppers. Many participants liked the idea of constructing a garage, potentially at the Caltrain parking lot. There was some concern that the needs analysis understated demand, and participants encouraged the assumptions to be reexamined.

### **Traffic and Circulation**

Participants made a number of comments about the circulation system. Overall, they felt that it was important to make downtown pedestrian and bicycle friendly, and this would become even more important in the future.

The idea of converting Monterey Road from four lanes to two lanes was discussed in some detail. Participants were generally supportive of the concept and liked the additional parking and greenspace that would become available. However, some wondered if the narrowed road would have enough capacity or might make downtown inconvenient for cars. One participant suggested that the City use movable barriers or paint to test the new road configuration, an idea that was well received by the audience.

Residents felt the volume of trucks that pass through Downtown has both positive and negative aspects. Some businesses rely on delivery trucks and therefore benefit from the traffic, while others do not.

One final concern was that reducing the lanes on Monterey Road could encourage people to drive through neighborhoods.

### **Next Steps**

After refining the document based on community feedback, the Plan will be presented to the Planning Commission on March 11, and to the City Council on April 2nd, 2008. Following that, there will be an environmental impact report and public hearings, with approval targeted for October 2008.

Digital Scan of Wallgraphic

**DRAFT DOWNTOWN SPECIFIC PLAN**

CITY OF MORGAN HILL

**Land Use**

- △ Railroad crossing - will it happen? There will be a pizza next to existing crosswalks.
- △ What does built-out look like? Projections are realistic expectations by 2030. By 2030, 1200 dwelling units, smaller units.
- △ 2020 problem - 48,000 not clear how downtown fits in with this population hit.
- △ Motivation is vision, not revenue.
- △ Is Methodist church able to stay? Yes! and it can expand with a conditional use permit.

**Zoning**

- △ Why no middle school land for housing? There is excess land and it helps downtown. Maybe teacher housing? Measure time!
- △ What lots are eligible for 4 stories? Those over 30 acres. It will change over time.
- △ Should there be offices, government downtown? Yes at the courthouses?
- △ Workers are important for downtown.
- △ How will downtown expansion affect housing allocation? Not clear.
- △ Council has authority to set aside units to specific areas.
- △ Plan should be more ambitious with getting units.
- △ Is this viable? Has it been studied? There is some demand analysis, but it does not look at all scenarios.
- △ Will there be minimum FARs? Not currently, maybe.
- △ Hotels are important. Plan allows for it.

**Residential**

- △ How many measure F allocations have been allocated? Applications are in for 23, 1 project.
- △ Is money being put into reserves like flooding? There may be federal money! It may happen after near development.
- △ 1200 units is too open ended. Maybe specify senior for some units.

Continued Below

Continued from Above

**Commercial**

- △ Do something now! Downtown is hurting.
- △ Test closing one lane on Monterey before doing it for real.
- △ There will be increased demand for roads with new development.
- △ Some businesses will suffer because of lack of trucks.
- △ There are better uses of money than narrowing Monterey Rd.
- △ It could be done cheaply, by point.
- △ Downtown association wants to do a test block narrowing.
- △ Livermore is a good example model.
- △ Be careful to preserve business long construction will hurt stores.
- △ Who are you trying to attract?
- △ Consider new transit routes.
- △ Limit truck routes.
- △ Support existing neighborhoods, don't push traffic/parking to them.

**Parking**

- △ Stacked parking not appealing.
- △ Partner with private developers for on-site parking.
- △ Parking meters discourage users.
- △ People want proximity.
- △ What is net gain of converting private to public parking?
- △ Need could be higher than calculations show. Check #s.
- △ How do you convert from private to public? You buy it. Make eminent domain, but that is not recommended in plan.
- △ Can mall have double-decker parking? Maybe, but it is small.
- △ At mall, decrease condos, increase parking.
- △ What about lot at depot - Main? Parking requirements are low - part of reason is there is excess space now.

**Residential**

- △ Residential developments should have their own spots.
- △ Caltrans is a great opportunity site, but requires cooperation.
- △ Remember, autos may not be present in future. External factors may change behavior.
- △ As downtown grows over time, there will be more walking.
- △ This plan is anti-car on first read. Parking must be convenient.
- △ What about improving traffic flow, rather than reducing lanes?
- △ One lane ⇒ ↑ parking.
- △ Used timed zones without meters.
- △ We need to understand what size units we need to adjust requirements.

**Transcript of Wallgraphic**

**Land Use:**

- Railroad crossing – will it happen? There will be a plaza next to existing crosswalks.
- What does buildout look like? Projections are realistic expectations by 2030. By 2030, 1200 dwelling units, smaller units.
- 2020 population – 48,000. Not clear how downtown fits in with this population limit
- Motivation is vision, not revenue.
- Is Methodist church able to stay? Yes, and it can expand with a conditional use permit.

**Zoning:**

- Why use middle school land for housing? There is excess land and it helps downtown. Maybe teacher housing? Make sure there is room.
- What lots are eligible for 4 stories? Those over .5 acres. It will change over time.
- Should there be offices, government workers downtown? Yes, at the courthouses?
- Workers are important for downtown.
- How will downtown expansion affect housing allocation? Not clear.
- Council has authority to set aside units to specific areas.
- Plan should be more ambitious with getting units.
- Is this viable? Has it been studied? There is some demand analysis, but it does not look at all scenarios.
- Will there be minimum FARs? Not currently, maybe.
- Hotels are important. Plan allows for it.

**Residential:**

- How many measure F allocations have been allocated? Applications are in for 23.1 Project.
- Is money being put into issues like flooding? There may be federal money. It may happen after new development.
- 1200 units too open ended. Maybe specify senior for some units.

**Commercial:**

- Do something now! Downtown is hurting.
- Test closing one lane of Monterey before doing it for real.
- There will be increased demand for roads with new development.
- Some business will suffer because of lack of trucks.
- There are better uses of money than narrowing Monterey Road.
- It could be done cheaply, by paint.
- Downtown association wants to do a test block narrowing.
- Livermore is a good example/model.
- Be careful to preserve business. Long construction will hurt stores.
- Who are you trying to attract?
- Consider new transit routes.
- Limit truck routes.
- Support existing neighborhoods. Don't push traffic/parking to them.

### **Parking:**

- Stacked parking not appealing.
- Partner with private developers for onsite parking.
- Parking meters discourage users.
- People want proximity.
- What is net gain of converting private to public parking?
- Need could be higher than calculations show. Check numbers.
- How do you convert from private to public? You buy it. Maybe eminent domain, but that is not recommendation of plan.
- Can mall have double decker parking? Maybe, but it is small.
- At mall, decrease condos, increase parking.
- What about lot at Depot and Main?
- Parking requirements are low – part of reason is there are excess spaces now.
- Residential developments should have their own spots.
- Caltrans is a great opportunity site, but requires cooperation.
- Remember, autos may not be prevalent in future. External factors may change behavior.
- As downtown grows over time, there will be more walking.
- This plan is anti-car on first read. Parking must be convenient.
- What about improving traffic flow, rather than reducing lanes?
- One lane = increased parking.
- *Vsed* timed zones without meters.
- We need to understand what size units we will get to adjust requirements.
- Lobby opportunity – Booksmart, Friday

- Be sure to protect/support current businesses.
- This is a huge opportunity.

### **Transcript of Comment Cards**

#### **Proposed Land Use Plan :**

- Include more area in the Downtown Plan.
- The courthouse plaza (park setting with pedestrian crossing) seems to occupy the same space as a proposed future fire station. This needs to be sorted out.
- The proposed land use covered by the Draft Downtown Specific Plan is about right. Any suggestion to expand the area beyond that presented should be resisted. The exemption provisions for the District would be taken advantage of by the overzealous promoters.. Also including more land owners would further complicate the process.

#### **Central Business District Zoning:**

- I am not really sold on 4-story development, regardless of setback rules. It represents a drastic visual change and drives a different feel for our downtown.
- This is unique zoning, and it should be very carefully crafted because the lawyers will find any loophole. There are some very creative land developers in our town and [they] should not be given too many opportunities to circumvent the intentions of the planners and voters.

**Residential Development (RDCCS Exemption):**

- I think a time limit is necessary on any exemption so that exemptions default back to a basic standard to be readdressed or reassessed against current needs.
- Agree with comment on attracting (designating) senior housing spaces downtown! I and my spouse are in our fifties now, live outside the core downtown, but see ourselves living downtown in the future, given this plan is successful!
- Considering population growth and the resulting strain on schools, how feasible is taking land from Britton Sr. High that may be needed for increasing student capacity?
- It would appear that the density issue should be carefully looked at. Law enforcement should be consulted at all times during the planning process. High density will generate problems.

**Commercial Development Standards / Retail Mix:**

- Strict signage enforcement should be paramount. Upscale appearance is what will attract people downtown.
- Try not to forget the really small business owner – they would like an affordable office in the downtown, too.
- Where do the residents buy groceries?
- How do you expect to make the downtown plan a success when you allow big box stores in? Look at Gilroy! Not interesting at all! There is nothing happening there – merchants still struggle and I don't see new stores and restaurants. Everyone is at the big box place, Costco, outlets!

**Parking:**

- Don't do parking meters! One of the attractive things about Palo Alto is the free parking.
- Consider enough parking so parking is not done in front of private residences (new ones you are considering or old ones). (also see comment below beginning "all this expanding...")
- Best: underground parking, parking structures (CCC, VTA), 3 hour parking limits along retail streets. Really bad: parking meters, parking permits (and who is BID, anyway?)
- Consider free shuttle services for employees and maybe even patrons from a further parking garage.
- VTA parking lot – tiered structure
- I like the idea of parking behind the retail/residential – not in front!
- Do not allow parking along Monterey median when making it a 2-lane! Do not do that!
- No angle parking! Gilroy is ugly.
- The way this was presented warmed my heart.

**Monterey Road:**

- Keep Monterey as 4 lanes until there is a test of what 2 lanes would be like.
- Hurry up and decide the narrowing of Monterey Street...or not...because there are several projects that could change one way or the other: signage, banners, tree lighting, supplemental landscape, etc.
- If you narrow Monterey what happens to the 4th of July parade and Taste of Morgan Hill?

## Morgan Hill Downtown Specific Plan

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### Streets and Circulation:

- I am pro downtown median...hug a tree! In fact, hug two trees!
- I would like to see a walking trail included in the land use plan. An extension of the existing trail by the CRC. I don't know if that is included in the flood control plans.
- Will Central Ave (by Briton) running along the Donut Shop be connected to Butterfield across the railroad tracks?
- All this expanding, consider traffic pattern, overflow into existing neighborhoods and on and on, tying into parking.

### General Comments:

- Overall, as a 20-year resident I support this overall plan to improve the downtown. In my view, the more aggressive (within reason) the better. I also believe that the Granada Theatre should be a key part of our downtown as a working, functional theatre. I was recently in the Burlingame downtown and noted that they actually built a new theatre within their downtown core. Over Christmas, that whole area was bustling with people, restaurants were full, there was a line at the theatre; and it wasn't as attractive and "warm" an area as the Morgan Hill downtown.
- How about BMR homes?
- Everything that is being proposed, everyone is doing or has done, failed or succeeded – you need to look at all of that in other towns.
- Make the downtown attractive. State Street in Santa Barbara is a good example of what we should strive to accomplish in Morgan Hill.

## Appendix C: Development Projections by Block

### Overview

The table on the following page provides future projections for Downtown development by block. Future projections were calculated based on total new development by 2015 and total new development by 2030 (which includes the development included in the 2015 projections). Some of this new development will replace existing development and will cause a reduction in “net new” development. These projections are then classified as “net new” and “total” development. Net new development represents the amount of new development less any existing development that will be replaced. For example, if a site with a 1,000 square foot building is to be redeveloped with a project with a 5,000 square foot building, this would represent a net new development of 4,000 square feet (5,000 new square feet minus 1,000 existing square feet to be redeveloped).

It must be emphasized that the projections and assumptions are not intended to and will not be interpreted to act as a geographic or numeric constraint to the location, level and/or timing of development. These projections and assumptions are not meant to limit or prescribe development. Under this adopted Specific Plan, other blocks, or portions of blocks, may redevelop first. The overall level and location of actual development will be monitored by the City to ensure that land use regulations, parking management activities, and environmental (CEQA) compliance is appropriate to actual conditions over time.

Refer to Chapter 2 (Land Uses and Development Standards) for additional information on the development projections and assumptions.

# Morgan Hill Downtown Specific Plan

City of Morgan Hill  
Downtown Specific Plan  
2030 Development Analysis

DEVELOPMENT PROJECTIONS BY BLOCK							
Block	2015			2030			
	Retail	Residential	Office / Service	Retail	Residential	Office / Service	
<b>Within Specific Plan Boundary</b>							
Within Core	1	12,372	13	15,245			
	2	26,029	59	0			
	3	42,138	115	0			
	4	39,981	232	0			
	5				26,225	1	15,523
	6				0	0	0
	7	12,601	46	0			
	8				0	0	0
	9				16,154	62	0
	10				12,838	26	0
	11				17,052	30	0
	12				0	0	0
	13	0	14	0	0	13	0
	14	0	35	14,912	0	35	14,911
	<b>TOTAL</b>	<b>133,121</b>	<b>514</b>	<b>30,157</b>	<b>72,269</b>	<b>167</b>	
Outside Core	15	0	134	0			
	16				0	186	
	17				0	0	
	18	0	80	0			
	<b>TOTAL</b>	<b>0</b>	<b>214</b>	<b>0</b>	<b>0</b>	<b>186</b>	
<b>Outside Specific Plan Boundary</b>							
	19			0	27	25,000	
	20	17,000	90	0			
	<b>TOTAL</b>	<b>17,000</b>	<b>90</b>	<b>0</b>	<b>0</b>	<b>27</b>	
	<b>Other *</b>		<b>32</b>		<b>-32</b>		
	<b>GRAND TOTAL</b>	<b>150,121</b>	<b>850</b>	<b>30,157</b>	<b>72,269</b>	<b>348</b>	

\* Includes development within Blocks 1-18 and in the CC-R zoning district. Shifts 32 units from projected 2030 development to 2015

## Appendix D: Parking Resources Management Strategy

The following pages contain the Parking Resources Management Strategy prepared by DKS Associates. Chapter 4 (Parking Resources Management Strategy) provides a summary of this report.

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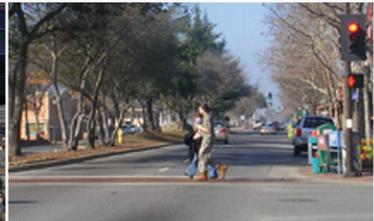
# DOWNTOWN PARKING RESOURCES MANAGEMENT STRATEGY

Prepared for  
**THE CITY OF MORGAN HILL**

Prepared by  
***DKS Associates***  
TRANSPORTATION SOLUTIONS



*Revised July 2008*



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## **EXECUTIVE SUMMARY**

This analysis provides a review of the existing parking conditions based on surveys conducted in 2004 and 2006. As part of the analysis of existing parking conditions, several characteristics were investigated including occupancy, turnover, access, circulation, conditions of parking lot pavement and lighting conditions.

### **Existing Conditions**

The parking surveys showed that existing parking occupancy is generally less than capacity for both on and off-street parking facilities. Parking demand was greater in a focused area of Downtown in the vicinity of Monterey Road between Main Street and 3<sup>rd</sup> Street. During some peak periods on-street parking spaces or lots in the immediate vicinity of certain areas were temporarily full; however additional capacity was typically available within one block.

The survey also showed that turnover within parking spaces varied from short term durations to all day parking by employees of Downtown businesses at public parking spaces. As parking demand increases with time, employees within the Downtown area would better serve the parking availability to customers by parking away from the high demand areas. Several recommendations such as a designated employee parking area would improve the parking attractiveness for potential customers of the Downtown area. Many of the off-street parking lots within the Downtown area are privately owned and maintained. The surveys showed that many of the off-street lots have poor physical traits such as pavement and lighting conditions. In addition, there are a large number of smaller lots reserved for designated businesses. Several improvements have been identified to improve pavement and lighting conditions, and to modify time restrictions for certain public parking spaces to increase turnover. Also, improvements to circulation between lots are discussed; however the relatively high costs and limited benefits may decrease the feasibility of that strategy.

### **Future Downtown Redevelopment**

The City of Morgan Hill is currently developing a Downtown Specific Plan (RBF Consulting, Public Review Draft, July 2008). Per the Specific Plan, the Downtown area is projected to experience development of up to 205,390 square feet of retail space (166,490 net new square feet), 1,198 residential units, and 60,590 square feet of office use. Some of the development is anticipated to remove or reduce some of the existing off-street and on-street parking supply. The following estimates are based on the assumption that no additional on-site parking capacity would be created by future commercial developments (office and retail).

Based on the anticipated growth, by the year 2015, parking demand is expected to exceed supply by 306 spaces for the entire Downtown area. A majority of the increased demand would occur in the area bound by 1st Street, Depot Street, and 4th Street

(Blocks 2, 3, 4, and 7) by 2015, and some vehicles may need to park up to several blocks away.

By the year 2030, additional development in the Downtown area is projected to approach its full build-out potential. If no new parking capacity is created, the existing and new commercial developments (retail and office) would result a total shortfall of approximately 808 parking spaces within the Downtown area.

## **Recommendations**

The estimated shortfall for the Downtown area would total approximately 808 spaces by full build-out, and additional capacity of this amount should be made.

The City of Morgan Hill intends to fund the creation additional public parking capacity, and several recommendations have been created to facilitate the addition of more parking resources. The Redevelopment Agency has recently allocated funds for the purpose of increasing the supply of Downtown public parking. At the present time, the City of Morgan Hill intends to increase supply consistent with the deficits identified in this analysis. The private sector would be responsible for some of the construction costs, streetscape improvements, and operation and maintenance, which could occur through an in-lieu fee program, parking district, or other means.

Based on input from City of Morgan Hill City Council members, an occupancy rate of 92 percent is desirable to allow for turnover of spaces and to avoid over building of parking supply. In addition, the City would like 500 additional parking spaces created by the year 2015 to serve development needs at that time as well as create needed supplies somewhat "early" as downtown continues to redevelop after 2015 to projected 2030 levels. A parking monitoring program is recommended to ensure parking capacity is added when occupancies are approaching 92 percent.

Should new developments be required to provide additional parking supply, modified parking requirements based on local parking conditions should be applied. Reduced requirements were estimated based on the projected land use and parking capacity that would remain from the existing supply. Requirements for retail development would be approximately 3.3 parking spaces per 1,000 square feet of developed or redeveloped space to achieve 92 percent occupancy. Requirement rates for office uses 4.4 parking spaces per 1,000 square feet of space, which is consistent with a recent Metropolitan Transportation Commission (MTC) Parking Study and other published parking documents. For residential developments, the recommended parking requirement is 1.0 space for units smaller than 600 square feet, 1.5 spaces per unit between 601 square feet and 1,350 square feet, and 2.0 spaces per unit larger than 1,350 square feet.

## 1.0 INTRODUCTION

The purpose of this parking study is to assess and review the existing parking utilization levels in the Downtown area of Morgan Hill, project future parking needs, and to create a Parking Resources Management Strategy that describes a plan for increasing the supply of and the management of the City's Downtown parking resources. Part of this report includes reviewing and updating any significant changes in the parking situation since the comprehensive parking survey was completed in 2002. In addition, MTC prepared a case study during 2006 and 2007 which included recommendations to reform parking policies to support smart growth in the area. The study included descriptions of existing parking conditions, a summary of parking trends, estimates of current and future parking demands, and modified parking rates for the study area.

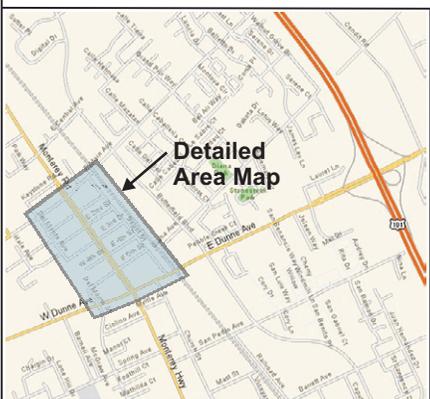
The Downtown parking study area has been defined as extending from Main Street to the north, Dunne Avenue to the south, Del Monte to west, and Depot Street to the east. **Exhibit 1** depicts the entire study area, including a focus area where parking utilization is generally higher.

### 1.1 Survey Methodology

A limited parking survey was conducted in 2004 to identify any significant changes to the parking patterns described in the 2002 report. The limited survey involved measuring occupancy and parking duration along the five on-street segments and in the five parking lots with the highest occupancy reported in the 2002 report. The parking surveys conducted in 2002, 2004, and for the MTC study in July 2006 were found to be generally consistent, and therefore an updated parking survey was not conducted. It should be known that since the 2004 survey, some minor changes to the Downtown parking supply have occurred. These changes include a reduction of approximately eight spaces along Depot Street due to improvements, the addition of approximately eight spaces along 3<sup>rd</sup> Street west of Monterey, and the closure of a private parking lot on the west side of Monterey between Main Street and 1<sup>st</sup> Street. **Table 1** lists the five highest on-street segments and parking lots surveyed.

The limited survey was conducted in November 2004 during the following times:

- One Weekday morning (10:00 A.M. – 1:000 P.M.)
- One Saturday morning (10:00 A.M. - 1:00 P.M.)



**REGIONAL MAP**

**EXHIBIT 1  
PROJECT STUDY AREA**

P04191-Location map 1.cdr-12/28/07

**Table 1 Parking Survey Sites**

	Side/Lot#	Segment/Location	To/From Street
On-Street	West	Monterey Road	Main Street to First Street
	East	Monterey Road	First Street to Second Street
	West	Monterey Road	Third Street to Fourth Street
	East	Monterey Road	Fourth Street to Fifth Street
	North	Third Street	First Street to Second Street
Parking Lot <sup>1</sup>	#8	Wells Fargo Bank	E. Main Street
	#8A	Public Lot	Monterey Road
	#13	BookSmart Bookstore/Just Breakfast Restaurant	Monterey Road between W. 1 <sup>st</sup> Street and W. 2 <sup>nd</sup> Street.
	#16	Bike Shop/Restaurant/Toy Store	W. 2 <sup>nd</sup> Street to W. 3 <sup>rd</sup> Street
	#19	Coffee/Bagel, restaurant	E. 3 <sup>rd</sup> Street

<sup>1</sup> Off-Street parking lots for businesses as of 2004. See Exhibit 3 – Off Street Parking Facilities Location.

**On-Street Parking** – The number of parked vehicles and available spaces were counted along each of the five selected street segments to determine the parking occupancy for each hour of the study periods. The last three digits of the license plates were recorded to measure the duration of the parked vehicles. In segments that had greater than 10 spaces, license plate data and parking duration were recorded for only the first 10 spaces (closest to the nearest business); however parking occupancy for the entire segment was still measured. In addition to the parking occupancy and parking duration data collected at the five selected street segments, a parking occupancy count was conducted along each of the street segments in the study area to identify any locations that may have experienced significant changes in parking demand since the 2002 report. **Exhibit 2** illustrates the on-street parking facilities in the study area. **Appendix A** includes the detailed summaries of the on-street data collected, including the weekday and weekend midday peak hours.

**Off-Street Parking Facilities** – As with the on-street survey, the number of parked vehicles and available spaces were counted each hour in each of the selected parking lots to determine parking occupancy, and the last three digits of the license plates were recorded for measures of duration. In lots that had greater than 10 spaces, license plate and parking duration data were recorded for the 10 spaces closest to the nearest business. Parking occupancy at each of the remaining parking lots in the study area was counted at least twice during each of the survey periods to identify any significant parking demand changes since the 2002 report. **Exhibit 3** illustrates the off-street parking facilities in the study area. **Appendix A** includes the detailed summaries of the off-street data collected, including the weekday and weekend midday peak hours.

P04191-Rvsl Dfrr Final OnStreet Prkng no numbers.cdr\*12/28/07



Legend:

- █ Unlimited Parking
- █ No Parking\*
- █ 2-Hour Parking
- █ 20-Minute Parking

## EXHIBIT 2 ON-STREET PARKING LOCATION



**EXHIBIT 3  
OFF-STREET PARKING FACILITIES LOCATIONS**

## 2.0 ASSESSMENT OF EXISTING CONDITIONS

### 2.1 Parking Supply and Demand

In the 2002 Morgan Hill Parking Survey, the Downtown area was shown to have sufficient parking supply to meet current utilization in the Downtown area. In November 2004, a limited follow-up survey was conducted for weekday and weekend midday peak periods to determine if significant changes in parking patterns have occurred.

In the follow-up survey, the parking demand in the area along Monterey Road between Main and 3<sup>rd</sup> Streets was noticeably greater than the rest of the Downtown study area. As part of this study, a more specific, smaller “focus” area of Downtown was established due to a wide variance in parking patterns throughout the Downtown area. The focus area of Downtown includes the restricted (2-hour time limit) on-street parking spaces on Monterey Road between Main and 3<sup>rd</sup> Streets, and along 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> Streets roughly within 100-200 feet of Monterey Road. The entire length of 3<sup>rd</sup> Street between Monterey Road and Depot Street is included in the Downtown “focus” area, including any unrestricted spaces. **Exhibit 1** depicts the Downtown focus area.

Off-street parking lots (public and private) that serve Downtown business customers that are located within the stated boundaries are also included in the “focus” Downtown parking area. Based on the follow up survey, a slight increase in the number of parking spaces is being reported, primarily due to conservative estimations of on-street parking in the 2002 parking survey. **Table 2** summarizes the boundaries for the focus study area as well as the general Downtown study area. **Table 3** illustrates the observations of existing parking supply and demand for the designated Downtown focus area as well as the general Downtown area, which is also described in more detail below.

**Table 2 Downtown and Focus Area Parking Boundaries – On Street**

	Side	Segment/Location	To/From Street
Focus Area	East/West	Monterey Road	Main Street to First Street
	South	Main Street	West of Monterey Road <sup>a</sup>
	North/South	First Street	2-Hour & 20-minute parking only <sup>a</sup>
	North/South	Second Street	2-Hour parking only <sup>a</sup>
	North/South	Third Street	Del Monte Avenue to Depot Street
Downtown	East	Del Monte Avenue	Main Street to Dunne Avenue
	South	Main Street	Del Monte Avenue to Depot Street
	West	Depot Street	Main Street to Dunne Avenue
	North	Dunne Avenue	Del Monte Avenue to Depot Street

Notes: <sup>a</sup> Typically 100 to 300 feet west or east of Monterey Road

**Table 2 – Continued**  
**Downtown and Focus Area Parking Boundaries – Off Street**

	Lot # <sup>a</sup>	Location/Business	Street
Focus Area	4	Washington Mutual Bank	W. Main St
	6	25 W. 1 Street	W. 1 <sup>st</sup> St
	7	Restaurant/Tattoo Shop	Monterey Rd
	8	Wells Fargo Bank	Monterey Rd
	8A	Public Lot	Monterey Rd
	9	Santa Teresa Medical Clinic	W. Main St
	10	Gift Shop	W. 1 <sup>st</sup> St
	10A	Paved – Maurizio's	E. 1 <sup>st</sup> St
	11	Public Lot	W. 1 <sup>st</sup> St & W. 2 <sup>nd</sup> St
	12	Old Republic Title Company	W. 1 <sup>st</sup> St
	13	BookSmart Bookstore/Just Breakfast Restaurant	Monterey Rd
	14	Downtown Mall	E. 1 <sup>st</sup> St & E. 2 <sup>nd</sup> St
	16	Bike Shop/Restaurant/Toy Store	W. 2 <sup>nd</sup> St & W. 3 <sup>rd</sup> St
	17	Public Lot	E. 2 <sup>nd</sup> St
	19	Coffee/Bagel, Restaurant	E. 3 <sup>rd</sup> St
	20	Safari Salon Health	Corner of Monterey Rd & W. 3 <sup>rd</sup> St
23	Simple Beverages & Cigars	Corner of Monterey Rd & E. 3 <sup>rd</sup> St	
Downtown	1	90 W. Main Street	
	2	60 W. Main Street	
	3	50 W. Main Street	
	5	Attorney, Photo Shop	W. 1 <sup>st</sup> St
	15	Professional Center	Corner of W. 2 <sup>nd</sup> St & Del Monte Ave
	18	Bargain Hunters	E. 2 <sup>nd</sup> St
	21	Insurance	W. 4 <sup>th</sup> St
	22	Fish Art Studios	Monterey Rd
	24	Vacant Paved Lot	Corner of E. 3 <sup>rd</sup> St & Depot St
	25	Insurance	E. 4 <sup>th</sup> St
	26	Mezzaluna & Trail Dust Restaurant	E. 4 <sup>th</sup> St
	27	Church	W. 4 <sup>th</sup> St
	28	Insurance	Corner of W. 5 <sup>th</sup> St & Monterey Rd.
	29	Wells Fargo Bank	E. 4 <sup>th</sup> St
	30	Morgan Hill Grange (Public Lot)	E. 4 <sup>th</sup> St
	31	Advance Fabrication	E. 4 <sup>th</sup> St
	32	EMF Motorsports	Depot St between 4 <sup>th</sup> St & 5 <sup>th</sup> St
	33	Doctor's Office	E. 5 <sup>th</sup> St
	34	Cal Fed	Corner of Monterey Rd & W. 5 <sup>th</sup> St
35	South County Realty	Monterey Rd	
36	Union 76 Station	Corner of Monterey Rd & Dunne Ave	
37	CalTrain	Depot Street	
38	Community and Cultural Center <sup>b</sup>	Depot Street between 5 <sup>th</sup> & Dunne	
39	The Granary <sup>b</sup>	Depot Street	

<sup>a</sup> Off-Street parking lots for businesses as of 2004. See Exhibit 3 – Off Street Parking Facilities Location.

<sup>b</sup> Parking lot not included in 2004 parking survey.

**Table 3 Existing Parking Supply and Demand**

Type of Parking	Location	# of Spaces	Weekday Midday Peak Occupancy <sup>b</sup>	Weekend Midday Peak Occupancy <sup>b</sup>
			% Occupied	% Occupied
On-Street	Focus Area	144 <sup>a</sup>	74%	74%
	Downtown	477 <sup>c</sup>	39%	42%
Off-Street	Public <sup>d</sup>	88	82%	69%
	Private (Commercial) <sup>d</sup>	269	56%	41%
	Private (Restricted) <sup>d</sup>	32	53%	6%
	Downtown	760 <sup>e</sup>	49%	32%
All Parking Total	Focus Area	533	65%	52%
	Downtown	1227	45%	36%

Notes: a – # of On-Street spaces is based on field observations for the “Focus” area, and the 2002 Morgan Hill Parking Survey for other areas of Downtown  
 b – Occupancy percentages based on updated 2004 survey results.  
 c – Has since been reduced to 320 available to retail and office uses (26 spaces reduced due to the 3<sup>rd</sup> Street Redevelopment Project, 28 spaces reduced due to the Depot Street Redevelopment Project, and 103 spaces are currently used by existing residential developments).  
 d – Off-street parking located within the “Focus Area”  
 e – Number of Off-Street spaces includes Parking Lot #37 (74 spaces, west of RR tracks), but not 37A, 37B (467 spaces, east of RR tracks), or 38 (Community and Cultural Center, 232 spaces), which were not included in the 2002 Report.

### 2.1.1 On-Street Parking

There are approximately 477 on-street parking spaces in the study area. Approximately 116 of the available on-street parking spaces are limited to either 2-hour parking (107 spaces) or are 20-minute spaces (9 spaces). **Exhibit 4** illustrates the on-street parking location and space inventory in the Downtown focus area. The follow-up parking survey confirmed that the majority of the limited parking spaces are not fully utilized and are approximately 75 percent occupied during the peak (lunch) hour. Unrestricted parking spaces further away from the Downtown focus area (away from Monterey Road and south of 3<sup>rd</sup> Street) are considerably under-utilized (less than 50 percent). Some segments of on-street parking, typically in the focus area do experience high occupancy, and during peak periods (lunch hour) tend to be 100 percent occupied. In general, it was observed that during these peak periods, on-street parking was still available on nearby side streets such as Main, 1<sup>st</sup>, and 2<sup>nd</sup> Streets. Based on the observed occupancy, parking restrictions, and locations of commercial businesses (2004 conditions), it is estimated that approximately 55 percent of the vehicles parked on-street are related to existing residential uses.

It should be noted that the existing on-street parking supply survey was conducted in 2004, and some minor improvements have occurred since that time. Along Depot Street

between Main Street and Dunne Street, streetscape improvements have reduced the number of spaces from 65 to 27 spaces, a loss of 28 spaces. On 3<sup>rd</sup> Street, west of Monterey, the number of on-street spaces east of the bridge has increased to 15 spaces, with eight to ten additional spaces located west of the bridge.



**EXHIBIT 4  
ON-STREET PARKING LOCATION  
AND SPACE INVENTORY**

Improvements and parking supply changes related to the Depot Street Reconstruction Project and the 3<sup>rd</sup> Street Promenade Project are discussed later in Sections 3 and 4.

In the vicinity of the Downtown businesses fronting or adjacent to Monterey Road, the 2-hour parking spaces are highly desirable for the customers of the Downtown businesses. Some of these locations were noted in the 2002 parking study as having high parking occupancy, and therefore would benefit from higher turnover rates. In the 2004 follow-up survey, the five locations with the highest occupancy were measured for turnover rates. As shown in **Table 4**, average turnover in these spaces are typically less than 2-hours, which is in accordance with the posted limits. However, it was observed that a few vehicles would remain parked for periods greater than two hours, significantly reducing the limited number of available spaces fronting the businesses on Monterey Road.

On Thursday, November 11<sup>th</sup>, 2004, opinions of local business owners were heard at a Downtown stakeholders meeting. In general, many of the opinions of current parking conditions were consistent with the conditions that were observed in the follow-up survey. In addition, concerns about lack of available spaces at specific locations were discussed. A summary of the stakeholders meeting is provided in **Appendix B**.

**Table 4 On-Street Parking Turnover**

Time Period	Roadway Segment	Side of Street	Capacity	Average Occupancy	Average Duration (hr)
Weekday	Monterey Rd (Main - 1 <sup>st</sup> )	West	4	69%	1.8
	Monterey Rd (1 <sup>st</sup> - 2 <sup>nd</sup> )	East	8	56%	1.5
	Monterey Rd (3 <sup>rd</sup> - 4 <sup>th</sup> ) <sup>c</sup>	East	3	8%	1.0
	Monterey Rd (4 <sup>th</sup> - 5 <sup>th</sup> ) <sup>c</sup>	East	8	28%	1.8
	3 <sup>rd</sup> Street (Monterey - Depot)	North	25	54% <sup>a</sup>	2.2 <sup>b</sup>
Weekend	Main St (Del Monte - Monterey)	South	9	47%	2.7
	Monterey Rd (Main - 1 <sup>st</sup> )	East	5	50%	2.5
	Monterey Rd (1 <sup>st</sup> - 2 <sup>nd</sup> )	West	4	81%	1.0
	Monterey Rd (1 <sup>st</sup> - 2 <sup>nd</sup> )	East	8	66%	1.3
	3 <sup>rd</sup> Street (Monterey - Depot)	North	25	88% <sup>a</sup>	1.2 <sup>b</sup>

Notes: a – Average occupancy is based on the entire length of street (24 spaces).

b – Average duration based on the first 10 spaces observed for measurements of duration.

c – Non-focus area, non-restricted

### 2.1.2 Off-Street Parking

There are approximately 760 off-street parking spaces in the core study area (not including 232 spaces at the Morgan Hill Community and Cultural Center (CCC) Parking Lot or the 467 spaces in the Caltrain/VTA lot east of the railroad tracks). **Exhibit 3** illustrates the existing off-street parking facility locations. The off-street parking lots are made up of public lots that were signed as such for general parking, private lots provided for customers for specific commercial uses, and private lots that are prohibited to the general public. In general, during the peak weekday and weekend periods, parking is not fully utilized in both the focus and the general Downtown areas. Parking lots such as lot #7 (Restaurant/Tattoo Shop) and lot #19 (Coffee/Bagel, Restaurant) experience high occupancy during the peak (lunch) hours. Although these lots are generally occupied during the peak hours, off-street parking was observed to be available at other (public) lots typically within one block. Public lots #11 (W. 1<sup>st</sup> Street & W. 2<sup>nd</sup> Street) and lot #17 (E. 2<sup>nd</sup> Street) were found to have available parking during the peak demand periods, for example.

Although the availability of parking is largely dependent on turnover of occupied spaces, only two of the public parking lots have posted time restrictions. As part of the 2004 parking survey, turnover was estimated for the five lots with the highest occupancy for both the peak weekday and weekend periods. **Table 5** shows the estimated occupancy and duration for the surveyed parking lots. In general, vehicles typically park for one to three hours in these parking lots. Parking Lot #8A (Monterey Road) is a public lot, with a posted time limit of four hours. Although the average duration measured is less than four hours, approximately half of the vehicles parked in the lot were observed to remain parked for more than four hours. It is reasonably assumed that these vehicles are not parked by patrons of the Downtown businesses, but rather employees, or others.

**Table 5 Off-Street Parking Facilities Turnover**

Time Period	Parking Lot <sup>a</sup>	Parking Facility Location	Capacity	Average Occupancy <sup>b</sup>	Average Duration (hr) <sup>c</sup>
Weekday	Lot #19	Coffee/Bagel, Restaurant (E. 3 <sup>rd</sup> Street)	17	75%	1.9
	Lot #8A	Public Lot (Monterey Road) between E. Main St & E. 2 <sup>nd</sup> St	23	74%	3.3
	Lot #10A	Paved – Maurizio’s (E. 1st St)	7	68%	2.8
	Lot #7	Restaurant/Tattoo Shop (Monterey Rd)	22	59%	1.6
	Lot #16	Bike Shop/Restaurant (W. 2 <sup>nd</sup> St & W. 3 <sup>rd</sup> St)	36	50%	3.1
Weekend	Lot #19	Coffee/Bagel, Restaurant (E. 3 <sup>rd</sup> St)	17	59%	1.5
	Lot #8	Public Lot (Monterey Road)	38	47%	1.4
	Lot #8A	Unpaved (Monterey Road)	23	68%	3.3
	Lot #13	Restaurant/Tattoo Shop (Monterey Road)	26	81%	2.5
	Lot #16	Bike Shop/Restaurant (W. 2 <sup>nd</sup> St & W. 3 <sup>rd</sup> St)	36	69%	2.2

Notes:

a – See Exhibit 3 – Off-Street Parking Facilities Location.

b – Average occupancy is a measure of entire lot.

c - Only first 10 spaces observed for measurements of duration during limited parking survey

At the time of the 2002 Parking Study, the Morgan Hill Community and Cultural Center was not open. The site is currently open on the block bordered by Dunne Avenue to the south, 5<sup>th</sup> Street to the north, Depot Street to the East, and Monterey Road to the west. Part of the Center is an off-street parking lot that includes approximately 232 parking spaces and approximately 60 feet of loading zone. The lot is currently signed as a public parking with driveway access on 5<sup>th</sup> Street, Depot Street, and Dunne Avenue. Field reconnaissance of the lot during the study periods show that the lot is not fully utilized. Because of the peak parking demands of the Community and Cultural Center, and its availability for other Downtown uses is not currently known, this lot was not included in the estimates for parking supply for the Downtown focus area.

**Appendix C** includes the detailed summaries of the on-street and off-street parking occupancy surveys for the weekday and weekend midday periods.

## **2.2 Physical Conditions of Parking Facilities**

### **2.2.1 On-Street Parking**

On street parking spaces within the Downtown focus area are typically well signed illustrating the 2-hour time limit. Outside of the focus area, parking is generally for residential use, and is unrestricted. The restricted parking spaces are generally in good condition along paved curbs. In areas where parking is unrestricted, the conditions of the curbs and sidewalks vary from none to fully paved. For example, some segments of West 5<sup>th</sup> Street do not have paved sidewalks or curbs.

### **2.2.2 Off-Street Parking**

Off-street parking lot conditions vary greatly from block to block. In general, the public lots (Lots #8A – Monterey Road, 11 – corner of W. 1<sup>st</sup> St & W. 2<sup>nd</sup> St, 17 – E. 2<sup>nd</sup> St, 30 – E. 4<sup>th</sup> St and portion of lot #16 – W. 2<sup>nd</sup> St & W. 3<sup>rd</sup> St) are well maintained with good paving and lighting conditions. The pavement striping at public lots #8A (Monterey Road) and #30 (E. 4<sup>th</sup> St) is starting to fade and can be difficult to see. The conditions of the privately owned lots that serve Downtown commercial uses vary greatly.

Based on a recent detailed review of the conditions at each lot, several lots stood out as poorly maintained. For example, the lot located to the rear of the Downtown Mall (Lot #14 – E. 1<sup>st</sup> St & E. 2<sup>nd</sup> St) has been recently re-paved but remains poorly lit. Parking lots #10A (Unpaved – E. 1<sup>st</sup> St), #13 (Restaurant – Monterey Rd), and #23 (Simple Beverages & Cigars – Corner of Monterey Rd & E. 3<sup>rd</sup> St) are commonly used by Downtown patrons, yet have poorly maintained pavement and striping conditions. Many of the lots mentioned also have poor striping conditions. Poor striping conditions could reduce the total capacity of a parking lot if vehicles parked do not follow the organized parking spaces.

Based on the Downtown stakeholders meeting of Nov. 11, 2004, many business owners feel strongly that the parking supply intended for Downtown use is poorly lit, and should be improved and better maintained. Many business owners felt that the upgrading the conditions of the existing parking facilities (public and private) is a top near-term priority.

Inter-lot connections and circulation could be improved by combining parking lots and a recommendation of this report that the City facilitate the improvements. In addition to shared lease agreements between public and private entities, or purchase of smaller parking lots, modifications for connection would require removal of the wood railing curbs, dirt fill, and a small amount of grading, paving, and re-striping. The inter-lot connections would lead to maintenance, lighting and overall management of the parking resources becoming more uniform and regular. In general, only marginal gains in parking supply and efficiency could be achieved through inter-lot connections, and the effects may be more aesthetic than functional improvements to ingress, egress, and traffic safety, however these benefits are still desirable.

## 2.3 Existing Parking Zones

As shown in **Exhibit 2**, the Downtown area is primarily made up of unrestricted and 2-hour time limit on-street parking spaces. The 2-hour limit spaces are generally signed along Monterey Road between Main and 3<sup>rd</sup> Streets, and vary around 100 to 200 feet east and west of Monterey Road on Main, 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> Streets. In addition, there are approximately three parallel 20-minute parking spaces on the north side of 1<sup>st</sup> Street, west of Monterey Road, and six diagonal parking spaces on the south side of 3<sup>rd</sup> Street, east of Monterey Road.

The off-street parking spaces are comprised of both public and private parking spaces. Two of the off-street parking lots have signs stating there is a 4-hour time limit Monday through Friday from 9:00 A.M. - 6:00 P.M. Currently, there is no designated zone structure for the off-street parking lots to incorporate time restrictions by vicinity.

All parking in the Downtown core area is free to the users. Costs for operation and maintenance are the responsibility of private business owners for off-street private lots, and the City of Morgan Hill for on-street parking and off-street public parking lots.

### 2.3.1 Parking Signage

There are three main types of signs currently used to direct motorists to public parking lots and on-street parking: on-street parking signs, public parking signs with directional arrows, and public parking signs without directional arrows. The signs are an important element in guiding motorists from the regional roadway network to local streets and to parking facilities.



On-street parking signs are characterized by as small-sized signs that have green lettering on a white background. They are typically placed on sign posts on the right hand side or across from a stop line at an intersection. The most common sign is Downtown Morgan Hill is "2 HOUR PARKING" with a

daytime period restriction indicated on the sign. There are also signs that indicate a 20-minute parking limit or a 4-Hour parking limit. These signs are consistent throughout the Downtown area, and correspond with the R-7 series of signs outlined in the Manual of Uniform Traffic Control Devices (MUTCD) and the Caltrans Traffic Manual.

Ingress signs are characterized as medium-sized that have green lettering on a white background. The ingress sign includes a directional arrow in the direction of the parking lot facility location. They are typically placed on sign posts on the right hand side or across from a stop line at an intersection. In the vicinity of the study area these signs

are located at Monterey Road & Fifth Street, Depot Street & Fifth Street, Monterey Road & Fourth Street, Monterey Road & Third Street and Monterey Road & Second Street, in the northbound direction. In the southbound direction, these signs are located at Monterey Road & First Street, Monterey & Second Street and Monterey Road & Third Street. **Exhibit 5** illustrates the location of these signs. Since the 2004 parking survey, the City of Morgan Hill has developed a new Downtown Directional Signage Program which includes new parking signage. This will likely replace the current signage, and is discussed further in Section 2.5.



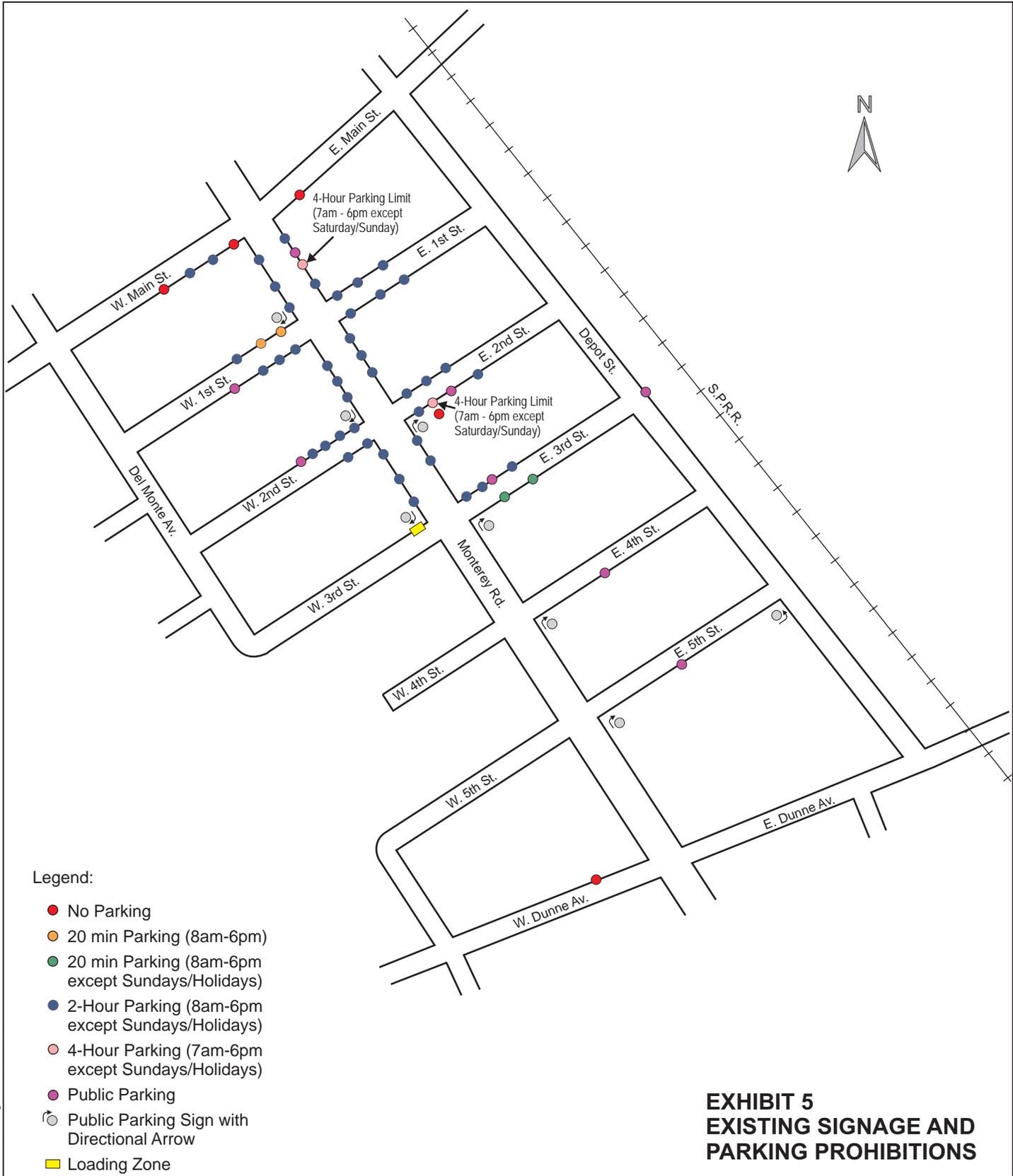
There are also a variety of parking signs, indicating parking lot location or parking restrictions. These parking signs are illustrated below.



I. Public Parking



II. No Parking



Legend:

- No Parking
- 20 min Parking (8am-6pm)
- 20 min Parking (8am-6pm except Sundays/Holidays)
- 2-Hour Parking (8am-6pm except Sundays/Holidays)
- 4-Hour Parking (7am-6pm except Sundays/Holidays)
- Public Parking
- ⊙ Public Parking Sign with Directional Arrow
- Loading Zone

**EXHIBIT 5  
EXISTING SIGNAGE AND  
PARKING PROHIBITIONS**

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### **2.3.2 Employee Parking Conditions**

#### **On-Street Parking**

An official survey of employee parking was not conducted in the 2002 or 2006 Morgan Hill Parking Survey, or as part of the follow up surveys. Although a majority of the on-street parking fronting the Downtown businesses on Monterey Road experienced high turnover (less than 2-hour duration), it was observed that several vehicles were parked for more than the allowable 2-hour time limit. At the Downtown Business Association's Stakeholders meeting, it was brought up that employees of some Downtown businesses park in the restricted 2-hour spaces. During 2004 field observations, some vehicles were observed to park in the 2-hour spaces for extended periods of time, thus reducing the availability of on-street parking fronting some Downtown businesses. It is also likely that Downtown employees park on 3<sup>rd</sup> and 4<sup>th</sup> Streets in the unrestricted on-street parking spaces.

#### **Off Street Parking**

Based on the parking survey conducted in November 2004, it is noted that some of the Downtown employees occupy parking spaces in the various off street parking lots near the Downtown businesses. During the parking turnover survey, it was noted that vehicles parked in Lot 8A (Monterey Road) stayed for extended periods of time, often greater than the four-hour limit, and as much as eight hours. Based on these observations, and comments from the Stakeholders meeting, it is reasonably assumed that these vehicles were parked by Downtown employees.

Based on input from the stakeholders meeting, employees of many Downtown businesses are asked to park away from the spaces intended from their respective businesses. Employees of some businesses are not allowed to park in their own respective parking lots, and in turn will park in nearby public lots or on-street parking. In general, both the entire Downtown and the focus area have adequate off-street parking supply during the peak periods, however many of the high demand lots close to popular restaurants and shops are often close to fully occupied during peak periods.

Currently there is no designated employee parking area for the Downtown businesses. Although some businesses ask employees to park away from desirable customer parking, no formal rules of employee parking are currently enforced.

### **2.3.3 Bicycle Facilities & Parking**

The 2001 City of Morgan Hill Bikeways Master Plan indicates bicycle facilities in the study area. The existing system consists of three classifications of bicycle facilities:

- Class I facilities (bike path) – are completely separated, with paved right of way shared with pedestrians) which excludes general motor vehicle traffic.
- Class II facilities (bike lane) – a striped lane for one-way bike travel on a roadway.

- Class III facilities (bike route) – typically a street with low traffic volumes and speeds, with measures for preferential bike treatment.

The bicycle facilities map identifies Depot Street as a designated Class III bike route from Dunne Avenue to Main Street. Class II bike lanes are proposed along Monterey Road from Dunne Avenue to Main Street. Del Monte Street is a scenic road frequently used by cyclists.

## Bicycle Parking

As defined in the Santa Clara County VTA Countywide Bicycle Plan, bicycle parking consists of three classifications of bicycle facilities:

- **Class I** – a method of bicycle parking that protects the entire bicycle and its components from theft, vandalism or inclement weather. Class I bicycle parking is appropriate for long-term (two hours to all day) bicycle parking such as at employment centers, schools and transit stations. It is also important at sites where bicycles are left overnight for several days such as airports and Amtrak stations. Examples are bicycle lockers, rooms with key access for regular bicycle commuters, guarded parking areas, and valet or check-in parking. A common variation of guarded parking is at high schools and elementary schools where racks are placed within a fenced compound to provide more security. The compound is either locked during the day or unofficially guarded by the activity within the school. Inverted bike racks are classified as Class I and have a capacity of two bikes per “U”. They are located along Monterey Road, visible from building entrances and outside pedestrian travel paths.

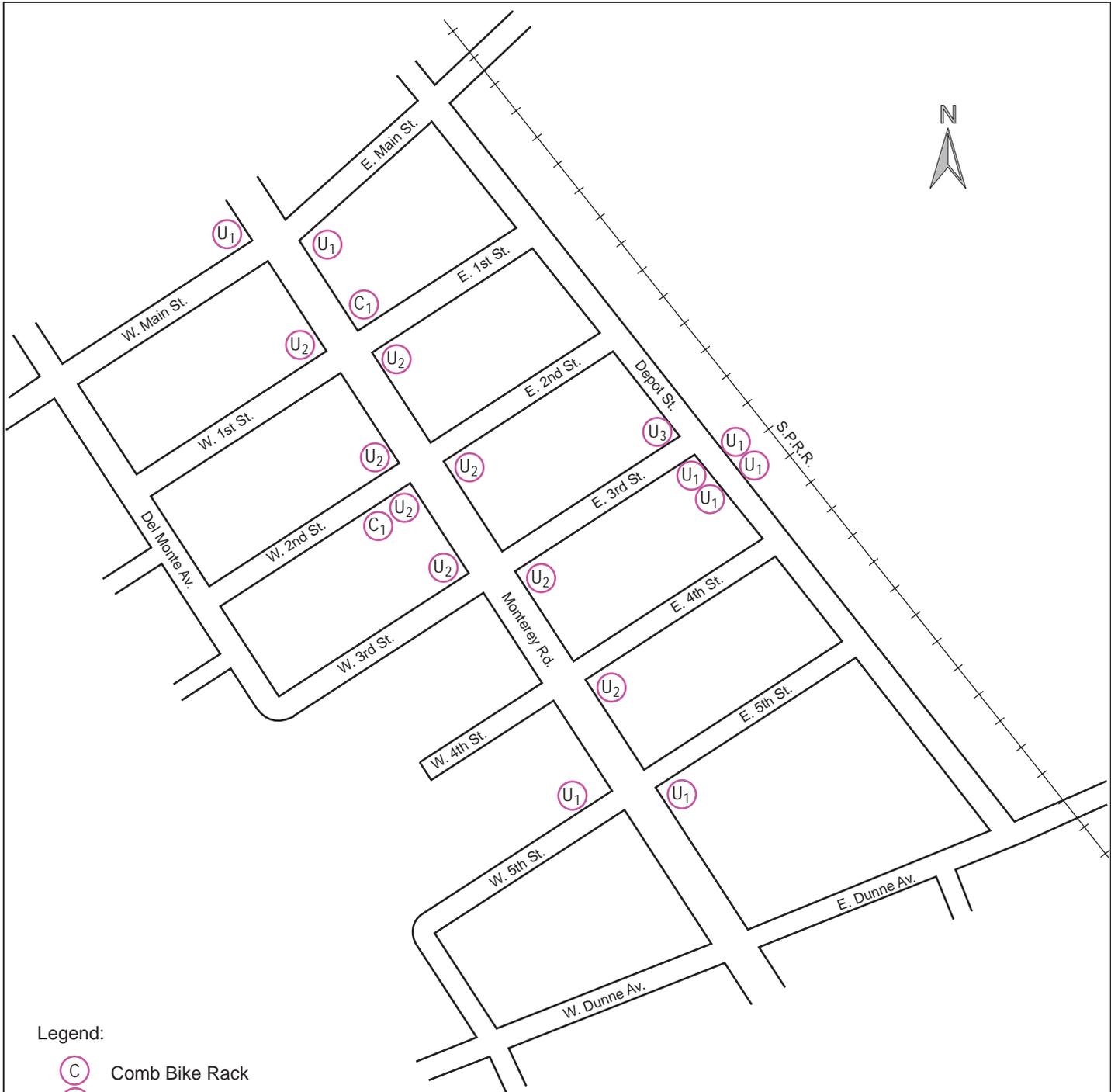


- **Class II** – A bicycle rack to which the frame and at least one wheel can be secured with a user-provided U-lock or padlock and cable. This type of parking is appropriate for short-term parking such as at shopping areas, libraries, and other places where the typical parking duration is less than two hours.

- **Class III** – A bicycle rack designed such that only one wheel and not the frame can be locked to the rack. While still used in some situations like school yards, they are not secure. They are never recommended except in guarded areas or locked rooms where they are used in Class I situations. Comb racks, as shown are classified as Class III bike facilities.



**Exhibit 6** illustrates the location of existing bicycle parking facilities in the study area.



Legend:

- C Comb Bike Rack
- U Inverted U Bike Rack
- # Number of Racks

**EXHIBIT 6  
EXISTING BICYCLE PARKING FACILITIES**

P04191-Exist Bike.cdr-1/3/08

## 2.4 Parking Enforcement

On-street parking and publicly maintained parking lots are enforced on a complaint basis for vehicles parked for extended periods of time (typically greater than three days, per City ordinance). There is no enforcement of the 2- and 4-hour parking limits that are posted for the on-street parking spaces and off-street public lots. In previous years, parking enforcement of the posted time limits was shown to be impractical by law enforcement and not desired by the Downtown business community. Under the current parking conditions in the Downtown area, enforcement is not urgently needed. Motorists generally adhere to posted parking signs.

Enforcement of privately owned parking lots is currently the responsibility of the business owners. Many of the private parking lots have posted signage warning non-patrons of potential towing of violators. No enforcement of these provisions was noted during the field surveys conducted for this study in 2004. There have been recent reports of increased enforcement by private lot owners for the lot on the west side of Monterey between 2<sup>nd</sup> and 3<sup>rd</sup> Streets (which was recently acquired by the City of Morgan Hill Redevelopment Agency).

## 2.5 City of Morgan Hill Directional Parking Signage Program

The City of Morgan Hill has recently developed a new Downtown Directional Signage Program which includes new parking signage. The proposed signage program would include entry features to the Downtown area as well as decorative directional signage for parking and destinations. As part of this program, many of the deficient signs identified in Section 2.3.1 would be upgraded. Additional details of the proposed signage program are included in the Appendix.



DOWNTOWN PARKING DIRECTIONAL SIGN

### 3.0 ASSESSMENT OF FUTURE CONDITIONS

#### 3.1 Future Downtown Land Development Summary

A number of redevelopment projects and future growth opportunities are expected to affect the parking demand in Downtown Morgan Hill. City staff and the City's Specific Plan consultants provided the type and size of planned and potential redevelopment projects in the Downtown area, and this information was used to develop future parking demand estimates. The opportunities for redevelopment are detailed in the Morgan Hill Downtown Specific Plan (RBF Consulting, Public Review Draft, July 2008). This report summarizes various sites that present opportunities for retail, commercial and residential growth in and around the Downtown area, the estimated future parking demands, and potential additional capacity needs. The following describes the estimated parking conditions for the existing, short term, and long term conditions. Estimates of the short term (Year 2015) and long term (Year 2030) parking conditions were projected based on the land use information provided to DKS by the City of Morgan Hill and assumptions about developments as noted below. The possible land uses for the Downtown core area (defined as the area bound by Main Street, Del Monte Avenue, and the Union Pacific Railroad tracks) are summarized in **Table 6** (for full build out by year 2030).

<b>Table 6 Total Future Downtown Area Development Summary (Core Blocks 1-14)</b>						
<b>Land Use</b>	<b>Existing Development</b>		<b>Redevelopment Growth</b>		<b>Total Development Potential by 2030 (Downtown Core)</b>	
	<b>Size</b>	<b>Units</b>	<b>Size</b>	<b>Units</b>	<b>Size</b>	<b>Units</b>
<b>Retail</b>	123,365	sq. ft	166,490 <sup>a</sup>	sq Ft	289,855	sq. ft
<b>Residential</b>	193	d.u.	681	d.u.	874	d.u.
<b>Office/Service</b>	122,248	sq. ft	60,590	sq. ft	182,855	sq. ft
<b>Development Outside of Downtown Core Area</b>						
<b>Retail</b>	n/a		17,000	sq. ft	n/a	
<b>Residential</b>	n/a		517	d.u.	n/a	
<b>Office/Service</b>	n/a		25,000	sq. ft	n/a	

a – includes approximately 38,900 s.f. of existing retail space assumed to be redeveloped.

Source: RBF Consulting, May 2007

sq. ft - square feet, d.u. - dwelling units

Based on the information in Table 6, there is approximately 123,365 square feet of existing retail development, 193 residential dwelling units, and 122,248 square feet of office/service space currently located within the Downtown core area.

By the year 2030, the projections include approximately 166,490 square feet of new retail developments, 681 additional residential dwelling units, and an additional 60,591 square feet of office/service land use within the Downtown core area. In addition, approximately 517 potential residential units would be located just outside of the Downtown core area, east of the Union Pacific Railroad tracks, in the Britton School Ball Fields area to the north, or on the southwest quadrant of Dunne and Monterey. The mixed-use development at the Britton School Ball Fields would include approximately 27 residential units and 25,000 square feet of office space. For the purposes of this analysis, the parcels outside of the core area were not included in total parking demand estimates. New residential developments are anticipated and recommended to provide an adequate amount of parking spaces for their residents, and parking should not burden the public supply for the Downtown retail and office uses. Existing on-street residential parking is anticipated to continue, and a reduction in on-street capacity is included in the calculations of capacity below.

### **3.2 Short Term (Year 2015) Parking Conditions**

Future growth projections in the Downtown area are generally designated into short term (year 2015) and long term (year 2030) categories. Details of the land uses for the projected development by block were obtained from the Downtown Specific Plan, and are included in the Appendix. Based on the presumed development sites, several existing parking facilities may be removed or modified. Additional details of potentially lost parking capacity are described in more detail below.

#### **3.2.1 Year 2015 Projected Land Use Development**

Based on input from City Staff and the City's Specific Plan consultants, approximately 681 of the 1198 new dwelling units are anticipated to be located in the Downtown core area, west of the Union Pacific Railroad tracks. As an aggressive estimate, approximately 546 of the units would be occupied by the year 2015, in various locations including the Granary project on Block 7 and parts of Block 14. In general, mixed-use retail/residential growth within the Downtown core area is assumed to primarily occur within Blocks 2, 3, 4 and 7 and office growth would likely occur at Block 14 by 2015. Growth in other areas is assumed to occur between years 2015 and 2030. The Downtown Core Blocks map and project land use is illustrated in **Exhibit 7** for reference.

The total retail square footage for Year 2015 build-out for blocks 2, 3, 4, and 7 is projected to be approximately 26,029 square feet, 42,138 square feet, 39,981, and 12,601 square feet, respectively (120,749 square feet total). To estimate the actual growth from the existing retail space, approximately 38,900 square feet of existing retail space within the Downtown core area is assumed to be redeveloped (all within blocks 2, 3, and 4). The development summary for 2015 is presented in **Table 7**.



04191-000-Exhibit 7 Future Downtown Land Uses. ai-7/8/08

**EXHIBIT 7  
FUTURE DOWNTOWN  
LAND USES BY BLOCK**

**Table 7 Year 2015 Projected Development Summary  
(Core Blocks 1-14)**

Land Use	Existing Development		Projected Redevelopment Growth (by 2015)		Total Development Potential by 2015 (Downtown Core)	
	Size	Units	Size	Units	Size	Units
<b>Retail</b>	123,365	sq. ft	94,221 <sup>a</sup>	sq Ft	217,586	sq. ft
<b>Residential</b>	193	d.u.	546	d.u.	768	d.u.
<b>Office/Service</b>	122,248	sq. ft	30,157	sq. ft	152,405	sq. ft

a – includes approximately 38,900 s.f. of existing retail space assumed to be redeveloped.

Source: RBF Consulting, May 2008

sq. ft: square feet

d.u.: dwelling units

### 3.2.2 Year 2015 Estimated Parking Demand

To estimate the parking demand for the year 2015, adjusted parking generation rates<sup>1</sup> specific to the Downtown core area were utilized. The rates obtained from the MTC study include adjustment factors for peak demand periods, duration patterns, internal and shared trips, shared parking reductions, and other adjustment factors. These rates were first reviewed for use by DKS and then applied to the existing and short-term land uses to estimate the parking demand. The parking generation rates and total parking demand estimates for the existing and short-term 2015 conditions are presented in **Table 8**. The total parking demand in 2015 would be approximately 1,232 for the commercial land uses.

New residential uses are anticipated to provide adequate off-street parking. Based on the projected 2015 development scenario, approximately 90,221 square feet of new retail space and 38,900 square feet of redeveloped retail space (129,121 square feet total) would be located around blocks 2, 3, 4, and 7. Approximately 30,157 square feet of new office space is anticipated by 2015. Combined, this would result in a total parking demand of 1,232 spaces (622 retail parking spaces and 510 office parking spaces).

As previously stated, new residential and office development may occur on several blocks by 2015, including the Granary Project Site at Block 7, and also within Block 14. These new and existing residential uses are anticipated to provide adequate off-street parking at the appropriate parking requirement rate per unit.

Based on observed parking conditions (2004 survey), approximately 103 of the vehicles currently parked on-street within the downtown core area are related to existing

<sup>1</sup> Metropolitan Transportation Commission's (MTC) Parking Profile and Policy Recommendations – Morgan Hill. Memorandum prepared by Wilbur Smith Associates for MTC. June 29, 2007.

residential uses. Because the current availability of existing off-street residential supply is not identifiable, quantifying a future on-street parking demand for existing residential units would not be accurate. For the purposes of this analysis, this observed existing demand is assumed to remain in place, and is accounted for as a reduction in available supply (Section 3.2.3).

**Table 8 Parking Generation Rates and Parking Demand Estimates**

Land Use	Units	Parking Rates	Existing		2015	
			Size	Demand	Size	Demand
Retail	sq. ft	2.86	123,365	353	217,586	622
Office	sq. ft	4.0	122,248	489	152,405	610
<b>Retail and Office Demand</b>				<b>842</b>		<b>1,232</b>
Residential	d.u.	tbd	193	tbd	546	Tbd

Source: Metropolitan Transportation Commission's (MTC) Parking Profile and Policy Recommendations – Morgan Hill. Table 7 – Demand Based and Peak Based Parking Rates (parking/unit). Memorandum prepared by Wilbur Smith Associates for MTC. June 29, 2007.

### 3.2.3 Year 2015 Estimated Parking Supply

Based on the 2004 parking survey, currently there are approximately 760 off-street parking spaces (plus 232 spaces at the CCC for 992 spaces total) and 477 on-street parking spaces within the Downtown Core area for a total of 1,237 spaces (1,469 total spaces with CCC, See Section 2). Because the peak parking demand and the availability of the CCC parking lot for other Downtown uses is not currently known, the calculations presented in this Section do not assume any parking availability at the CCC.

As part of the anticipated retail expansion by 2015, approximately 154 existing off street parking spaces may be lost within blocks 2, 3, and 4. In addition, of the 51 existing on-street spaces between Monterey Street and Depot Street, 26 on-street parking spaces on the south side of Third Street are anticipated to be removed as part of the Third Street Improvements project, and 28 spaces along Depot Street have been removed since the 2004 survey as part of the recent Depot Street Improvement projects. Therefore from the existing parking supply of 1,237 spaces, only 1,029 spaces would remain (606 off street, 423 on-street) within the Downtown Core in 2015 (assuming lost off-street spaces are not replaced). Approximately 103 of the on-street spaces are currently occupied by existing residential uses; and these spaces were assumed to remain occupied in the years 2015 and 2030, therefore the estimated parking supply would be approximately 926 spaces (606 off street, 320 on-street).

With a commercial demand (retail and office) of 1,232 spaces, and a supply of 926 spaces, a shortfall of 306 spaces would occur within the Downtown Core by 2015. It should be noted that a majority of the new demand would be focused around Blocks 2, 3, 4, and 7 and that much of the existing parking capacity is located in other areas of

the Downtown Core. With build-out of the anticipated developments by 2015, parking capacity in the immediate vicinity of Blocks 2, 3, 4, and 7 would likely be fully occupied.

### 3.3 Long Term (Year 2030) Parking Conditions

Projected development in the Downtown Area for the year 2030 is considered as the “long term” scenario. Based on the Downtown Specific Plan, it is projected that there would be up to approximately 166,490 square feet of additional retail development, 874 additional residential dwelling units, and an additional 60,591 square feet of office/service land use within the Downtown core area when compared to the existing land use conditions. An additional 517 residential units would also be built just outside of the Downtown core area (1,198 total units).

#### 3.3.1 Year 2030 Estimated Parking Demand

Using the parking rates from the MTC study, the total estimated parking demand for the year 2030 would be 1560 spaces. **Table 9** provides a summary of the total parking demand estimated by land use type.

Table 9 Parking Generation Rates and Parking Demand Estimates								
Land Use	Units	Parking Rates	Existing		2015		2030	
			Size	Demand	Size	Demand	Size	Demand
Retail	sq. ft	2.86	123,365	353	217,586	622	289,855	829
Office	sq. ft	4.0	122,248	489	152,405	610	182,839	731
<b>Retail and Office Demand</b>				<b>842</b>		<b>1,232</b>		<b>1,560</b>
Residential	d.u.	tbd	193	tbd	546	tbd	874	tbd

Note: Parking Rates are for combined weekday/weekend peak, per 1,000 square feet or per dwelling unit.

### 3.3.2 Year 2030 Estimated Parking Demand by Block

Analysis of the year 2030 parking demand is limited to the commercial (retail and office) land uses only. Parking demand related to the existing and proposed residential units are anticipated to be satisfied on-site with private parking requirements (with the exception of the 103 residential vehicles that currently park on-street, as described in Section 3.2.2). Based on the MTC study, an estimated parking supply rate of 1.5 spaces per residential unit is recommended. This rate has been modified such that the requirement is 1.0 space for units smaller than 600 square feet, 1.5 spaces per unit between 601 square feet and 1,350 square feet, and 2.0 spaces per unit larger than 1,350 square feet.

As shown, there would be a demand for approximately 1,560 parking spaces due to all existing and proposed commercial uses (retail and office) in the Downtown core area. Existing and new residential uses in the Downtown core area are anticipated to have sufficient off street parking with the exception of approximately 103 vehicles that currently park on-street in the residential areas. For the purposes of this analysis, these 103 vehicles are anticipated to remain as vehicles parked on-street, and would occupy a portion of the available parking capacity. All new residential areas are anticipated to provide sufficient parking within their sites.

The estimated demand does not include parking demand from the CCC. Surveys of the CCC parking lot during peak demand periods and special events would provide more encompassing details of the Downtown parking demand estimates.

### 3.3.3 Year 2030 Estimated Parking Supply

Although future developments typically include some parking supply for the intended land use, no additional spaces were assumed to be included in the future commercial developments. By assuming no new parking supply for the commercial uses, the total deficit at completion of the build-out would provide an estimate for the total number of additional parking spaces needed by that time. For the purposes of this analysis and in order to identify the deficit or surplus of parking, the total parking supply in the area bounded by Depot Street, West Dunne Avenue, Del Monte Avenue, and West Main Street (on-street, off-street, public and private), with the exception of the Community and Cultural Center, was considered as an overall resource.

Based on the 2004 parking survey, there are a total of approximately 750 off-street parking spaces and 477 on-street parking spaces in the Downtown core area (1,227 total, not including the 232 spaces at the Community and Cultural Center lot on Block 6). As described previously, recent and planned developments by the year 2015 would potentially eliminate up to 208 parking spaces (154 off-street, 54 on-street). Developments throughout the remainder of the Downtown core area (between 2015 and 2030) may eliminate up to 174 additional off-street parking spaces, and approximately 103 spaces were assumed to be occupied by existing residential parking. As a result, the total supply of parking spaces would be reduced to 752 spaces. **Table 10**

summarizes of the estimated parking demand, supply, and excess/shortfall of parking supply for the Downtown commercial uses only.

**Table 10 Commercial Parking Supply and Demand Comparison**

Block	Estimated Commercial Demand			Estimated parking Supply			Parking Shortfall	
	Retail	Office	Total	Off-Street	On-Street <sup>a</sup>	Total	Off-Street Only	Total
Existing	353	489	<b>842</b>	760	320	<b>1080</b>	-92	<b>+238</b>
Year 2015	622	610	<b>1,232</b>	606	320	<b>926</b>	-636	<b>-306</b>
Year 2030	829	731	<b>1,560</b>	432	320	<b>752</b>	-1138	<b>-808</b>

Notes: a – includes a reduction of 103 spaces to be occupied by existing residential land uses and a reduction of 54 spaces from the Depot Street and 3<sup>rd</sup> Street Redevelopment Projects.

Based on the results summarized in Table 10, a net shortfall of approximately 808 spaces would occur in the Downtown Core area if no additional parking supply is created with the projected 2030 development under the Downtown Specific Plan. This shortfall is due to the increase in retail and office developments that are anticipated in 2030, as summarized in Table 9.

New residential parking demands are not included in this calculation. Residential developments are anticipated and recommended to provide adequate on-site private parking (at varying spaces per unit).

The CCC parking lot currently has a supply of 232 spaces that is owned by the City of Morgan Hill. Based on recent observations over the course of several days, the CCC parking lot is not typically full, and presents a potential for additional parking supply. Because the peak parking demands is not currently known, the precise number of consistently available parking supply for other Downtown uses is also not known. Therefore, potentially available capacity at the CCC is not included in the estimates of parking supply.

## 4.0 RECOMMENDATIONS

The following assessment and recommendations are based on the 2002 Parking Survey, limited survey updates in 2004, the 2007 MTC Parking Study, and recent visits to the study area, input provided by the local business owners, discussions with City of Morgan Hill staff, and the updated 2007 analysis presented in this report.

### 4.1 Recommendations for Near-Term Parking Improvements

These recommendations in this section are strategies that would help manage and preserve existing parking resources and improve unfavorable parking conditions for the immediate or near term time period.

#### 4.1.1 On-Street Parking Recommendations

Based on observations and comments received from stakeholders, the Downtown area is not well lit during the evening hours after dark. It is thought that updating the street lighting to current street/parking standards would create perceptions of safety, meaning people would walk further to parking lots, and potentially attract more business in general. Issues such as safety and vandalism would also be addressed with improved lighting.

Based on existing sign inventory, the majority of on-street signs (both time-limited and directional signs) that are permanent and fixed on signpost appeared to be in good condition. It was observed that approximately five signs should be replaced, and two new public parking signs should be added (one at each entrance to Lot #16 – W. 2<sup>nd</sup> St & W. 3<sup>rd</sup> St).

On-street parking serving the Downtown area is generally well marked, with motorists generally adhering to posted parking signs and time limits. Some vehicles however, were observed to remain parked for longer than posted limits.

#### **Recommendations:**

1. It is recommended that street lighting be updated to current standards for new street/parking standards as outlined in the Caltrans Traffic Manual or other local agency standards. Although lighting fixtures were observed at most locations, many were dimly lit during evening hours.
2. Five (Caltrans Type R32) signs should be replaced throughout the Downtown area due to fading and vandalism and 2 new "Public Parking" signs should be added to the entrance of Lot #16 – W. 2<sup>nd</sup> St & W. 3<sup>rd</sup> St). The City's Parking Signage program is anticipated to incorporate improvements throughout the Downtown area.
3. It is recommended that regular scheduled sign maintenance be considered, with landscaping and sign replacements conducted on an as-needed basis.

4. Business owners and their employees should be directed to park in public lots outside of the core area, away from Monterey Road or in front of their respective businesses. In general, the public lots currently with the highest number of available spaces during the weekday and weekend midday periods are Lots #30 (E. 4<sup>th</sup> St), #37 (Depot Street), #37A (east of Depot St) and #37B (east of Depot St). The private lots with the greatest availability are Lots #8 (Well Fargo Bank – Monterey Rd), #11 (W. 1<sup>st</sup> St & W. 2<sup>nd</sup> St), and #15 (Corner of W. 2<sup>nd</sup> St & Del Monte Avenue). In addition, on-street parking is typically under-utilized outside of the 2-hour spaces.

### **Conceptual Cost Estimates:**

1. The City should conduct a detailed survey of existing lighting facilities (location and illumination). In general, a luminaire pole should be provided every 150 feet and have a luminance of approximately 2 to 3.5 foot-candles. Installation of a new luminaire pole with foundation typically costs approximately \$5,000 to \$10,000 depending on the style of fixtures (decorative styles may be slightly higher).
2. Replacing existing signs with standard MUTCD signs typically cost approximately \$200 per sign. Adding a new sign and sign pole would cost approximately \$500. In addition to the recommended sign improvements described, other signs throughout the Downtown area should be replaced as needed. Custom or decorative directional signs are typically more expensive than standard signs.

### **4.1.2 Near-Term Off-Street Parking Recommendations**

Off street parking serving the Downtown area varies greatly from lot to lot. In general, the publicly maintained parking lots are well paved and adequately lit. Many of the private lots serving patrons of Downtown businesses are not maintained as well as the public lots. A majority of the private lots would greatly benefit from updated lighting.

In addition to poor lighting, the pavement conditions of several lots are poor, and would tend to discourage patrons from using. For example, the private parking lot to the rear of the Downtown Mall (Lot #14) is an example of a lot that would benefit from improved lighting.

### **Recommendations:**

1. Pavement was observed to be in poor condition, and should be resurfaced in private lots 10A (W. 1<sup>st</sup> St), 14 (E. 1<sup>st</sup> St & E. 2<sup>nd</sup> St), 31 (E. 4<sup>th</sup> St), and 33 (E. 5<sup>th</sup> St), which are typically used by Downtown business patrons. Other private lots that also have poor pavement conditions are lots #3 (50 W. Main St), #5 (W. 1<sup>st</sup> St), and #6 (25 W. 1<sup>st</sup> Street). For these lots that are privately owned and maintained, the property owners should be responsible for appropriate

maintenance and lighting, although the City's Redevelopment Agency may develop a program to provide funding assistance for such improvements.

2. Several lots that are commonly used by Downtown business patrons have poor striping, and should be improved. These include, but are not limited to public lots 8A (Monterey Road) and 30 (E. 4<sup>th</sup> St), and private lots #7 (Monterey Rd), #10A (W. 1<sup>st</sup> St), #13 (Monterey Road), #14 (E. 1<sup>st</sup> St & E. 2<sup>nd</sup> St), #20 (Corner of Monterey Road & W. 3<sup>rd</sup> St), and #23 (Corner of Monterey Rd & E. 3<sup>rd</sup> St).
3. Lighting was observed to be poor in Lots 9 (W. Main St), 10A (E. 1<sup>st</sup> St), #13 (Monterey Rd), #14 (E. 1<sup>st</sup> St & E. 2<sup>nd</sup> St), #22 (Monterey Rd), and #31 (E. 4<sup>th</sup> St). Lighting levels should be checked and fixtures should be inventoried. Luminaire poles should typically be placed within a 150-foot radius of each other. **Exhibit 8** illustrates the off-street parking lots that were observed to have poor lighting conditions.
4. A public parking sign should be posted at the entrance of the public lot facility located on W. 3<sup>rd</sup> Street (Lot #16), as motorists are not able to locate the facility when turning onto W. 3<sup>rd</sup> Street from Monterey Road.
5. In an effort to increase core area parking, an established lot (s) should be made available to employees of Downtown that is outside of the focus area. The City should work with the Downtown Association to identify the appropriate locations and enforcement strategy. An example of a potential location may be the 232-space parking lot at the Community and Cultural Center.
6. Public Lots 8A (Monterey Rd) and 17 (E. 2<sup>nd</sup> St) could be converted from 4-hour to 2-hour parking (with enforcement) to encourage higher turnover. **Exhibit 9** illustrates the locations of these lots. The strategy would be to encourage shorter-term parking and increase turnover where the demand warrants it. This area has been identified for redevelopment and improvements would likely be for an interim basis only.
7. Directional signs to off-street parking facilities on other blocks would help motorists find additional parking if their first choice of parking lot is fully occupied.
8. Conduct peak parking demand surveys at the Community and Cultural Center (weekday/evening/weekend) to get a better estimate of parking demand and potential surplus parking supply that may be used as a shared parking resource.
9. The City should work with owners of private parking lots to facilitate inter-lot connections and circulation. Action items would include, but not be limited to shared lease agreements between public and private entities, purchase of smaller parking lots by the City/RDA, and physical improvements such as removal of wood railing, curbs, dirt fill, grading, paving, re-striping and coordinated lighting.



Legend:

- # Parking Facilities with Poor Lighting

**EXHIBIT 8  
OFF-STREET PARKING FACILITIES  
WITH POOR LIGHTING**

P04191-Offstreet with poor lighting.cdr\*1/28/05



Legend:

- # Convert to 2-Hour Parking Facilities
- # Designate as Long-Term Parking Facilities

**EXHIBIT 9  
DESIGNATION AND TIME LIMIT CHANGES  
TO OFF-STREET PARKING FACILITIES**

P04191-Design and Time Limit Offstreet.cd-1/25/05

## **Conceptual Cost Estimates:**

1. Resurfacing existing, paved parking lots with new asphalt-concrete typically costs about \$3.00 per square foot (does not include grading, if needed). In addition, striping would also be needed when resurfacing occurs.
2. Updating parking lot striping typically costs about \$1 per linear foot of striping. Depending on the type of striping, costs can range from \$20 to \$45 per space. As an example, re-striping Lot 8A with the existing single line lanes would cost approximately \$10,000.
3. Cost estimates for lighting fixtures are discussed above.
4. The addition of a new sign and pole typically costs approximately \$500.
5. The cost to designate a public lot as a long term employee parking facility, such as at the CCC, would be considered negligible. Public education would be needed in the form of a stakeholders meeting. Private businesses would need to make a voluntary effort to increase compliance.
6. Existing public lots could be converted to 2-hour parking facilities, and costs would include the addition of new signs and parking enforcement, which were described in the previous section. The replacement of existing signs costs approximately \$200. The addition of a new sign and pole costs approximately \$500.
7. New signs with poles typically cost approximately \$500 each.
8. Converting undeveloped land into a new parking facility would require a detailed survey of the existing surface conditions, and recurring costs for operation and maintenance. The cost to resurface an existing paved parking lot costs approximately \$3.00 per square foot plus \$20-\$45 per space for striping. The cost to develop a new parking facility on an unpaved lot would range from \$2,500 to \$5,000 per space depending on the levels of excavation, grading, paving, curb installation, drainage, lighting and signage. The costs for developing new parking sites is considered a high priority for redevelopment funds allocated to Downtown; however ongoing maintenance and operation of such parking facilities should be shared among Downtown stakeholders.
9. Financial strategies for future parking needs, such as meter revenue, an assessment district, and in-lieu fees, are discussed at beginning of section 4.2 of this report.

### 4.1.3 Bicycle Parking

Bicycle parking facilities serving the Downtown area are located on the east and west side of each block. There are comb racks located on the west corner of Monterey Road & 2<sup>nd</sup> Street, and Monterey Road & 1<sup>st</sup> Street.

Based on comments from the local stakeholders and field observations, bicycles are being locked to poles and other facilities where bikes are visible from inside or close to popular business attractions. Since the 2004 survey, an additional four single and one triple inverted-U racks have been installed along Depot Street as part of the streetscape improvements. Outside of the core area, approximately 30 bicycle lockers are located within the VTA parking lot, east of the Union Pacific Railroad tracks.

#### Recommendations:

1. There are two existing Bicycle comb racks that should be removed and replaced with acceptable types of rack systems (i.e. inverted U's) as described in the City of Morgan Hill Bikeways Master Plan. As shown previously in **Exhibit 6**, the two comb racks are located on the north-east corner of 1<sup>st</sup> and Monterey Road, and on the south-west corner of 2<sup>nd</sup> and Monterey Road.
2. The City should work with local businesses on a case by case basis to add new bicycle racks at or close to locations with high bicycle parking demand. While existing bicycle racks are not always utilized, locating appropriate bicycle racks in key locations may encourage additional and safer bicycle use.
3. Investigate the feasibility of providing an attendant serviced bicycle parking station for rail transit users and downtown employees.

#### Conceptual Cost Estimates:

1. Installation of new inverted U, bicycle racks would cost approximately \$500 each. The removal and disposal of the existing comb racks would cost approximately \$100 each.

### 4.2 Recommendations for Future Parking Improvements

By 2015, development in Downtown in Morgan Hill would require 1,232 parking spaces which would exceed the projected supply of 926 parking spaces. The current forecast is demand would begin to exceed supply with the retail development at blocks 2, 3, and 4, and the estimated removal of 208 parking spaces (154 off-street, 54 on-street).

In the event that parking demand exceeds the projections in this report due to increased development or other reasons, one or more parking structures should be considered. This recommendation is consistent with the strategy outlined in the Downtown Specific Plan. As such, the City should consider implementing several strategies well in advance of when the additional parking facility is needed.

There are six general strategies the City should consider that are aimed at long-term development or financing of parking assets. The redevelopment of blocks 2, 3, and 4 represent the appropriate time frame to begin the implementation of additional parking assets. If the targets are all met or exceeded, then it will provide a good indicator that the long-term growth projections would also occur as projected, if not sooner.

1. **Modify parking requirements.** Based on the amount of development anticipated within the Downtown area (previously discussed in Section 3), revised parking requirement rates are recommended for commercial development in Downtown Morgan Hill. The new commercial development would in turn contribute toward the Business Improvement District, a Parking Assessment District, and/or pay in-lieu fees, as well as attract more people to Downtown Morgan Hill.

Based on the anticipated redevelopment within the Downtown area, modified parking requirement rates were estimated to maximize the current off-street and on-street parking capacity, and to create additional capacity based on anticipated parking needs without over-building parking new parking facilities. The reduced parking requirement recommendations are discussed in more detail in Section 4.2.2.

2. **Commercial Parking Exception and Developer In-Lieu Fees.** If future long-term commercial development is required to provide parking at a set parking rate then there will be two possible results. One is that some development will find this a barrier and not be able to afford their project or to provide the required parking, and thus will not build in Downtown. Second is that those that can afford to build the parking will do so, increasing the parking supply but not the revenue generated by the parking resources. If commercial development is exempted from parking requirements, but the projects pay in-lieu fees, the money can be used towards overall parking and streetscape improvements and maintenance in the area. This strategy is effective as long as there is parking available at the time the development is built and occupied, and the improvements attract more businesses, residents and patrons to the area.

The Redevelopment Agency has recently allocated funds for the purpose of increasing the supply of Downtown public parking. At the present time, the City of Morgan Hill intends to increase supply consistent with the deficits identified in this analysis, potentially at locations identified in this report such as behind buildings fronting Monterey and at off-site locations along Depot Street. The private sector would be responsible for the operation and maintenance which could occur through an in-lieu fee program, parking district, meter program, etc. An in-lieu fee program would consist of several elements, which typically include:

- Fee Collection Process
- Amount of Fee
- Time of Collection of Fees

- Use of Fee
- Current Fee Schedule
- Disputes Resolution Process
- Trust Fund or Account Maintenance
- Termination of Program
- Fee Schedule and Escalation Provisions

The fee should be based on the revised Downtown parking requirements, per the MTC Study and revised through an update to the City's Parking Ordinance (or within the Downtown Specific Plan regulations). Other elements would be determined at the direction of the City. Per the MTC Study, current in-lieu fees vary widely across the Bay Area, ranging between approximately \$10,000 and \$30,000 per required space for office developments, and vary significantly depending on parking requirements from other land use types.

3. **Convert private parking to public parking.** To increase the publicly available parking supply, the City should consider acquisition of private parking resources. This would help both parties in that the City would acquire parking and the developer would reduce the cost of their development. The City would take over responsibility of improving the lots, as well as the operation and maintenance of the parking (with private sector resources assisting in operation and maintenance costs), which may also lead to better opportunities to combine parking lots or adjust access to lots. This strategy is consistent with other off-street parking strategies noted above.
4. **Create a Parking Assessment District.** Under a Parking Assessment District, business and/or property owners would contribute to a fund that would be used to pay for parking improvements, maintenance, and operation. The fund could finance short-term as well as longer-term improvements in Downtown. The fund would apply to all existing and future business and/or property owners proportionately.

Parking Assessment Districts are often considered in locations where parking meters are not considered desirable. If there isn't a parking turnover problem or enough demand to generate the desired meter revenue, then an assessment district may generate more funding for parking improvements, depending on the assessment rate. A key difference is that the business and/or property owners pay into an assessment district, whereas the actual user pays into the meter program.

5. **Use parking meter revenue in a Downtown Business Improvement District.** Currently there are no user-paid parking revenue sources in Downtown Morgan Hill. However, parking meters should be considered to generate revenue that will, in turn, be funneled back into the Downtown Business Improvement District or Parking Assessment District. Many businesses will be concerned that this will drive customers to shopping centers and malls that offer free-to-the-user parking. However, there is a corollary argument to be

made in that parking meters will lead to turnover of desired parking spaces (such as those fronting Monterey Road and elsewhere in the Downtown core area), and thus make Downtown more inviting and accessible. If customers can readily find a parking spot then there is often the willingness to pay for parking as well. The streetscape, parking and lighting improvements funded through the meter revenue would make Downtown more attractive, and thus attract more people to the area.

6. **Create Parking Pricing Strategy.** If a meter program is considered, then a parking pricing strategy should also be created that considers all of Downtown, including any potential future parking structure. The pricing should encourage longer-term parking (i.e., more than four hours) to park off-street, and shorter-term (i.e., higher rate and more desirable) parking to be located on street at metered spaces. Free parking (to the user), if any, would be located on the fringe areas of Downtown and perhaps for the longer-term parking, and would need to be enforced alongside the fee parking areas.
7. **Create Additional Off-Street Parking Supply.** Either on their own or in conjunction with Recommendation #2 above, the City should look into the opportunity to increase public parking capacity at designated areas throughout downtown such as a potential parking structure at the Community and Cultural Center or at other locations. Additional discussion related to the amount and potential locations of additional parking capacity are discussed later in sections 4.2.2 and 4.2.3 respectively.

Based on input from Morgan Hill City Council, redevelopment funds should be used to acquire and improve public parking spaces prior to occupancy of new developments, and the City's objective is to increase public parking supply by 500 additional spaces by 2015. In addition, a grade-separated pedestrian crossing over the Caltrain railroad tracks is also recommended by City Council to provide access to the additional parking supply located east of the railroad tracks.

8. **Implement a Parking Monitoring Program.** A parking monitoring program should be created to ensure parking capacity is added when occupancies are approaching 92 percent.

#### 4.2.1 Estimated Parking Requirements for Downtown

Based on the estimated parking shortfalls for the Downtown area, theoretical parking requirement rates were estimated taking into account on-street parking capacity. These rates may be used to estimate a parking requirement to be provided by potential development projects within the Downtown area. Estimated parking rates are presented for all developments projected between the present day and 2030.

The City of Morgan Hill Redevelopment Agency intends to invest in increasing the supply of Downtown public parking using its own allocated funds and require potential

redevelopment projects to pay in-lieu fees. Should the City require development projects to create public parking supply, this section provides an estimate of reduced parking requirement rates by land use, and takes into consideration existing on-street parking supply or off-street parking supply that is anticipated to remain in place.

Parking rates for office land uses are recommended to be 4.0 spaces per 1,000 square feet. This is consistent with the parking demand rate estimated in the MTC Parking Study as well as other parking publications. This would provide adequate parking for employees, and would discourage them from parking in shorter term, retail parking spaces. Up to 60,591 square feet of additional office space is projected to be developed by 2030. A parking rate of 4.0 spaces per 1,000 square feet would provide 242 parking spaces.

As described in Section 3.3.3, Table 10, the total commercial parking supply required in 2030 would be 1,560 parking spaces. With the office land uses providing 242 parking spaces in addition to the projected supply of 752 spaces, a shortfall of 566 parking spaces would occur. Based on the Downtown Specific Plan, approximately 205,390 square feet of retail development is anticipated by 2030, and includes 38,900 square feet of redeveloped retail (166,490 square feet of net-new retail). If retail redevelopment and net-new development are required to provide additional parking capacity, a requirement of 2.8 parking spaces per 1,000 square feet of retail development is recommended. These rates are correlated to the land uses identified in this report, and may need adjusting over time if changes to the proposed land uses occur.

The recommended parking requirements for the Downtown area are summarized in **Table 11**.

<b>Table 11 Recommended Downtown Parking Requirement Rates</b>		
<b>Retail</b>	<b>Office</b>	<b>Residential</b>
2.8 spaces / 1,000 s.f.	4.0 spaces / 1,000 s.f.	1.0 space per unit < 600 sf 1.5 spaces per unit >600, <1,350 sf 2.0 spaces per unit > 1350 sf

#### **4.2.2 Recommended Additional Parking Capacity**

The estimated parking demands for the year 2030 would result in supply shortfalls for the Downtown area with projected development under the Downtown Specific Plan. Additional parking capacity will be necessary to accommodate existing and potential commercial uses.

As described previously in Table 10, a shortfall of approximately 808 spaces would occur with full build-out if no additional parking supply is created. To address this shortfall, an additional 808 parking spaces would need to be provided to augment the projected supply of 752 parking spaces for a grand total of 1,560 spaces.

The additional 808 parking spaces would be provided by applying the recommended downtown parking requirement rates to the expected commercial build out. At a rate of 4.0 parking spaces per 1,000 square feet, new office development (60,591 square feet) would provide 252 new parking spaces. At a rate of 2.7 parking spaces per 1,000 square feet, new retail development and redevelopment (205,390 square feet) would provide 566 new parking spaces.

In the shorter term period (by 2015), the projected development would result in a shortfall of 306 spaces. A large portion of the demand by 2015 would be located in the vicinity of where the retail growth is anticipated to occur first (near Blocks 2, 3, 4, and 7). In general, it would be desirable for parking to be available at the time the development is built and occupied to attract more businesses, residents and patrons to the area.

### **4.2.3 City Council Goal of 92 Percent Occupancy**

One possible goal of the Morgan Hill City Council is to achieve a 92 percent occupancy rate of on-street parking in 2030. To do so, 1,696 spaces would have to be provided for the forecasted commercial (retail and office) demand of 1,560 spaces. To build 1,696 parking spaces, the recommended parking requirement rates presented in Section 4.2.1, Table 11 would need to be increased to 4.4 spaces per 1,000 square feet for new office development and 3.4 spaces per 1,000 square feet for new retail development and redevelopment.

### **4.2.4 Off-Street Parking Location Strategies**

Based the spatial patterns of the parking demand and supply shortfall estimates, several areas become apparent as locales with additional parking capacity needs.

Due to the proximity and relatively similar land uses on blocks 2, 3, 4, and 5, single or multiple off-street parking facilities forming a system of public commercial spaces in this vicinity should be considered. If one main parking facility is desired, the most central location would be within blocks 3 or 4. However, it may not be feasible to develop a large parking supply on those blocks, given projected mixed use development projects that would be located on them. Single or multiple parking facilities serving blocks 2, 3, 4, and 5 should provide approximately 126 spaces with the build out of blocks 2, 3, and 4 (by year 2015), and an additional 40 spaces by the build out of Block 5 (166 spaces total by year 2030).

Because of the space needed to accommodate 166 parking spaces, the sites should be limited to those that can provide the most parking spaces in one consolidated location.

According to the Downtown Specific Plan, the City of Morgan Hill has identified several alternative locations for additional parking that will not only increase the parking supply, but also better accommodate the existing needs of the residential and commercial uses and the projected parking demand. This report supports these concepts from the Downtown Plan.

- **The east side of Depot Street.**

The area generally between Dunne Avenue & Third Street would accommodate several narrow surface lots with diagonal parking located between Depot Street and the railroad tracks. A narrow parking structure may be able to be constructed within this right of way.

The area between 3<sup>rd</sup> and 4<sup>th</sup> Streets is currently planned for acquisition by the City Redevelopment Agency. A temporary surface lot is planned for the location, and would provide approximately 97 public spaces. A longer term plan may include a parking structure at this site.

- **A joint parking structure for multi-use shared parking.**

The possibility for shared parking in a Downtown area parking lot should also be considered. While a more detailed financial analysis would have to be conducted specifically for this project, the idea of sharing costs, debt service, and revenue would benefit all participating parties. The mix of uses in the Downtown lends themselves very well to a shared parking concept.

For example, if the City and VTA were to develop a joint parking facility on the existing Caltrain/VTA parking lot, the weekday commuter parking needs would complement the nighttime and weekend uses for residents or other users in Downtown. Also, if the local agencies pay for part of any new parking structure, along with assessment district and in-lieu fees, it would alleviate some of the burden to new development of providing private parking spaces. A parking structure in this location will be proximal to the Downtown core area and in particular to much of the future development in Downtown.

This location is identified in the Downtown Specific Plan as a potential transit-oriented residential development site, and may have a separate shared parking arrangement between the residential uses and the transit riders. With such development, this site may be limited in the amount of potential commercial parking capacity that could be created. In order for shared parking to work on this site between residential and transit users, the parking supply would have to be organized into distinct areas. Residential parking would be separated from commercial or transit parking so that residents have a guaranteed parking spot, provided at a ratio to meet the minimum zoning requirement. Guest parking and any extra residential parking would be part of the shared parking pool. Transit parking could also be provided in both a guaranteed area (often called a nested parking area) as well as in the shared parking area. Monthly pass holders, for example, would park in a guaranteed transit parking area, while other transit users would park in the shared parking area. The success of the shared parking program would be dependent upon the allocation of spaces in each area as well as the turnover of spaces in the shared parking area.

An alternative location for a shared Caltrain/Downtown commercial parking garage would be located at the existing CCC lot on Block 6. A structure at this location would provide an alternative to creating a shared parking facility with the identified residential opportunity site. A three level parking structure at the CCC lot could create a capacity of up to 570 spaces total (190 spaces per level).

In addition to the sites identified above for potential parking facilities, several other locations should be considered as sites for potential acquisition and construction of new parking structures. Ideal locations would be more centrally located to the anticipated retail redevelopment areas, and may be integrated within the new or redeveloped retail areas in the form of a parking garage with ground floor retail fronting the street. These locations may potentially include:

- Existing Lot #2 behind the Downtown Mall on Block 2,
- within the proposed Sunsweet Site on Block 4, or existing Lot #24 on Block 4
- Unpaved property adjacent to Lot #8 on Block 1

Due to the isolated location of Block 14 in the southwestern corner of Downtown, and its primarily office land use, a self supporting/on-site parking facility of up to approximately 140 spaces should be provided at this site for the commercial land uses. Residential land uses within Block 14 are assumed to provide sufficient off-street parking supply for the residents. Some parking capacity at Block 6 (public community center), may be available as a potential site, and could be pursued further.

New parking facilities should be planned for when new redevelopment projects would occur. Additional capacity would be necessary as new retail uses are occupied. Because redevelopment would remove existing parking supply, parking utilization rates may increase, and additional capacity may be needed prior to occupancy of the new retail uses. As part of major projects that include the removal of existing parking supply, an on-going monitoring program should be conducted, and new parking facilities should be made available as parking occupancy approaches the 92 percent threshold level.

Funding for such parking facilities would need to be investigated further. The RDA has identified several million dollars in funding for this effort. The payment of in-lieu fees (discussed previously in Section 4.2) by private developments would theoretically contribute to the costs of developing these parking structures.

#### **4.2.5 On-Street Parking**

Parking demand generated by the new developments and the displaced vehicles are anticipated to park on First, Second, or Third Streets between Monterey Road and Depot. Although observations of current conditions show that parking is available, availability at prime locations may be limited during peak parking periods. The following recommendations should be incorporated based on findings from a future monitoring program as certain benchmarks are reached.

## **Recommendations:**

1. The City of Morgan Hill should adopt a parking monitoring program to track on-street as well as off-street parking conditions in the Downtown area. The parking surveys should be done on a consistent basis (annually).
2. The increase in on-street demand would affect the parking availability in both the focus and Downtown Core area. Enforcement of the 2-hour parking limit in the signed areas would discourage long term parking, and therefore increase turnover and availability in the commercial areas of Downtown. Visitors to a potential movie theater would need accommodations for longer parking durations.
3. If monitoring reports show that parking occupancy along specific street segments is fully utilized (more than 92 percent), then the City should expand the 2-Hour parking zones to increase turnover resulting in more vehicles being able to park at prime locations. Expanding the 2-hour zone would be most effective with implementation of parking enforcement.
4. If expansion of the 2-hour parking zones encroaches into residential areas, a residential parking permit program may be implemented to allow local residents to park in certain, restricted areas for greater than the 2-hour limit.

## **Conceptual Cost Estimates:**

1. Parking monitoring reports similar to the 2002 Parking Survey could be paid for by the City of Morgan Hill Redevelopment Agency or by developers as part of their application process, and may cost \$5,000 to \$10,000 to complete.
2. Parking enforcement is typically a self-sufficient program that should be self-funded by itself, via the revenue generated by the parking tickets. Costs of personnel typically range between \$40 and \$85 per hour depending on the classification of officer on duty. Based on data for 2003/2004 in Morgan Hill, revenue generated by parking citations were approximately twice as much as the operating costs. The City would need to decide on the level of enforcement compared to desired revenues and political acceptance of increased enforcement.
3. The costs for expanding the 2-hour parking zones involve enforcement and the addition of new parking signs. As stated previously, the addition of a new sign is approximately \$500. The additional enforcement can be done as a cost neutral or positive revenue program.

### **4.3 Street Improvements**

Street and streetscape improvements should be prioritized to coincide with development improvements. For examples, as blocks 2, 3, and 4 are projected to experience redevelopment prior to other blocks, the streetscape improvements near these developments should be timed accordingly. Fourth Street, Second Street, First Street, Fifth Street, and Main Street are the likely candidates for initial street improvements.

Similarly, other roadway and infrastructure improvements should be timed to match development intensification or changes. The Third Street crossing west of Monterey Road serves a small parking area. If the use of that lot is programmed for more regular use, then the timing of the bridge improvement should coincide with the increased use. The bridge should be evaluated for structural integrity, and consideration should be given to a replacement that can accommodate two travel lanes, pedestrians, and bicyclists.

## REFERENCES

Bikeways Master Plan. City of Morgan Hill. Prepared by Bellinger Foster Steinmetz, Bicycle Solutions and Higgins Associates. January 2001.

Institute of Transportation Engineers. Parking Generation. 3<sup>rd</sup> Edition. 2003

The Urban Land Institute. Shared Parking. 1983

Morgan Hill Parking Study – Final Report. Prepared for the City of Morgan Hill. Prepared by Wilbur Smith Associates May 30, 2002.

Morgan Hill Downtown Plan – Evaluation of Opportunity Sites Memorandum, Prepared by Keyser Marsten Associates Inc., July 8, 2002.

Developing Parking Policies to Support Smart Growth in Local Jurisdictions: Best Practices , Prepared by Wilbur Smith Associates March 12, 2007.

Parking Profile and Policy Recommendations – Morgan Hill  
Prepared for MTC by Wilbur Smith Associates June 29, 2007.



On-Street and Off-Street Parking Survey Data

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City of Morgan Hill

Weekday Midday

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**CITY OF Morgan Hill - OFF-STREET PARKING TURNOVER STUDY: Weekday**

**DAY/DATE: Tuesday, November 2, 2004**

Lot #	Spaces	OFF STREET					High	Low	Occ.	Total	Duration
		CAPACITY	10:00	11:00	12:00	13:00					
19	1	1	-	-	-	-	0	0	0	0	
	2	1	828	828	828	125	3	1	4	2	2.0
	3	1	-	KDS	467	-	1	1	2	2	1.0
	4	1	128	-	-	-	1	1	1	1	1.0
	5	1	-	-	094	-	1	1	1	1	1.0
	6	1	-	908	572	-	1	1	2	2	1.0
	7	1	218	264	264	356	2	1	4	3	1.3
	8	1	200	200	200	200	4	4	4	1	4.0
	9	1	994	994	994	New	3	1	4	2	2.0
	10	1	294	294	294	294	4	4	4	1	4.0
	11-17	7	3	7	7	7					
Total		17	10	14	15	12	Average Duration				1.9
Occupancy			59%	82%	88%	71%	Average Occupancy				75%
8A		CAPACITY	10:00	11:00	12:00	13:00	High	Low	Occ.	† of veh	Duration
	1	1	627	627	627	627	4	4	4	1	4.0
	2	1	089	089	-	978	2	1	3	2	1.5
	3	1	-	-	953	-	1	1	1	1	1.0
	4	1	-	-	-	-	0	0	0	0	
	5	1	412	412	412	412	4	4	4	1	4.0
	6	1	541	541	541	-	3	3	3	1	3.0
	7	1	804	804	804	804	4	4	4	1	4.0
	8	1	317	317	317	317	4	4	4	1	4.0
	9	1	470	470	470	470	4	4	4	1	4.0
	10	1	527	527	527	527	4	4	4	1	4.0
11-23	13	8	10	11	8						
Total		23	16	18	19	15	Average Duration				3.3
Occupancy			70%	78%	83%	65%	Average Occupancy				74%
10A		CAPACITY	10:00	11:00	12:00	13:00	High	Low	Occ.	† of veh	Duration
	1	1	-	070	070	070	3	3	3	1	3.0
	2	1	488	488	488	488	4	4	4	1	4.0
	3	1	-	-	701	701	2	2	2	1	2.0
	4	1	-	-	-	-	0	0	0	0	
	5	1	183	183	540	540	2	2	4	2	2.0
	6	1	-	-	501	501	2	2	2	1	2.0
7	1	588	588	588	588	4	4	4	1	4.0	
Total		7	3	4	6	6	Average Duration				2.8
Occupancy			43%	57%	86%	86%	Average Occupancy				68%
7		CAPACITY	10:00	11:00	12:00	13:00	High	Low	Occ.	† of veh	Duration
	1	1	-	384	630	630	2	1	3	2	1.5
	2	1	-	-	355	24	1	1	2	2	1.0
	3	1	-	-	807	866	1	1	2	2	1.0
	4	1	-	917	315	696	1	1	3	3	1.0
	5	1	-	355	-	829	1	1	2	2	1.0
	6	1	120	120	120	120	4	4	4	1	4.0
	7	1	-	977	977	977	3	3	3	1	3.0
	8	1	-	-	862	435	1	1	2	2	1.0
	9	1	-	-	265	997	1	1	2	2	1.0
	10	1	-	-	822	POD	1	1	2	2	1.0
	11-22	12	2	6	11	10					
Total		22	3	11	18	20	Average Duration				1.6
Occupancy			14%	50%	82%	91%	Average Occupancy				59%
16		CAPACITY	10:00	11:00	12:00	13:00	High	Low	Occ.	† of veh	Duration
	1	1	931	931	931	931	4	4	4	1	4.0
	2	1	-	-	051	912	1	1	2	2	1.0
	3	1	733	077	508	466	1	1	4	4	1.0
	4	1	569	569	569	569	4	4	4	1	4.0
	5	1	928	928	928	928	4	4	4	1	4.0
	6	1	-	-	-	-	0	0	0	0	
	7	1	304	304	304	304	4	4	4	1	4.0
	8	1	014	014	014	014	4	4	4	1	4.0
	9	1	270	270	270	270	4	4	4	1	4.0
	10	1	346	346	-	-	2	2	2	1	2.0
11-36	26	6	8	9	17						
Total		36	14	16	17	25	Average Duration				3.1
Occupancy			39%	44%	47%	69%	Average Occupancy				50%

**CITY OF Morgan Hill - ON-STREET PARKING TURNOVER STUDY: Weekday**

**DAY/DATE: Wednesday, November 3, 2004**

STREET:	Segment		ON STREET				High	Low	Occ.	# of veh.	Duration	
			CAPACITY	10:00	11:00	12:00						13:00
Monterey (West Side)	Main - 1st	1	1	-	386	386	386	3	3	3	1	3.0
		2	1	-	989	573	573	2	1	3	2	1.5
		3	1	312	-	593	596	2	1	3	2	1.5
		4	1	-	-	825	404	1	1	2	2	1.0
		Total	4	1	2	4	4	Average Duration		1.8		
Occupancy		25%	50%	100%	100%	Average Occupancy		69%				
Monterey (East Side)	1st - 2nd	1	1	506	176	176	176	3	1	4	2	2.0
		2	1	-	22	546	546	2	1	3	2	1.5
		3	1	-	837	411	-	1	1	2	2	1.0
		4	1	IKE C	726	726	726	3	1	4	2	2.0
		5	1	335	-	277	-	1	1	2	2	1.0
		6	1	985	-	714	714	2	1	3	2	1.5
		7	1	-	-	-	-	0	0	0	0	0
		8	1	-	-	-	-	0	0	0	0	0
		Total	8	4	4	6	4	Average Duration		1.5		
Occupancy		50%	50%	75%	50%	Average Occupancy		56%				
Monterey (West Side)	3rd - 4th	1	1	943	-	-	-	1	1	1	1	1.0
		2	1	-	-	-	-	0	0	0	0	
		3	1	-	-	-	-	0	0	0	0	
		Total	3	1	0	0	0	Average Duration		1.0		
Occupancy		33%	0%	0%	0%	Average Occupancy		8%				
Monterey (East Side)	4th - 5th	1	1	557	557	-	-	2	2	2	1	2.0
		2	1	-	-	863	-	1	1	1	1	1.0
		3	1	738	-	-	-	1	1	1	1	1.0
		4	1	-	-	-	-					
		5	1	-	-	-	-					
		6	1	565	565	565	565	4	4	4	1	4.0
		7	1	-	-	Mail	-	1	1	1	1	1.0
		8	1	-	-	-	-					
		Total	8	3	2	3	1	Average Duration		1.8		
Occupancy		38%	25%	38%	13%	Average Occupancy		28%				
3rd St (North Side)	1st - 2nd	1	1	400	-	New	New	2	1	3	2	1.5
		2	1	391	887	259	-	1	1	3	3	1.0
		3	1	612	759	759	308	1	1	4	4	1.0
		4	1	-	475	223	223	2	1	3	2	1.5
		5	1	437	437	437	437	4	4	4	1	4.0
		6	1	302	-	494	494	2	1	3	2	1.5
		7	1	959	959	959	959	4	4	4	1	4.0
		8	1	748	748	748	748	4	4	4	1	4.0
		9	1	921	921	921	921	4	4	4	1	4.0
		10	1	410	-	-	828	1	1	2	2	1.0
		11-25	15	3	2	8	7	Surveyed Occupancy		85%		
Total	25	12	9	17	16	Average Duration		2.2				
Occupancy		48%	36%	68%	64%	Average Occupancy		54%				

Notes:

## Weekend Midday

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**CITY OF Morgan Hill - OFF-STREET PARKING TURNOVER STUDY: Weekend**

**DAY/DATE: Saturday, November 6, 2004**

Lot #	Spaces	OFF STREET				Notes:					
		CAPACITY	10:00	11:00	12:00	13:00	High	Low	Occ.	# of veh.	Duration
8	1	1	-	-	-	-	0	0	0	0	
	2	1	-	-	-	-	0	0	0	0	
	3	1	095	080	593	-	1	1	3	3	1.0
	4	1	NEW	-	197	787	1	1	3	3	1.0
	5	1	-	LYS	469	515	1	1	3	3	1.0
	6	1	-	-	NEW	759	1	1	2	2	1.0
	7	1	018	440	-	-	1	1	2	2	1.0
	8	1	-	286	211	-	1	1	2	2	1.0
	9	1	456	456	456	456	4	4	4	1	4.0
	10	1	286	-	468	269	1	1	3	3	1.0
	11-38	28	11	15	12	12					
Total		38	16	21	19	16	Average Duration				1.4
Occupancy			42%	55%	50%	42%	Average Occupancy				47%
8A	1	1	-	-	-	-	0	0	0	0	
	2	1	BLU	016	016	016	3	1	4	2	2.0
	3	1	933	933	933	604	3	1	4	2	2.0
	4	1	570	570	570	570	4	4	4	1	4.0
	5	1	037	037	037	037	4	4	4	1	4.0
	6	1	470	470	470	470	4	4	4	1	4.0
	7	1	846	846	-	-	2	2	2	1	2.0
	8	1	412	412	412	412	4	4	4	1	4.0
	9	1	891	891	891	891	4	4	4	1	4.0
	10	1	-	-	-	-	0	0	0	0	
	11-23	13	7	9	8	9					
Total		23	15	17	15	16	Average Duration				3.3
Occupancy			65%	74%	65%	70%	Average Occupancy				68%
13	1	1	FLAG	FLAG	FLAG	FLAG	4	4	4	1	4.0
	2	1	380	296	558	-	1	1	3	3	1.0
	3	1	577	577	577	577	4	4	4	1	4.0
	4	1	657	320	881	-	1	1	3	3	1.0
	5	1	167	167	167	167	4	4	4	1	4.0
	6	1	603	603	603	603	4	4	4	1	4.0
	7	1	990	26	938	-	1	1	3	3	1.0
	8	1	-	157	387	017	1	1	3	3	1.0
	9	1	-	452	NEW	-	1	1	2	2	1.0
	10	1	328	328	328	328	4	4	4	1	4.0
	11-26	16	12	16	12	8					
Total		26	20	26	24	14	Average Duration				2.5
Occupancy			77%	100%	92%	54%	Average Occupancy				81%
16	1	1	021	021	021	051	3	1	4	2	2.0
	2	1	496	-	569	569	2	1	3	2	1.5
	3	1	267	345	098	074	1	1	4	4	1.0
	4	1	-	-	ABB	-	1	1	1	1	1.0
	5	1	-	834	834	834	3	3	3	1	3.0
	6	1	-	-	-	-	0	0	0	0	
	7	1	-	-	481	481	2	2	2	1	2.0
	8	1	-	-	-	261	1	1	1	1	1.0
	9	1	270	270	270	270	4	4	4	1	4.0
	10	1	346	346	346	346	4	4	4	1	4.0
	11-36	26	19	16	20	19					
Total		36	24	21	28	27	Average Duration				2.2
Occupancy			67%	58%	78%	75%	Average Occupancy				69%
19	1	1	931	-	-	-	1	1	1	1	1.0
	2	1	-	937	-	-	1	1	1	1	1.0
	3	1	422	-	536	536	2	1	3	2	1.5
	4	1	-	265	-	-	1	1	1	1	1.0
	5	1	496	-	JOY	-	1	1	2	2	1.0
	6	1	-	T26	-	-	1	1	1	1	1.0
	7	1	804	027	-	440	1	1	3	3	1.0
	8	1	849	849	849	849	4	4	4	1	4.0
	9	1	570	570	378	378	2	2	4	2	2.0
	10	1	058	394	-	-	1	1	2	2	1.0
	11-17	7	3	3	5	7					
Total		17	10	10	9	11	Average Duration				1.5
Occupancy			59%	59%	53%	65%	Average Occupancy				59%

**CITY OF Morgan Hill - ON-STREET PARKING TURNOVER STUDY: Weekend**

**DAY/DATE: Saturday, November 6, 2004**

STREET:	Segment	Space	ON STREET				High	Low	Occ.	# of veh.	Duration		
			CAPACITY	10:00	11:00	12:00						13:00	
Main St (East Side)	Del Monte - Monterey	1	1	-	-	-	-	0	0	0	0		
		2	1	-	713	713	-	2	2	2	1	2.0	
		3	1	377	377	377	-	3	3	3	1	3.0	
		4	1	131	131	131	131	4	4	4	1	4.0	
		5	1	-	-	-	-	0	0	0	0		
		6	1	-	-	-	-	0	0	0	0		
		7	1	-	233	233	-	2	2	2	1	2.0	
		8	1	315	379	-	-	2	2	2	2	1.0	
		9	1	454	454	454	454	4	4	4	1	4.0	
		Total Occupancy	9	4	6	5	2	Average Duration Average Occupancy					2.7 47%
			CAPACITY	10:00	11:00	12:00	13:00	High	Low	Occ.	# of veh.	Duration	
Monterey (East Side)	Main - 1st	1	1	-	817	817	-	2	2	2	1	2.0	
		2	1	487	487	487	-	3	3	3	1	3.0	
		3	1	359	359	359	359	4	4	4	1	4.0	
		4	1	-	-	-	-	0	0	0	0		
		5	1	121	-	-	-	1	1	1	1	1.0	
		Total Occupancy	5	3	3	3	1	Average Duration Average Occupancy					2.5 50%
			CAPACITY	10:00	11:00	12:00	13:00	High	Low	Occ.	# of veh.	Duration	
Monterey (West Side)	1st - 2nd	1	1	843	314	213	901	1	1	4	4	1.0	
		2	1	188	805	343	Personal	1	1	4	4	1.0	
		3	1	-	156	767	-	1	1	2	2	1.0	
		4	1	968	973	C02	-	1	1	3	3	1.0	
		Total Occupancy	4	3	4	4	2	Average Duration Average Occupancy					1.0 81%
			CAPACITY	10:00	11:00	12:00	13:00	High	Low	Occ.	# of veh.	Duration	
Monterey (East Side)	1st - 2nd	1	1	732	732	718	446	2	1	4	3	1.3	
		2	1	291	-	916	013	1	1	2	2	1.0	
		3	1	916	916	155	113	2	1	4	3	1.3	
		4	1	949	949	196	916	2	1	4	3	1.3	
		5	1	-	985	985	154	2	1	3	2	1.5	
		6	1	-	-	-	-						
		7	1	-	-	-	-						
		8	1	-	819	004	474	1	1	3	3	1.0	
		Total Occupancy	8	4	5	6	6	Average Duration Average Occupancy					1.3 66%
			CAPACITY	10:00	11:00	12:00	13:00	High	Low	Occ.	# of veh.	Duration	
3rd St (North Side)	1st - 2nd	1	1	994	844	336	SQD	1	1	4	4	1.0	
		2	1	NEW	748	USPS	MOM	1	1	4	4	1.0	
		3	1	828	612	567	-	1	1	3	3	1.0	
		4	1	031	959	748	748	2	1	4	3	1.3	
		5	1	748	560	612	612	2	1	4	3	1.3	
		6	1	612	345	959	959	2	1	4	3	1.3	
		7	1	959	404	560	560	2	1	4	3	1.3	
		8	1	560	076	345	345	2	1	4	3	1.3	
		9	1	345	624	404	076	1	1	4	4	1.0	
		10	1	920	241	947	924	1	1	4	4	1.0	
		11-25	15	13	14	12	9	Surveyed Occupancy					98%
		Total Occupancy	25	23	24	23	18	Average Duration Average Occupancy					1.2 88%

Notes:

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Appendix

B

## Summary of Stakeholders Meeting

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## **MORGAN HILL DOWNTOWN PARKING RESOURCES MANAGEMENT PLAN**

### **MEETING NOTES STAKEHOLDERS MEETING**

City of Morgan Hill Redevelopment Agency  
Community and Cultural Center  
Morgan Hill, CA

Thursday, November 11, 2004  
8:00 AM – 10:00 AM

#### 1. Introductions

The meeting began with self-introductions. The people that were present are noted on the attached Sign-In Sheet.

#### 2. Overview of Downtown Parking Resources Management Plan

- DKS Work Program
- 2002 Survey
- Management Strategies

#### 3. Open Discussion

- Current Parking Conditions -
  - Parking problem not comparable to “Bigger” cities such as SJ, SF.
  - If customers cannot park within 1 block, they will prefer to go to big strip malls/shopping centers
- Current Supply Adequate?
  - Mixed opinions. Some say currently under utilized. Others state that is close to 100% during peak demand periods.
  - If customers cannot park within 1 block, they will prefer to go to big strip malls/shopping centers.
  - New businesses may create excess demand (similar to Sinaloa Café).
  - On-street spaces need higher turnover than they get now.
- Conditions of Parking Facilities -
  - Lighting at lots and along streets is very inadequate
    - Female customers won't use dark lots, and will go elsewhere if on-street parking is not available.
    - Handicapped avoid lots due to poor paving
    - Perception of (Lack of) Safety; compared to strip malls that are well lit, nicely paved, and close to store entrances.

## **MORGAN HILL DOWNTOWN PARKING RESOURCES MANAGEMENT PLAN**

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  - If customers cannot park within 1 block, they will prefer to go to big strip malls/shopping centers.
  - New businesses may create excess demand (similar to Sinaloa Café).
  - On-street spaces need higher turnover than they get now.
- Conditions of Parking Facilities -
  - Lighting at lots and along streets is very inadequate
    - Female customers won't use dark lots, and will go elsewhere if on-street parking is not available.
    - Handicapped avoid lots due to poor paving
    - Perception of (Lack of) Safety; compared to strip malls that are well lit, nicely paved, and close to store entrances.

- How To Make Downtown Work?
  - Make parking facilities similar to strip malls.
  - Prevent employees from occupying high-turnover spaces.
    - Possible combined employee lot further away from high demand locations
    - Potential for employee parking in the vicinity of Depot Street.
  - Provide connected lots that are well lit and nicely paved from block to block at the rear of the commercial uses. (Stated several times)
    - Discussion leads to successful example in Los Gatos, and unsuccessful example in Santa Clara
- Physical Conditions –
  - Many of the lots are rough, and are a negative attraction.
- Safety
  - Perception of danger due to poor lighting
  - Lot #12 (behind Downtown Mall) has lots of reported break-ins. Due to poor lighting, crimes of opportunity by younger crowd.
- Turnover Issues –
  - Many employees park in 2-hour zones for whole day
    - Would like to see more business/landlord pressure to have employees park away from “high priority” spaces.
  - Enforcement is non-existent. Too expensive and prior enforcement was unsuccessful.
- Signage
  - Could benefit from more visible signage. Tailored for visitors from outside Morgan Hill
  - New temporary signage was recently installed.
- Bike Parking
  - Facilities should be visible from inside businesses or very close to entrances. Cyclists will use poles/posts before a poorly located bike rack.
  - Employee bike parking- They would want something more secure such as lockers (within close proximity).
- Solutions
  - Short Term Ideas
    - Improve lighting (On-street and off-street facilities). City/Public works should improve immediately. Use standards for new developments.
    - Business encouragement/enforcement of employees parking away from street frontages and high demand lots
  - Long Term Ideas

- Be proactive about future demand from proposed new business, courthouse, etc. Use newer parking facilities to attract more businesses.
  - No one will support any pay facilities (meters). Fee parking will not be an option until downtown becomes a major attraction in itself (such as Palo Alto)
  - Possible employee parking on Depot St., or new/expanded facilities.
  - Maximize efficiency of existing parking prior to expanding parking supply
- More Recommendations
    - Connect and improve lots “block-by-block”. Combine private lots where applicable
    - Possibly use P-BID to maintain city-rebuilt lots. This could also be a method of private buy-in for new parking facilities.
  - For the DKS Report:
    - Consider a narrower downtown zone. West boundary to be mid-block between Del Monte and Monterey, East boundary to be mid-block between Monterey and Depot. Possible extension on 3<sup>rd</sup> street to Depot.
    - Present maps with private/non-commercial (i.e. private offices) lots excluded from supply (color figures).

#### 4. Other Items

None were noted.

SIGN-IN SHEET

DOWNTOWN PARKING MANAGEMENT PLAN  
STAKEHOLDERS MEETING  
NOVEMBER 11, 2004  
8-10 A.M.

NAME	ADDRESS	PHONE	BUSINESS/PROPERTY AFIILIATION
1. BRAD JONES	17415 MONTEREY ST	778-6467	DuckSwart/Thinktoys/LOVEBUG/CAFFEE KAFFEEVUN
2. Dan Craig			Morgan Hill Downtown Association
3. Dan Johnson	20 N 5th	778-2495	PROP. OWNER
4. ERIC BIL	57 E. 2nd	779-5103	PROP. OWNER
5. Gayle Richter	155 W. Duane	779-3131	"
6. Mark Brazel	16200 Vineyard Blvd.	779-2101	Morgan Hill Police Dept.
7. James Rowe	17555 Peak Avenue	779-7248	Morgan Hill Community Development
8. RAFAEL Rius	55 S. MARKET ST, 51040	(408)2929411	DKS ASSOCIATES
9. MARK SPENCER	"	"	"
10. ROCHE GARCIA	1000 CUP QUINCY ROAD S.J.	323-9900	SUN SWEET PROPERTY
11. Bob Eltowitz	173 Giddys Ct. 95134	408-853-4987	Beckley Trails Advisory Committee
12. RICH BERGIN	17320 Monterey Rd	778-0551	ROSY & THE BUNCH
13. MANJUL MOBEESHANI	15600 OAKRIDGE Ct.	782-7890	menoumadinhotलग्रup.com

MORGAN HILL CHAMBERS COMMERCE 779-9444  
776-1168  
779-9444  
Jody, Junction Stationers  
PROP. OWNER.  
PO Box 6947, SAN JOSE 95150-6947

- 13. DANIEL L. EHLER
- 14. Russ Danielson
- 15. JERRY Di SACUC

- 16.
- 17.
- 18.
- 19.
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Appendix

C

## Parking Occupancy Survey Data

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On-Street and Off-Street

**CITY OF Morgan Hill - OFF-STREET PARKING OCCUPANCY STUDY: Weekday and Weekend**

**DAY/DATE: November 2 and 6, 2004**

Off Street Lot #	Capacity	Weekday				Weekend				Weekday				Weekend			
		10:00	11:00	12:00	13:00	10:00	11:00	12:00	13:00	10:00	11:00	12:00	13:00	10:00	11:00	12:00	13:00
33	12 (1)		2		4		2	3	2		17%		33%		17%	25%	17%
29	22 (2)		15		13	0	0	0	0		68%		59%	0%	0%	0%	0%
30	20 (1)		0		0	4	3	2	4		0%		0%	20%	15%	10%	20%
31	4		0		0	1	1	1	2		0%		0%	25%	25%	25%	50%
26	23 (1)		3		3	2	2	1	1		13%		13%	9%	9%	4%	4%
23	10		2		2	2	4	3	2		20%	20%		20%	40%	30%	20%
19	17 (1)	10	14	15	12	10	10	9	11	59%	82%	88%	71%	59%	59%	53%	65%
17	24 (1)	13		22	19	9	15	14	14	54%		92%	79%	38%	63%	58%	58%
18	19 (1)	5		9		14	13	14	12	26%		47%		74%	68%	74%	63%
14	75	29		25		18	20	26	29	39%		33%		24%	27%	35%	39%
8	38 (2)	14		17						37%		45%					
8A	23 (1)	16	18	19	15	15	17	15	16	70%	78%	83%	65%	65%	74%	65%	70%
9	20 (1)	9		5		0	1	1	1	45%		25%		0%	5%	5%	5%
10	4 (1)	4		3		0	0	0	0	100%		75%		0%	0%	0%	0%
10A	7	3	4	6	6	0	0	2	0	43%	57%	86%	86%	0%	0%	29%	0%
1	11	3			1		2		2	27%			9%		18%		18%
4	22 (2)			15		14	17	12	10	0%		68%		64%	77%	55%	45%
5	12 (1)	2		5		0	0	0	0	17%		42%		0%	0%	0%	0%
6	8	2		4		1	1	1	1	25%		50%		13%	13%	13%	13%
7	22 (1)	3	11	18	20	6	6	10	13	14%	50%	82%	91%	27%	27%	45%	59%
13	28	23		14		20	26	24	14	82%		50%		71%	93%	86%	50%
15	25 (1)		11		9		8		2		44%		36%		32%		8%
16	36 (2)	14	16	17	25					39%	44%	47%	69%				
20	14		2		2	3	4	7	7		14%		14%	21%	29%	50%	50%
21	5 (1)		2		3	2	2	2	2		40%		60%	40%	40%	40%	40%
28	4		0		0	1	1	0	0		0%		0%	25%	25%	0%	0%
34	23 (1)		6		5		3	5	3		26%		22%		13%	22%	13%
24	19 (1)																
3	8 (1)	4		4		0	1	1	1	44%		44%		0%	11%	11%	11%
2	16 (1)	8		7		1	1	1	1	50%		44%		6%	6%	6%	6%
11	41 (2)	18		25	31	21	18	29	25	44%		61%	76%	51%	44%	71%	61%
12	19 (1)	12		9		4	3	3	4	63%		47%		21%	16%	16%	21%
22	7		1		2	3	4	3	3		14%		29%	43%	57%	43%	43%
27	9 (1)		4		3	6	5	4	5		44%		33%	67%	56%	44%	56%
35	12 (1)		5		4	2	2	1	1		42%		33%	17%	17%	8%	8%
36	17 (1)		1		2	2	2	2	1		6%		12%	12%	12%	12%	6%
25	3 (1)		1		0	0	2	2	1		33%			0%	67%	33%	
32	6		1		0		1	1	1		17%				17%	17%	17%
37	64 (2)	21		26						33%		41%					
37A & 37B	467 (9)	150				<10	<10	<10	<10								

Notes: XX (YY): Total Spaces (Handicap spaces)

**CITY OF Morgan Hill - ON-STREET PARKING OCCUPANCY STUDY: Weekday and Weekend**

**DAY/DATE: November 2 and 6, 2004**

On Street Street	Segment	Side	Capacity	Weekday				Weekend				Weekday				Weekend			
				10:00	11:00	12:00	13:00	10:00	11:00	12:00	13:00	10:00	11:00	12:00	13:00	10:00	11:00	12:00	13:00
Main	D. Mont - Monterey	South	9	4	3	2	4	5	7	5	2	44%	33%	22%	44%	56%	78%	56%	22%
	Monterey - Depot	South	7	0	1	3	2	0	0	0	0	0%	14%	43%	29%	0%	0%	0%	0%
1st	D. Mont - Monterey	North	20	8	5	7	9	8	8	6	6	40%	25%	35%	45%	40%	40%	30%	30%
		South	17	10	9	10	12	10	8	10	10	59%	53%	59%	71%	59%	47%	59%	59%
	Monterey - Depot	North	19	8	4	12	11	5	3	8	5	42%	21%	63%	58%	26%	16%	42%	26%
		South	17	7	5	8	11	9	11	7	8	41%	29%	47%	65%	53%	65%	41%	47%
2nd	D. Mont - Monterey	North	18	7	6	7	7	5	7	6	5	39%	33%	39%	39%	28%	39%	33%	28%
		South	16	5	5	9	9	3	4	5	3	31%	31%	56%	56%	19%	25%	31%	19%
	Monterey - Depot	North	15	8	7	5	6	7	9	4	1	53%	47%	33%	40%	47%	60%	27%	7%
		South	15	8	4	6	5	8	10	9	6	53%	27%	40%	33%	53%	67%	60%	40%
3rd	D. Mont - Monterey	North	6	2	2	2	3	3	3	3	3	33%	33%	33%	50%	50%	50%	50%	
		South	7	5	6	6	5	5	5	7	4	71%	86%	86%	71%	71%	71%	100%	57%
	Monterey - Depot	North	25	12	9	17	16	23	25	23	19	48%	36%	68%	64%	92%	100%	92%	76%
		South	26	11	8	13	17	27	19	17	15	42%	31%	50%	65%	104%	73%	65%	58%
4th	D. Mont - Monterey	North	2	0	0	0	0	0	0	0	0	0%	0%	0%	0%	0%	0%	0%	0%
		South	0																
	Monterey - Depot	North	21	5	5	5	5	1	3	2	2	24%	24%	24%	24%	5%	14%	10%	10%
		South	18	5	4	3	4	2	4	3	4	28%	22%	17%	22%	11%	22%	17%	22%
5th	D. Mont - Monterey	North	10	4	4	5	5	6	5	6	6	40%	40%	50%	50%	60%	50%	60%	60%
		South	11	7	8	9	8	6	4	4	4	64%	73%	82%	73%	55%	36%	36%	36%
	Monterey - Depot	North	13	5	7	8	6	4	5	3	4	38%	54%	62%	46%	31%	38%	23%	31%
		South	18	5	4	3	3	5	7	6	6	28%	22%	17%	17%	28%	39%	33%	33%
Dunne	D. Mont - Monterey	North	14	1	1	1	1					7%	7%	7%	7%	0%	0%	0%	0%
	Monterey - Depot	North	0																
Monterey	Main - 1st	West	4	1	2	4	4	1	3	3	2	25%	50%	100%	100%	25%	75%	75%	50%
		East	5	1	2	2	4	3	3	3	4	20%	40%	40%	80%	60%	60%	60%	80%
Monterey	1st - 2nd	West	4	2	3	3	3	3	4	4	2	50%	75%	75%	75%	75%	100%	100%	50%
		East	8	4	4	6	4	3	5	6	6	50%	50%	75%	50%	38%	63%	75%	75%
Monterey	2nd - 3rd	West	8	0	1	3	4	6	2	6	1	0%	13%	38%	50%	75%	25%	75%	13%
		East	6	1	0	5	5	2	0	5	4	17%	0%	83%	83%	33%	0%	83%	67%
Monterey	3rd - 4th	West	4	0	1	0	0	2	4	3	1	0%	25%	0%	0%	50%	100%	75%	25%
		East	4	1	0	0	0	0	1	0	0	25%	0%	0%	0%	0%	25%	0%	0%
Monterey	4th - 5th	West	6	2	2	3	2	2	2	4	2	33%	33%	50%	33%	33%	33%	67%	33%
		East	8	3	2	3	1	5	3	5	5	38%	25%	38%	13%	63%	38%	63%	63%
Monterey	5th - Dunne	West	7	0	0	0	1	2	0	0	0	0%	0%	0%	14%	29%	0%	0%	0%
		East	5	3	1	0	2	4	0	0	0	60%	20%	0%	40%	80%	0%	0%	0%
Depot Street	Main - 1st	West	4	1	1	2	2	0	1	0	1	25%	25%	50%	50%	0%	25%	0%	25%
	1st - 2nd	West	4	1	2	3	3	4	4	6	5	25%	50%	75%	75%	100%	100%	150%	125%
	2nd - 3rd	West	14	0	0	1	1	4	6	7	6	0%	0%	7%	7%	29%	43%	50%	43%
	3rd - 4th	West	10	0	0	0	0	8	8	1	2	0%	0%	0%	0%	80%	80%	10%	20%
	4th - 5th	West	6	1	1	1	1	6	7	0	0	17%	17%	17%	17%	100%	117%	0%	0%
	5th - Dunne	West	27	0	0	1	1	1	0	0	0	0%	0%	4%	4%	4%	0%	0%	0%
Del Monte	Main - 1st	East	8	0	0	0	0	0	0	0	1	0%	0%	0%	0%	0%	0%	0%	13%
	1st - 2nd	East	7	0	1	1	2	1	0	0	0	0%	14%	14%	29%	14%	0%	0%	0%

## Future Development Land Uses

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### Morgan Hill Downtown Specific Plan – Update

Source: RBF Consulting, November 2007

# APPENDIX C: 2030 DEVELOPMENT ANALYSIS

**Table C-1**  
**Summary of 2030 Development Analysis**

Land Use	Existing Development	Projected Phase I Development (to 2015)	Existing Retail Replaced by Phase I Development	Net New Development in Phase I (Projected Less Existing)	Projected Phase II Development (2015 to 2030)	Total Projected Development (Phases I and II)	Total Development (Phases I & II Plus Existing Not Replaced)
<b>Total Retail</b>	123,365 Sq Ft	121,000 Sq Ft	38,900 Sq Ft	82,100 Sq Ft	109,000 Sq Ft	230,000 Sq Ft	314,000 Sq Ft
<b>Residential (Within Core)</b>	193 DU	175 DU		175 DU	625 DU	800 DU	1,000 DU
<b>Residential (Outside Core)</b>		180 DU		180 DU	220 DU	400 DU	400 DU
<b>Office/Service</b>	122,248 Sq Ft	0 Sq Ft		0 Sq Ft	70,000 Sq Ft	70,000 Sq Ft	192,000 Sq Ft

*Note: This table only reflects development within the Specific Plan area boundary*

Assumptions
<b>Existing Retail to be Replaced by Redevelopment Potential</b> 16,800 sq ft from the existing Downtown Mall at Monterey Road and First Street 20,050 sq ft from the existing bookstore building along Depot Street between Second and Third Streets 2,050 sq ft from the existing liquor store at Monterey Road and Third Street
<b>Retail Depth</b> Data in <i>Ground Floor Retail Depth (Sq Ft)</i> column represents the average retail depth (provided by Johnston Real Estate Services)
<b>Floor Area Ratio</b> Source: City of Morgan Hill and <i>Planning and Urban Design Standards</i> , American Planning Association, 2006, Page 198.
<b>Residential Units</b> Average Unit Size 1,200 sq ft
Based on discussions with City Staff
<b>Residential Density</b> Blocks 13 and 14 Average Density 18 dwelling units per acre Block 16 Average Density 30 dwelling units per acre Block 19 Average Density 13 dwelling units per acre
Source: City of Morgan Hill
<b>Existing Development</b> Source for Existing Development column (above) and tab: City of Morgan Hill

Table C-2:  
2030 Development Analysis

BASELINE ASSUMPTIONS										DEVELOPMENT ANALYSIS				
Block	FLOORS			Parcel Size (Sq Ft)	Developable Area* (Per FAR)	Average Ground Floor Retail (Sq Ft)	Buildable Area Per Upper Floor (Sq Ft)	Total Developable Area	Retail Area (Sq Ft)	Office/Comm. (Sq Ft)	Residential (Sq Ft)	Residential Units		
	# of Floors	Ret	O/S Res											
<b>Within Specific Plan Boundary</b>														
1	3	1	1	21,430	42,861	12,372	15,245	70,477	12,372	15,245	15,245	13		
2	3.5	1	0	42,954	96,646	26,029	28,247	150,921	26,029	0	70,617	59		
3	3.5	1	0	79,974	179,941	42,138	55,121	277,201	42,138	0	137,803	115		
4	3.5	1	0	125,178	281,650	13,626	107,210	402,486	13,626	0	268,024	223		
5	3	1	0	18,657	37,313	26,355	5,479	69,147	26,355	0	10,958	9		
6	3	1	0	13,482	26,964	26,225	369	53,558	26,225	0	738	1		
7	2	0	2	22,175	15,523		7,761	23,284	0	15,523	0	0		
8	3.5	1	0	29,870	67,207	12,601	21,842	101,650	12,601	0	54,606	46		
9	3	1	0	45,279	90,559	16,154	37,203	143,915	16,154	0	74,405	62		
10	3	1	0	22,118	44,236	12,838	15,699	72,773	12,838	0	31,398	26		
11	3	1	0	26,761	53,521	17,052	18,235	88,808	17,052	0	36,469	30		
12	0	0	0											
13	0	0	0	66,547								27		
14	2	0	2	42,605	29,823		14,912	44,735	0	29,823				
14	0	0	0	169,706								70		
<b>Core Total</b>				<b>726,734</b>	<b>966,244</b>	<b>205,390</b>	<b>327,322</b>	<b>1,498,956</b>	<b>205,390</b>	<b>60,591</b>	<b>700,264</b>	<b>681</b>		
15	0	0	0	272,584								134		
16	0	0	0	269,422								186		
17	0	0	0											
18	0	0	0	119,475								80		
<b>TOTAL 10% Margin</b>				<b>1,388,215</b>	<b>966,244</b>	<b>205,390</b>	<b>327,322</b>	<b>1,498,956</b>	<b>205,390</b>	<b>60,591</b>	<b>700,264</b>	<b>1,081</b>		
<b>Outside Specific Plan Boundary</b>														
19	0	0	0	91,476					25,000			27		
<b>TOTAL</b>				<b>91,476</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>25,000</b>	<b>0</b>	<b>0</b>	<b>27</b>		
<b>Combined TOTAL</b>				<b>1,479,691</b>	<b>966,244</b>	<b>205,390</b>	<b>327,322</b>	<b>1,498,956</b>	<b>255,000</b>	<b>70,000</b>	<b>700,264</b>	<b>1,227</b>		

\* FAR =  
 2.00 for 1 to 3 floor buildings  
 2.25 for 3.5 floor buildings  
 0.70 for Blocks 5 and 14 office development (which is assumed to provide on-site parking to meet the parking demand)

**Table C-3  
Existing Development**

Use	# of Residential Units	Square Footage
Single-Family Res.	69	84,266
Duplex	34	37,809
Triplex/Fourplex	40	32,670
Multi-Family (5+Units)	34	34,911
Condominium/Townhouse	16	15,727
Group Home		2,412
Retail		102,445
Retail (Granary Gallery)		400
Theater		9,730 *
Restaurant/Bar		10,790
Office		109,948
Office (Granary)		12,300
Service Stations		1,518
Social Clubs		4,705
Public Buildings		32,534 **
Churches		6,476
Schools		9,966 ***
<b>Total</b>	<b>193</b>	<b>508,607</b>

\*Not currently in use

\*\*Community Center

\*\*\*Gavilan College Satellite Campus

**Summary of Above Existing Conditions**

Residential	193	207,795
Retail		123,365
Office		122,248
Industrial		1,518
Public		53,681
<b>TOTAL</b>	<b>193 Units</b>	<b>508,607 Square Feet</b>

Appendix

E

# Metropolitan Transportation Commission Study

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## Parking Profile and Policy Recommendations – Morgan Hill

Source: Wilbur Smith Associates, June 2007



## MEMO

**To:** Valerie Knepper, MTC

**C:** Case Study Cities

**Date:** June 29, 2007

**From:** Terri O'Connor/Bill Hurrell

**Subject:** Parking Profile and Policy Recommendations – Morgan Hill

## Introduction

This memorandum presents a summary of findings regarding the City of Morgan Hill's case study for the Metropolitan Transportation Commission's (MTC) Reforming Parking Policies to Support Smart Growth Study. This memorandum includes a description of the existing parking conditions, a summary of current parking trends, estimates of current and future parking demand, and tailored parking rates for the study area. In addition, the memorandum provides a review of existing parking policies, their implications, and makes final policy recommendations based on analysis of the parking data obtained. This information provides a basis for a potential parking management plan for the City of Morgan Hill's downtown area.

## Existing Conditions

### Field data

Existing parking conditions were observed and assessed within downtown Morgan Hill to understand current parking trends in the area. These existing conditions were developed through field observations of occupancy, turnover and duration during a typical weekday and weekend day.

WSA observed on-street and off-street parking conditions on segments of a six square block area in the Morgan Hill downtown (bordered by Main Street to the north and 3rd Street to the south, Depot Street to the east, Del Monte Ave to the west). The study area contains the main commercial street as well as several typical on- and off-street parking facilities. Note that information collected within the study area was selected as a sample area to be reviewed and confirmed with earlier parking data provided by the City in their Downtown Parking Resources Management Plan conducted by DKS Associates in November 2004 (report issued June 2005). Figure 1 presents the location of the parking study area.



Legend:

Parking Facilities

Public Parking

MTC Designated Study Area

Source: Downtown Parking Resources Management Plan  
City of Morgan Hill, DKS Associates



Wilbur Smith Associates

Figure 1  
**DESIGNATED STUDY AREA**  
100029/STUDY AREA - 08/14/06

## Occupancy

Parking occupancy refers to the accumulation of parking and the percentage of parking spaces utilized during a specific period of time. Occupancy is recorded by counting the number of vehicles parked during the specific time period compared to the total inventory of spaces available. From this comparison, an average occupancy rate is defined at that time period. Occupancy rates are typically separated by on-street and off-street parking facilities.

For this study, parking occupancy was observed during a three-hour period from 10:00 AM to 1:00 PM on a weekday and weekend day to review and confirm the data from the *Downtown Parking Resources Management Plan (2005)* (Downtown Parking Plan)<sup>1</sup>.

### Weekday

Existing on-street weekday midday occupancy has increased significantly (5 to 18 percent) from the time of the *Downtown Parking Plan (2005)* and observations conducted in July 2006. It should be noted however, that on-street occupancy remains far below capacity. Table 1A presents on-street parking occupancies observed in 2006 by WSA. Table 1B presents on-street parking information based on the *Downtown Parking Plan (2005)*

Table 1A Weekday On Street Parking Occupancy – (10:00 AM to 1:00 PM) Downtown Morgan Hill, July 2006							
Block	Supply <sup>(1)</sup>	10:00 AM		11:00 AM		12:00 PM	
		# Spaces	% Occup.	# Spaces	% Occup.	# Spaces	% Occup.
1	41	15	36.6%	22	53.7%	18	43.9%
2	5	2	40.0%	3	60.0%	4	80.0%
3	21	12	57.1%	10	47.6%	11	52.3%
4	8	4	50.0%	6	75.0%	3	37.5%
5	8	4	50.0%	3	37.5%	3	37.5%
6	46	19	41.3%	25	54.3%	37	80.4%
7	26	10	38.5%	11	42.3%	5	19.2%
<b>Total</b>	<b>155</b>	<b>69</b>	<b>44.5%</b>	<b>80</b>	<b>51.6%</b>	<b>96</b>	<b>61.9%</b>

Source: Wilbur Smith Associates, July 2006

**Note:**

(1) Supplies for the WSA parking study based on a July 2006 inventory of on street spaces.

<sup>1</sup> Data was collected in 2004 for the *Downtown Parking Resources Management Plan (2005)*.

<b>Table 1B</b> <b>Weekday On-Street Parking Occupancy</b> <b>Downtown Morgan Hill, November 2004</b>									
Block	Supply	10:00 AM		11:00 AM		12:00 PM		1:00 PM	
		# Spaces	% Occup.						
1	41	13	32%	10	24%	13	32%	17	41%
2	5	1	20%	2	40%	2	40%	4	80%
3	21	12	57%	12	57%	13	62%	15	71%
4	8	4	50%	4	50%	6	75%	4	50%
5	8	0	0%	1	13%	3	38%	4	50%
6	31	13	42%	9	29%	22	71%	21	68%
7	26	11	42%	8	31%	13	50%	7	65%
<b>Total</b>	<b>140</b>	<b>54</b>	<b>39%</b>	<b>46</b>	<b>33%</b>	<b>72</b>	<b>51%</b>	<b>72</b>	<b>51%</b>

Source: *Downtown Parking Resources Management Plan (2005)*, DKS Associates.

Note:

(1) Supplies for the 2005 parking study based on an November 2004 inventory of on street spaces

Existing off-street weekday midday occupancy is significantly lower than recorded in the Downtown Parking Plan (2005). In general, off-street parking during the midday period is consistent, though slightly higher at noon. Public lots have on average 10 percent higher occupancy than private lots. This public/private lot occupancy relationship has remain consistent between studies, though overall occupancy has dropped. Note that off-street occupancy in public lots continues to be far below capacity at weekday midday peak. Table 2A presents off-street parking occupancies observed in 2006 by WSA. Table 2B presents off-street parking information based on the *Downtown Parking Plan* (2005).

Table 2A Weekday Off-Street Parking Occupancy Downtown Morgan Hill, July 2006								
Lot No.	Location	Supply	10:00 AM		11:00 PM		12:00 PM	
			# Spaces	% Occup.	# Spaces	% Occup.	# Spaces	% Occup.
<b>Public Lots</b>								
11	W. 1st St./W. 2nd St.	40	20	50.0%	19	47.5%	19	47.5%
17	E. 2nd St.	25	15	60.0%	16	64.0%	24	96.0%
	<b>Total</b>	<b>65</b>	<b>35</b>	<b>53.8%</b>	<b>35</b>	<b>53.8%</b>	<b>43</b>	<b>66.2%</b>
<b>Private Lots</b>								
1	90 W. Main St.	12	3	25.0%	5	41.7%	3	25.0%
2	60 W. Main St.	16	9	56.3%	7	43.8%	8	50.0%
3	50 W. Main St.	12	2	16.7%	3	25.0%	5	41.7%
4	W. Main St. Bank	22	9	40.9%	13	59.1%	4	18.2%
5	W. 1st. Atty/Photo Shop	13	3	23.1%	2	15.4%	1	7.7%
6	25 W. 1st St.	7	4	57.1%	5	71.4%	3	42.9%
7	Mont Rd. Shop/ Rest.	20	6	30.0%	5	25.0%	11	55.0%
18	E. 2nd St. ShopRest	30	17	56.7%	18	60.0%	21	70.0%
19	E. 3rd St. Bgl	16	14	87.5%	12	75.0%	16	100.0%
	<b>Total</b>	<b>148</b>	<b>67</b>	<b>45.3%</b>	<b>70</b>	<b>47.3%</b>	<b>72</b>	<b>48.6%</b>

Source: Wilbur Smith Associates, July 2006

Note: Supplies for the WSA parking study based on a July 2006 inventory of on-street spaces.

<b>Table 2B</b> <b>Weekday Off-Street Parking Occupancy</b> <b>Downtown Morgan Hill, November 2004</b>										
Lot No.	Location	Supply	10:00 AM		11:00 PM		12:00 PM		1:00 PM	
			# Spaces	% Occup						
<b>Public Lots</b>										
11	W1st./W2nd	41	18	44%	--	--	25	61%	31	76%
17	E. 2nd St.	24	13	54%	--	--	22	92%	19	79%
	<b>Total</b>	<b>65</b>	<b>31</b>	<b>47.8%</b>	<b>--</b>	<b>--</b>	<b>47</b>	<b>72.3%</b>	<b>50</b>	<b>76.9%</b>
<b>Private Lots</b>										
19	E.3rd St. Bgl	17	10	59%	14	82%	15	88%	12	71%
	<b>Total</b>	<b>17</b>	<b>10</b>	<b>58.8%</b>	<b>14</b>	<b>82.3%</b>	<b>15</b>	<b>88.2%</b>	<b>12</b>	<b>70.6%</b>

Source: *Downtown Parking Resources Management Plan (2005)*, DKS Associates.

Note:

- (1) Supplies for the 2005 parking study based on an November 2004 inventory of on street spaces.
- (2) This table only summarizes lots that were also observed in 2006.

**Weekend (Saturday)**

Existing on-street weekend parking conditions in downtown Morgan Hill have remained relatively stable from the 2005 *Downtown Parking Plan* study. In general, on-street parking during the midday period has remained consistent with occupancies around the low to mid sixty percent range. Note that weekend on-street occupancy continues to operate 20 to 25 percent below capacity.

<b>Table 3A</b>							
<b>Weekend Midday Parking Occupancy – On Street</b>							
<b>Downtown Morgan Hill, July 2006</b>							
<b>Block</b>	<b>Supply</b>	<b>10:00 AM</b>		<b>11:00 AM</b>		<b>12:00 PM</b>	
		<b># Spaces</b>	<b>% Occup.</b>	<b># Spaces</b>	<b>% Occup.</b>	<b># Spaces</b>	<b>% Occup.</b>
1	41	16	39.0%	15	93.8%	17	41.4%
2	5	4	80.0%	5	100.0%	5	100.0%
3	21	9	42.9%	12	57.1%	11	52.4%
4	8	5	62.5%	4	50.0%	3	37.5%
5	8	3	37.5%	7	87.5%	5	62.5%
6	46	34	73.9%	33	71.7%	34	73.9%
7	26	26	100.0%	25	96.2%	25	96.2%
<b>Total</b>	<b>155</b>	<b>97</b>	<b>62.6%</b>	<b>101</b>	<b>65.2%</b>	<b>100</b>	<b>64.5%</b>

Source: Wilbur Smith Associates, July 2006

Note:

- (1) Supplies for the WSA parking study based on a July 2006 inventory of on street spaces.
- (2) 3<sup>rd</sup> Street on block 6 underwent streetscape improvements since the 2004 data collection, increasing the parking supply with the installation of diagonal parking spaces.

<b>Table 3B</b>									
<b>Weekend Midday Parking Occupancy – On Street 2004</b>									
<b>Block</b>	<b>Supply</b>	<b>10:00 AM</b>		<b>11:00 AM</b>		<b>12:00 PM</b>		<b>1:00 PM</b>	
		<b># Spaces</b>	<b>% Occup.</b>						
1	41	14	34%	18	44%	14	34%	11	27%
2	5	3	60%	3	60%	3	60%	4	80%
3	21	13	62%	12	57%	14	67%	12	57%
4	8	3	38%	5	63%	6	75%	6	75%
5	8	6	75%	2	25%	6	75%	1	13%
6	31	25	81%	25	81%	28	90%	23	74%
7	26	27	104%	19	73%	17	65%	15	58%
<b>Total</b>	<b>140</b>	<b>91</b>	<b>65%</b>	<b>84</b>	<b>60%</b>	<b>88</b>	<b>63%</b>	<b>72</b>	<b>51%</b>

Source: *Downtown Parking Resources Management Plan (2005)*, DKS Associates.

- (1) Supplies for the 2005 parking study based on an November 2004 inventory of on street spaces.

Existing off-street weekend (Saturday) parking occupancy has decreased considerably in the late morning to midday hours as compared to information recorded in the Downtown Parking Plan (2005). In general, off-street parking in public lots during the morning period (11:00 AM to 1:00 PM) had occupancies ranging from 40 to 50 percent, a full 10 to 15 percent lower than those reported in the 2005 study. As a result, off-street occupancy remains far below capacity at midday peak in public lots on Saturdays. Additionally, private lots observed for occupancy in Downtown Morgan Hill in 2006 were on average operating around 40 percent capacity during the midday weekend period, less than half of operating capacity. Table 4A presents off-street parking occupancies observed in 2006 by WSA. Table 4B presents off-street parking information based on the *Downtown Parking Plan* (2005).

<b>Table 4A</b>								
<b>Weekend Off Street Parking Occupancy</b>								
<b>Downtown Morgan Hill, July 2006</b>								
<b>Lot No.</b>	<b>Location</b>	<b>Supply</b>	<b>10:00 AM</b>		<b>11:00 PM</b>		<b>12:00 PM</b>	
			<b># Spaces</b>	<b>% Occup</b>	<b># Spaces</b>	<b>% Occup</b>	<b># Spaces</b>	<b>% Occup.</b>
<b>Public Lots</b>								
11	W. 1st St./W. 2nd St.	40	21	52.5%	20	50.0%	24	60.0%
17	E. 2nd St.	25	12	48.0%	6	24.0%	11	44.0%
	<b>Public Total</b>	<b>65</b>	<b>33</b>	<b>50.8%</b>	<b>26</b>	<b>40.0%</b>	<b>35</b>	<b>53.8%</b>
<b>Private Lots</b>								
1	90 W. Main St.	12	0	0.0%	0	0.0%	0	0.0%
2	60 W. Main St.	16	1	6.3%	1	6.3%	1	6.3%
3	50 W. Main St.	12	3	25.0%	4	33.3%	2	16.7%
4	W. Main St. Bank	22	16	72.7%	18	81.8%	20	90.9%
5	W. 1st. Atty/Photo	13	0	0.0%	1	7.7%	1	7.7%
6	25 W. 1st St.	7	1	14.3%	1	14.3%	1	14.3%
7	Monterey Rd. Shop/ Rest.	20	1	5.0%	5	25.0%	3	15.0%
18	E. 2nd St. BH/Rest	30	26	86.7%	22	73.3%	18	60.0%
19	E. 3rd St. Bgl	16	13	81.3%	10	62.5%	11	68.8%
	<b>Private Total</b>	<b>67</b>	<b>61</b>	<b>41.2%</b>	<b>62</b>	<b>41.9%</b>	<b>57</b>	<b>38.5%</b>

Source: Wilbur Smith Associates, July 2006

**Note:**

(1) Supplies for the WSA parking study based on a July 2006 inventory of off-street spaces.

<b>Table 4B</b> <b>Weekend Off Street Parking Occupancy</b> <b>Downtown Morgan Hill, November 2004</b>										
Lot No.	Location	Supply	10:00 AM		11:00 PM		12:00 PM		1:00 PM	
			# Spaces	% Occup						
<b>Public Lots</b>										
11	W1 <sup>st</sup> /W2nd.	41	21	51%	18	44%	29	71%	25	61%
17	E. 2nd St.	24	9	38%	15	63%	14	58%	14	58%
	<b>Total</b>	<b>65</b>	<b>30</b>	<b>46.2%</b>	<b>33</b>	<b>50.8%</b>	<b>43</b>	<b>66.2%</b>	<b>39</b>	<b>60.0%</b>
<b>Private Lots</b>										
19	E3rd St. Bgl	17	10	59%	10	59%	9	53%	11	65%
	<b>Total</b>	<b>17</b>	<b>10</b>	<b>58.8%</b>	<b>10</b>	<b>58.8%</b>	<b>9</b>	<b>52.9%</b>	<b>11</b>	<b>64.7%</b>

Source: *Downtown Parking Resources Management Plan (2005)*, DKS Associates.

Note:

- (1) Supplies for the 2005 parking study based on an November 2004 inventory of off-street spaces

## Parking Turnover and Duration

### Weekday

Parking turnover refers to the number of vehicles occupying a space throughout an observed time period while duration refers to amount of time a vehicle occupies a space. For the downtown area, duration and turnover were observed and documented by block during over one weekday period (over a span of 3 hours). In all, a sample of 223 spaces were observed in 60 minute increments and turnover and duration was calculated for Blocks #1 through #7 as indicated in figure 1. The on-street spaces observed in Morgan Hill's Downtown were not metered, but had time limited restrictions including 20 minute limited spaces, 2 hour limited spaces, and unlimited spaces.

Turnover (number of cars parked in a space over 3 hours) observed for existing on-street parking in blocks 1, 4 and 6 has decreased significantly since the Downtown Parking Plan (2005).

The Downtown Parking Plan (2005) observed a smaller sample of spaces and did not differentiate between time limits. Overall, durations were similar between studies but turnover has decreased significantly. This may indicate a trend of an increasing long term parkers in on street spaces.

In general, temporary 20 minute spaces were not efficiently utilized, with a range of 0.7 to 1.2 vehicles occupying each of the spaces for an entire three hour period. In addition, those vehicles in these spaces had extended stays with durations ranging from 1 to 1.9 hours. Although consistent with low amount of occupancy observed throughout the day, these spaces appear to be abused and limits ignored. As such,

this turnover and duration information indicates there is a low demand for 20 minute spaces. These spaces may be more efficiently utilized with longer time limits and metered pricing.

Observations at 2 hour limited spaces in the downtown area, spaces appeared to be efficiently utilized since vehicles had an average duration of 1.1 to 1.4 hours per space. Additionally, turnover data was very low, indicating that vehicles most likely occupied spaces for the part of the observation period, leaving the spaces vacant for the remainder of the period. This is supported by the weekday occupancy data. Table 5A presents weekday on-street parking turnover and duration data observed in 2006 by WSA. Table 5B presents weekday on-street parking turnover and duration for the study area.

<b>Table 5A</b>				
<b>Parking Turnover and Duration – On Street Weekday</b>				
<b>Block</b>	<b>Spaces</b>	<b>Parking Limits</b>	<b>Turnover</b>	<b>Duration</b>
<b>1</b>	3	20 minute Limited	0.7	1.0
	14	2 Hour Limited	0.9	2.0
	24	Unlimited	0.8	1.7
<b>2</b>	5	2 Hour Limited	1.0	1.8
<b>3</b>	8	2 Hour Limited	1.0	1.4
	13	Unlimited	0.6	2.5
<b>4</b>	8	2 Hour Limited	1.1	1.4
<b>5</b>	8	2 Hour Limited	1.1	1.1
<b>6</b>	19	2 Hour Limited	1.5	1.4
	27	Unlimited	0.5	2.1
<b>7</b>	6	20 minute Limited	1.2	1.9
	7	Unlimited	1.0	2.4

Source: Wilbur Smith Associates, July 2006

Note:

- (1) Duration presents the average number of hours each vehicle parked per space.
- (2) Turnover presents the average number of vehicles which occupied each space per block.

<b>Table 5B</b>				
<b>Parking Turnover and Duration – On Street Weekday 2004</b>				
<b>Block</b>	<b>Spaces</b>	<b>Parking Limits</b>	<b>Turnover</b>	<b>Duration</b>
<b>1</b>	5	2 Hour Limited	1.75	1.8
	4	Unlimited		
<b>4</b>	8	2 Hour Limited	1.5	1.5
<b>6</b>	9	2 Hour Limited	0.76	2.2
	16	Unlimited		

Source: *Downtown Parking Resources Management Plan (2005)*, DKS Associates.

Observations were also conducted at two public and one private parking lot to determine average turnover and average duration within the six block downtown study area. In general, these off-street facilities spaces were restricted to 4 hour time limits. Generally, turnover was quite low for the public lots observed with little more than one car observed during the three hour observation period. Additionally, duration averaged from 1.3 to 1.8 hours, indicating that vehicles most likely occupied spaces for the part of the observation period, leaving the spaces vacant for the remainder of the period. This is supported by the weekday occupancy data. Table 5C presents weekday off-street parking turnover and data observed in 2006 by WSA. Table 5D presents weekday off-street parking turnover and duration data based on the *Downtown Parking Plan (2005)*.

<b>Table 5C</b>				
<b>Parking Turnover and Duration – Off Street Weekday</b>				
<b>Lot</b>	<b>Location</b>	<b>Spaces</b>	<b>Turnover</b>	<b>Duration</b>
<b>Public</b>				
<b>11</b>	W. 1st St./W. 2nd St.	<b>40</b>	1.1	1.8
<b>17</b>	E. 2nd St.	<b>25</b>	1.1	1.3
<b>Private</b>				
<b>19</b>	E. 3rd St.	<b>16</b>	1.6	1.5

Source: WSA, June 2006.

<b>Table 5D</b>				
<b>Parking Turnover and Duration – Off Street Weekday 2004</b>				
<b>Lot</b>	<b>Location</b>	<b>Spaces</b>	<b>Turnover</b>	<b>Duration</b>
<b>Private</b>				
<b>19</b>	E. 3rd St.	<b>17</b>	0.88	1.9

Source: *Downtown Parking Resources Management Plan (2005)*, DKS Associates.

### **Weekend**

The turnover and duration data for on street weekend parking show increasing trends of long term parking on blocks 1, 3, 4 and 6 with marked decreases in turnover and corresponding increases duration. Block 2 shows the opposite trend, indicating an increase in short term parking use as turnover increased significantly and duration decreased correspondingly since the *Downtown Parking Plan (2005)*. The duration and turnover data were compared across studies for similar parking spaces.

During the Weekend (Saturday) 20 minute limited spaces were not efficiently utilized with an average of 0.3 to 1.5 vehicles occupying each of the spaces over a three hour period (more efficiently utilized 20 minute spaces would average a minimum of 9 vehicles over a three hour period). In addition, vehicles in these spaces had an average duration of 1.0 to 1.5 hours, indicating time limits are generally ignored. Therefore increased enforcement may be needed.

Observations at 2 hour limited spaces during the weekend, found that spaces appeared to be efficiently utilized as vehicles had an average duration of 1.4 to 1.8 hours per space. Additionally, turnover data was very low, indicating that vehicles most likely occupied spaces for the part of the observation period, leaving the spaces vacant for the remainder of the period. This is supported by the weekend occupancy data. Table 6A presents weekend on-street turnover and duration data observed in 2006 by WSA. Table 6B presents weekend on-street turnover and duration data based on the *Downtown Parking Plan (2005)*.

<b>Table 6A</b>				
<b>Parking Turnover and Duration – On Street Weekend</b>				
<b>Block</b>	<b>Spaces</b>	<b>Parking Limits</b>	<b>Turnover</b>	<b>Duration</b>
<b>1</b>	3	20 minute Limited	0.3	1.0
	14	2 Hour Limited	0.9	1.8
	24	Unlimited	0.4	2.4
<b>2</b>	5	2 Hour Limited	1.4	2.0
<b>3</b>	8	2 Hour Limited	1.4	1.4
	13	Unlimited	0.5	2.8
<b>4</b>	8	2 Hour Limited	1.0	1.4
<b>5</b>	8	2 Hour Limited	1.3	1.1
<b>6</b>	19	2 Hour Limited	1.5	1.4
	27	Unlimited	0.6	3.0
<b>7</b>	6	20 minute Limited	1.3	1.5
	7	Unlimited	1.7	1.3

Source: WSA, June 2006.

<b>Table 6B</b>				
<b>Parking Turnover and Duration – On Street Weekend 2004</b>				
<b>Block</b>	<b>Spaces</b>	<b>Parking Limits</b>	<b>Turnover</b>	<b>Duration</b>
<b>1</b>	5	2 Hour Limited	0.78	2.7
	4	Unlimited		
<b>2</b>	5	2 Hour Limited	0.8	2.5
<b>3</b>	4	2 Hour Limited	3.25	1.0
<b>4</b>	8	2 Hour Limited	2.0	1.0
<b>6</b>	9	2 Hour Limited	1.36	1.2
	16	Unlimited		

Source: *Downtown Parking Resources Management Plan (2005)*, DKS Associates.

During the weekend, off-street parking in public lots was underutilized with vehicles parking between 1.6 to 2.1 hours in 4 hour limited spaces.

Generally, turnover was quite low for the public lots observed, averaging around 0.8 to 1.3 vehicles observed during the three hour observation period. Additionally, duration averaged from 1.6 to 2.4 hours, indicating that only very few vehicles occupied spaces for the entire observation period creating the low turnover rate and leaving the remainder of the spaces vacant. This is supported by the weekend occupancy data. Table 6C presents weekend off-street turnover and duration data observed in 2006 by WSA. Table 6D presents weekend off-street turnover and duration data based on the *Downtown Parking Plan (2005)*.

<b>Table 6C</b>				
<b>Parking Turnover and Duration – Off Street Weekend</b>				
<b>Lot</b>	<b>Location</b>	<b>Spaces</b>	<b>Turnover</b>	<b>Duration</b>
<b>Public</b>	W. 1st St./W. 2nd St.	<b>11</b>	0.8	1.6
		<b>17</b>	1.3	2.1
<b>Private</b>	E. 3rd St.	<b>19</b>	1.2	2.4

Source: WSA, June 2006.

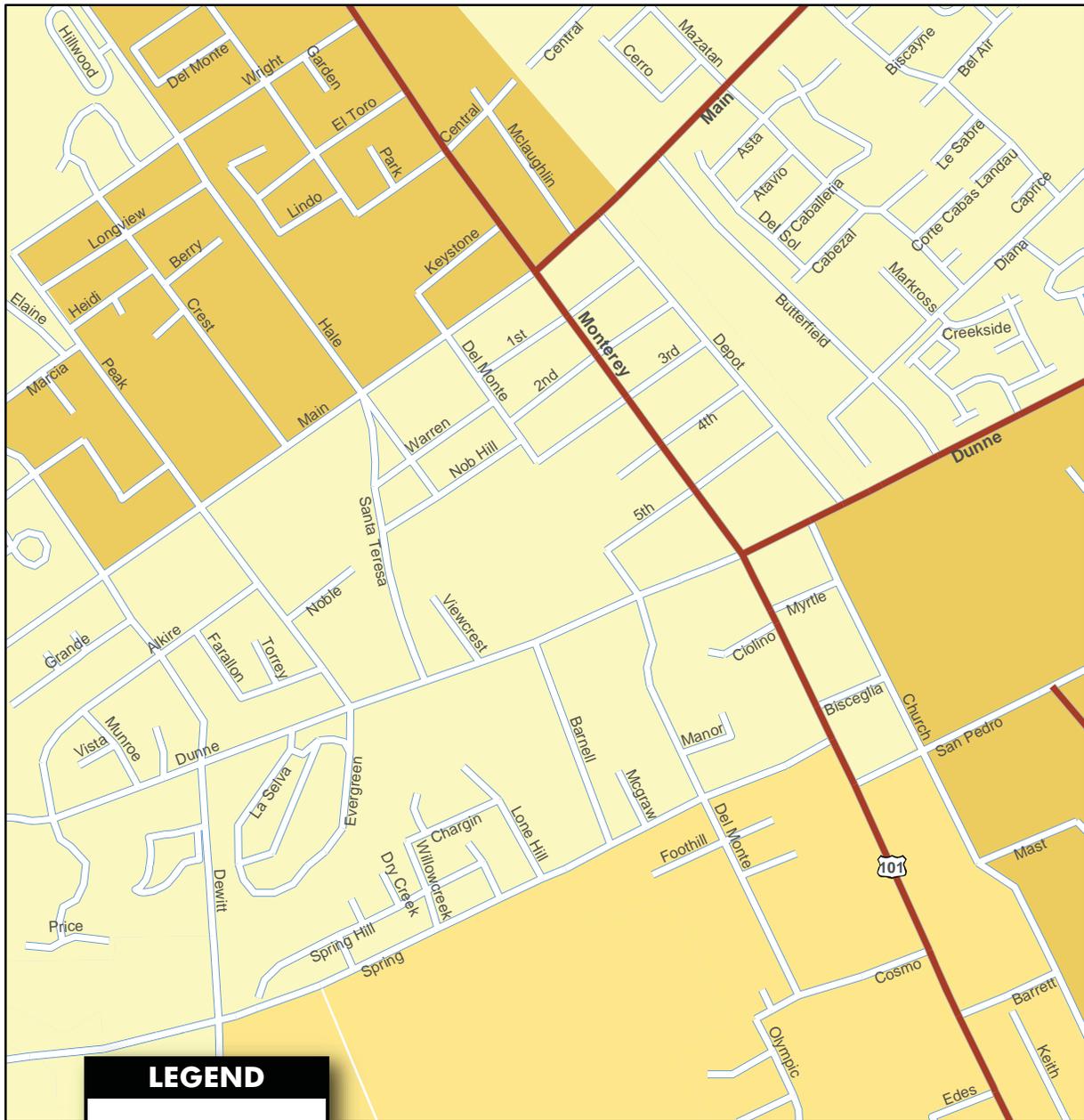
<b>Table 6D</b>				
<b>Parking Turnover and Duration – Off Street Weekend 2004</b>				
<b>Lot</b>	<b>Location</b>	<b>Spaces</b>	<b>Turnover</b>	<b>Duration</b>
<b>Private</b>	E. 3rd St.	<b>19</b>	0.94	1.5

Source: *Downtown Parking Resources Management Plan (2005)*, DKS Associates.

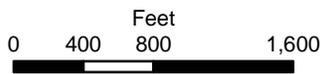
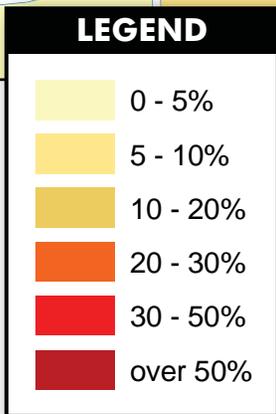
## Car Ownership

Zero auto ownership data from the MTC Bay Area Transportation Survey (BATS 2005) indicates a low population of zero car households for the downtown Morgan Hill area. There are a small percentage of households (0-5 percent no-car) throughout the majority of the study area and (10-20 percent no-car) concentrated immediately northwest and southeast of the study area north of Main and west of Monterey and south of Dunne and west of Church respectively. Since Morgan Hill is not an urban center, such data is expected. However, this may change as TOD type mixed use development progresses on Depot Street and 3<sup>rd</sup> Street.

Figure 2 on the following page indicates the breakdown of zero auto households in the study area.



Source: MTC Analysis of 2005 BATS Data



## Land Use and Zoning

The *Morgan Hill General Plan* (General Plan) (Updated 2005) and *Municipal Code* provide land use regulations for the Plan area. The General Plan states that the *Morgan Hill Downtown Plan* (2003) is the source of land use goals and expectations for Downtown Morgan Hill and establishes it as part of the General Plan under Policy 13b. The *Morgan Hill Downtown Plan* (2003) (Downtown Plan) which has several land use strategies intended to promote land use patterns to support activities that will enhance economic vitality and build on the downtown as the heart of the Morgan Hill community. The land use strategies discussed under *Existing Relevant Policies* will be used to plan public sector investments and to assist city staff and commissions in evaluating the appropriateness of individual development applications (enforceable only through the development approval process).

The Downtown Plan created the Central Commercial, Residential District (CC-R) to acknowledge and preserve the existing mixed use nature of Downtown Morgan Hill. The CC-R is a mixed use district that permits the following uses by floor:

- First floor uses: retail, restaurant, bars, theaters, financial services, indoor recreation and schools
- Second floor and above uses: Single-family attached, duplex and multifamily dwellings, Personal services, Professional and Medical offices and day care.

With the exception of the Community Center at the corner of Dunne Avenue and Monterey Boulevard, all downtown properties are either in the CC-R Zoning District or previously existing residential zones. Additional uses outside of the downtown plan area to the east of the railroad right of way include a planned unit development (PUD) and medium density residential (R3).

In addition to the CC-R, the Downtown Area is made up of the following Zoning Districts:

The Medium Density Residential District (R2 - 3,500) is intended to stabilize and protect the residential character of neighborhoods. It requires a minimum site area of 3,500 square feet per dwelling unit and permits the following uses: one single-family detached dwelling per lot; duplex or single-family attached dwellings; multifamily dwellings; Special residential care facilities; manufactured homes; and small and large family day care homes. The downtown R2-3,500 district is located on the western side of Monterey Road from West 1<sup>st</sup> Street to Dunne Avenue.

The Residential Estate District (RE -100,000) is intended to provide suitable environment for family residential life on large parcels of land. It requires a minimum lot area of one hundred thousand square feet and permits the following uses: single-family detached dwelling; agricultural; special residential care facilities; manufactured homes; small and large family day care homes; secondary dwelling units; and duplex or two single-family attached dwelling units on corner lots. The downtown RE district is limited to area at the western end of W. 4<sup>th</sup> Street, reaching as far north as W. 3<sup>rd</sup> Street.

The Public Facilities (PF) district is intended to accommodate governmental, public utility, educational and community service or recreational facilities. The downtown PF district is located on Dunne at Monterey Road.

## **Capital Improvement Projects**

Several redevelopment projects and future development opportunities are expected to affect the parking demand in Downtown Morgan Hill. These include:

The Morgan Hill Courthouse

- 79,000 square feet
- Parking demand: 271 spaces, Parking provided: 261 spaces

Third Street Improvements

- Includes Promenade and streetscape improvements (part of Sunsweet development)
- Eliminates 26 on street parking spaces
- Vertical mixed use: 57 townhouse units, 10,000 square feet ground floor retail,

The Depot Street Capital Improvement Project

- Extensive streetscape improvements
- Parking removed from west side and replaced on east side of Depot Street
- Townhouses 25 units/acre (exempt from growth units)

Other Opportunity Sites:

Approximately 180,000 square feet of potential commercial uses around the Downtown Area including Sunsweet Site and Shiraz mixed use residential commercial

## Parking Profile

WSA developed a parking profile for the downtown Morgan Hill study area to help predict future parking conditions. This profile was compiled based on parking rates from the parking demand model, estimated current parking demand, expected economic growth, and future pipeline projects.

### Methodology

To estimate the parking demand generation of future developments in Morgan Hill, WSA developed a parking model that combines pipeline land use predictions with calibrated demand rates for each use type. Pipeline project information provided by the City of Morgan Hill yielded the set of land use types to be examined within the model. Next, peak parking generation rates derived from a variety of sources, including the Institute of Transportation Engineers (ITE) publication *Parking Generation*, the Urban Land Institute (ULI) publication *Shared Parking*, the Morgan Hill General Plan parking requirements, and previous Wilbur Smith Associates parking studies were assigned to each land use. These peak rates represent each use's theoretical demand at its heaviest use time and in the event that almost every patron drives alone.

These peak rates were subsequently reduced by a series of 'mode split factors' to account for trips made by residents and visitors who walk, bike or use public transit to reach their destination. These factors were derived by comparing Morgan Hill's transit accessibility, land use mix, and demographics to other Bay Area case studies, as well as by analyzing recent census data for the area.

Additional rate reduction factors were included for each land use based on time-of-day demand shifts (the model calibrates for the weekday midday demand peak) and captive market trips. Captive market trips are those for which the proximity of uses facilitates walking between activities rather than using a vehicle, thereby reducing the demand for parking. In densely developed horizontal mixed-use areas, the compatibility of office, retail, and restaurant uses results in a further reduction of the peaking rate. To prevent double counting of parking demand between uses amenable to captive trips, this concept was incorporated into a 'shared parking' factor which further reduces the peak rate.

While the parking demand factors were initially based on standard industry sources, WSA analyst inspection of Morgan Hill's particular pipeline development patterns refined them to further match the case study conditions and desired study goals. The goals of the Morgan Hill case study were to receive guidance and assistance to revise current parking management plans based on observed conditions, to revise existing parking codes to reflect new development in Downtown Plan, to develop Policies to support and encourage pedestrian/bike circulation between downtown and the Caltrain Depot and to reassess the City's 2005 Parking Management Plan.

### Parking Rates

The existing utilization analysis coupled with current land use data provided the basis for developing parking generation rates. These were used to identify shared parking opportunities and complimenting land uses.

### *Peak Parking Factor*

WSA developed parking rates based on the overall district parking demand peak, as well as by individual land use type peaks. To accurately describe expected peak parking demand, the WSA model calibrates land use demand rates according to their prominence at weekday mid-day. Several land use types typically exhibit peaks at different time periods of the day and week. There is significant potential for shared parking between adjacent land uses with opposing peak demands; such uses include retail, theater, auto sales, hotel/motel, church, post office, convention/meeting space and auto service.

### *Shared Parking Factors and Internal Trip Capture*

The mixed use nature of the district provides ample opportunity for internal trip capture (i.e. park once and walk to several destinations). This is highly likely to occur at the peak demand period of lunch time during the work week when local employees already parked walk to lunch and shopping destinations. The future addition of dense mixed use development projects will likely enhance this characteristic. Internal trip capture or trip chaining is also common in the evening as employees run errands on their way home from work and on weekends as visitors combine shopping and restaurant trips. The primary use for the work week was considered to be office related. Additional shared parking factors were assigned to churches, social clubs, and other uses with off-peak demand, whose patrons can occupy existing parking during evenings and weekends.

### *Alternative Parking Rates*

Parking rates in Table 7 indicate the demand-based rates at the weekday mid-day peak, as well as the individual peak rates for each land use category at its heaviest use time. Both sets of rates include mode split reduction factors and the shared parking factors inherent in internal trip capture for the districts.

The rates the City of Morgan Hill adopts for major land uses based upon demand in the downtown district should range between the demand rates based upon peak demand for the district and the individual peak rates for the land use categories. For current uses that have distinct peaks but have demonstrated difficulty sharing parking, the higher value in the range should be considered. The range of rates could be provided in the parking code, but the final approval of the rate should be at the discretion of the planning department.

**Table 7. Demand Based and Peak Based Parking Rates (parking/unit)**

Land Use	Unit	Base Rate	Reduction Factors					Midday Peak Adjusted			Land Use Peak Adjusted			Parking Code
			Peak	Walk	Bike	Transit	SharedPrk	Total	ST	LT	Total	ST	LT	
Single Family Residential	DU	2.0	1.0	0	0	0	0	2.0	0.4	1.6	2	0.4	1.6	1.5
Multi-Family Residential	DU	2.0	1.0	0	0	0	0	2.0	0.2	1.8	2	0.2	1.8	2.0-2.5
Condominium	DU	1.5	1.0	0	0	0	0	1.5	0.15	1.35	1.5	0.15	1.35	1.5
Group Home	kSF	1.0	1.0	0	0	0	0	1	0.1	0.9	1	0.1	0.9	1.2 (/DU)
Office	kSF	3.0	0.8	0.02	0.02	0.01	0	2.28	0.68	1.60	2.85	.855	1.995	4
Retail	kSF	5.5	0.9	0.02	0.02	0.01	0.25	3.47	3.12	0.35	3.85	3.47	0.39	2.86
Restaurant/Bar	kSF	15	0.9	0.02	0.02	0.01	0.5	6.08	5.47	0.60	6.75	6.08	0.68	10
Service Station	kSF	3	0.75	0.02	0.02	0.01	0	2.14	1.07	1.07	2.85	1.43	1.43	5
Social Clubs	kSF	10	0.1	0.02	0.02	0.01	0.45	0.5	0.25	0.25	5	2.5	2.5	4-29
Public Buildings	kSF	3.0	0.9	0.02	0.02	0.01	0	2.6	1.28	1.28	2.85	1.43	1.43	4-29
Church	kSF	10.0	0.1	0.02	0.02	0.01	0.45	0.5	0.25	0.25	5	2.5	2.5	4-29
Theater	kSF	5.0	0.1	0.02	0.02	0.01	0.25	0.35	0.28	0.07	3.5	2.8	0.7	31
Schools	kSF	2.0	0.9	0.02	0.02	0.01	0	1.71	0.34	1.37	1.9	0.38	1.52	3.33

## Parking Demand

### *Impact of Future Developments*

Planned developments in Morgan Hill can be expected to have an impact on the area's overall parking demand. These include:

- 'Madeline's' Mixed Use Commercial Space—Monterey Rd & E 1<sup>st</sup> St
  - 7 residential units
  - 13,500 sq. ft. of commercial space
- 'The Granary'—E Main Ave & Depot St
  - 12 residential units
  - 8,300 sq. ft. of commercial space
- 'Sunsweet Plaza'—E 3<sup>rd</sup> St & Depot St
  - 57 residential units
  - 10,000 sq. ft. of commercial space
- 'Vista Del Toro'—Monterey Rd & Main Ave
  - 15 residential units
  - 25,600 sq. ft. of commercial space
- November Ballot Measure Allocations
  - 100 residential units

Table 8 summarizes the existing and projected parking demand based on proposed development for downtown Morgan Hill.

<b>Table 8. Existing and Projected Parking Demand</b>						
Land Use	Existing Demand			Future Demand		
	Total	ST	LT	Total	ST	LT
Single Family Residential	<b>286</b>	42.4	243.6	<b>286</b>	42.4	243.6
Multi-Family Residential	<b>68</b>	6.8	61.2	<b>450</b>	45	405
Condominium	<b>24</b>	2.4	21.6	<b>24</b>	2.4	21.6
Group Home	<b>2.4</b>	0.24	2.17	<b>2.4</b>	0.2	2.2
Office	<b>250.7</b>	75.2	175.5	<b>250.7</b>	75.2	175.5
Retail	<b>355.0</b>	319.5	35.5	<b>553.9</b>	498.5	55.4
Restaurant/Bar	<b>65.5</b>	59.0	6.6	<b>65.5</b>	59.0	6.6
Service Station	<b>3.2</b>	1.6	1.6	<b>3.2</b>	1.6	1.6
Social Clubs	<b>2.4</b>	1.18	1.2	<b>2.4</b>	1.2	1.2
Public Buildings	<b>83.5</b>	41.7	41.7	<b>83.5</b>	41.7	41.7
Church	<b>3.2</b>	1.6	1.6	<b>3.2</b>	1.6	1.6
Theater	<b>3.4</b>	2.7	0.7	<b>3.4</b>	2.7	0.7
Schools	<b>17.0</b>	3.4	13.6	<b>17.0</b>	3.4	13.6
<b>TOTAL</b>	<b>1164.3</b>			<b>1745.2</b>		

Source: Wilbur Smith Associates, April 2007.

## Pricing

While the WSA parking model pricing module indicates that parking demand could be reduced significantly with the introduction of pricing, Morgan Hill's relatively low parking occupancy rates and its generally suburban, low-density development patterns indicate a lack of critical need (and most likely a lack of public support) for pricing in the immediate future. At the midday peak, only one public lot and one private lot exceeded the 85% occupancy threshold<sup>2</sup>; changing the pricing structure of these sites may contribute to a more even distribution of parkers, but these limited hot spots do not necessarily justify a city-wide pricing program. If used as part of a complete parking management program, pricing could help control the timing of the eventual/potential need for building parking facilities as development progresses in the future, however.

<sup>2</sup> WSA, 'Existing Conditions: Morgan Hill' 8/18/06. p.5.

## Existing Relevant Policies

Morgan Hill's existing relevant policies will be discussed and analyzed as to how they contribute to or hinder the City from furthering those goals. The City of Morgan Hill's existing and proposed policies from Morgan Hill's Municipal Code the Morgan Hill General Plan and the Morgan Hill Downtown Plan were evaluated for the provision of the following SMART Growth benefits:

- Density
- Connectivity/Walkability/Livability
- Transit/Mode Choice
- Convenience/Ease of Use
- Progressive Financing/Pricing
- Overall/Overarching Benefits

### Morgan Hill Municipal Code

#### 18.50.025 Parking in CC-R, central commercial-residential zone

For lots of record in the CC-R, central commercial-residential zoning district, on Monterey Highway, there shall be no requirement for provision of additional on-site parking for properties involving any of the following:<sup>3</sup>

1. Establishment or intensification of commercial uses in structures which existed prior to August 1, 1992;
2. Permitted reconstruction of structures with the same or smaller building floor areas;
3. Lots of eight thousand or fewer square feet which were vacant on August 1, 1992.

*Smart Growth Benefits:* Density, Connectivity/Walkability/Livability

*Reconsider:* None at this time

#### 18.50.027 Parking space exemption for downtown projects

For lots of record located within the Downtown Area Residential Density Control System (RDSC) Boundary area (as described by a map on file with the city clerk), there shall be no requirement for provision of on-site parking for commercial/office uses. This exemption applies only to projects which receive site review approval or are awarded RDSC building allocations on or before March 1, 2007. (Ord. 1734 N.S. § 4 (part), 2005)

*Smart Growth Benefits:* Density, Connectivity/Walkability/Livability

*Reconsider:* None at this time

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<sup>3</sup> B. For parcels in the central commercial-residential zoning district which do not meet these requirements, the park standards of Section 18.50.020 shall be required unless otherwise provided by this code.

C. On-site parking for residential to commercial conversion will be prohibited unless it is provided at the rear of the parcel and can be accessed from Main Avenue or Dept Street. (Ord. 1734 N.S. § 4 (part), 2005; Ord. 1099 N.S. § 1, 1992)

18.50.060 Number of spaces-Increase in building capacity.

Except as provided in Section 18.50.025 of this chapter, whenever any building or structure is enlarged or increased in capacity by adding floor area, seats, or other measurable units thereto, or at such time as a different usage is applied thereto, which usage required more parking spaces as required, then, and at that time, the parking requirement shall be determined, and such new and additional parking and loading requirements shall apply thereto. (Ord. 1323 N.S. § 16, 1997; Ord. 559 N.S. § A (part), 1981)

*Smart Growth Benefits:* Density, Outside of CC-R District, enhances CC-R density  
*Reconsider:* Consider eliminating parking minimums, establishing Parking Maximums

18.50.090 Location-Office and commercial spaces (Off-site Parking)

All off-street parking spaces for all office and commercial uses shall be located upon the same zoning lot as the use for which such parking is provided, or, if approved by the community development director, within three hundred feet from the boundary thereof. (Ord. 559 N.S. § A (part), 1981)

*Smart Growth Benefits:* Density, Connectivity/Walkability/Livability  
*Reconsider:* See Consolidated Parking

18.50.100 Consolidated parking areas for several uses (Shared Parking)

The consolidation of the required parking area for several uses into one central parking area located within the same block or within three hundred feet of any use may be substituted for individual parking areas, in which case the number of parking spaces required shall be the sum total of the individual requirements. If the community development director determines that the parking demand generated by the different uses required herein occurs at distinctly different times, the director may reduce the total number of parking stalls to be jointly provided by consolidation. (Ord. 559 N.S. § A (part), 1981)

*Smart Growth Benefits:* Density, Connectivity/Walkability/Livability  
*Reconsider:* None at this time

18.50.130 In-lieu payments for spaces.<sup>4</sup>

In the central commercial residential zones, in lieu of furnishing the parking spaces required by the provisions of this chapter, the requirements thereof may be satisfied by in-lieu payments, if approved by the planning commission.

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<sup>4</sup> A. That the city council must adopt a resolution of policy setting out the value of off-street parking spaces, based on acquisition and construction costs of a surfaced parking lot; such costs and value may be amended from time to time at the discretion of the council;

B. That the city council must authorize the issuance of "in-lieu certificates," with each such certificate to represent the cost of one off-street parking space. A maximum of twenty stalls will be allowed to be purchased in lieu of parking spaces;

C. That the city council must set up a special fund or revenues from such certificates, such revenues to be used to establish public off-street parking;

*Smart Growth Benefits: Progressive Financing/Pricing*

*Reconsider:* Consider Parking Assessment District, sliding scale in-lieu fees for smaller developers to encourage/allow local developers to compete with larger developers in downtown. Fees could scale depending on the number of spaces requiring replacement or by location in the downtown. Alternatively developers could lease available spaces in a shared facility. The city should also consider using in-lieu fees for alternative commercial district improvements, such as pedestrians and bike amenities (benches, lighting, bike racks, improved sidewalks, landscaping, etc).

## **Morgan Hill General Plan: Community & Economic Development**

### Urban Growth Boundary and Urban Limit Line

In 1996 the Morgan Hill City Council adopted a long-term Urban Growth Boundary (UGB), which differentiates land within the Sphere of Influence intended for future urbanization from land intended to remain rural and unincorporated for the next 20 years. Agricultural and open space uses are preserved on all lands outside of the UGB.

The City is also currently proposing to adopt an Urban Limit Line (ULL) which would provide a longer-term version of the Urban Growth Boundary and is intended to reflect the City's long-term policy for growth beyond the 20-year timeframe of the UGB. The ULL proposes more efficient growth patterns, minimizing public costs, and protecting existing environmental resources.

*Smart Growth Benefits: Density*

*Reconsider:* The City is successfully managing this program in the context of regional housing assessments and countywide goals.

### Residential Development Control

Residential Development Controls were enacted by voter initiative in 1990 and extended by vote in 2004. For the years up to and including fiscal year 2019/20, no residential development shall be undertaken, and no discretionary permit or building permit shall be issued, in the City of Morgan Hill unless a development allotment has been obtained therefore in accordance with the provisions of this section of the General Plan and the Residential Development Control System (RDSCS) set out in the Morgan Hill Municipal Code.<sup>5</sup> Furthermore, if more than one continuous parcel is proposed for development by the same individual or entity under the single dwelling unit exemption on each parcel, Residential Planned Development Zoning shall be required for such development.

*Smart Growth Benefits: Density, Livability: Controls type of residential growth*

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<sup>5</sup> Except for secondary dwelling units ("granny units") and for a single dwelling unit, on the following conditions: If one unit is proposed on a parcel of sufficient size to accommodate additional units, it may be permitted without an allotment only if a deed restriction is placed upon the parcel which requires allotments to be obtained for any additional dwelling units on that parcel.

*Reconsider:* Controlling residential growth too tightly may cause it to leap frog to other communities that have less stringent controls. Increasing residential housing units helps to support public transit and share the burden of public infrastructure costs.

### Commercial Development

The General Plan concentrates Retail uses on Monterey Road around the Dunne and Tennant Avenue intersections, where higher traffic volumes can be better accommodated. Encouraging and maintaining non-retail uses along the intervening stretches is intended to help limit "strip commercial" appearance, reduce the potential for unacceptable traffic conditions, and contribute to the vitality of existing shopping centers.

*Smart Growth Benefits:* Density, Connectivity/Walkability/Livability, Convenience/Ease of Use  
*Reconsider:* None at this time

## **Morgan Hill General Plan: Circulation**

Goal 5: Adequate off-street parking

Policy 5a. Ensure that all developments provide adequate and convenient parking

Policy 5b. Design development projects, linking off-street parking facilities, where applicable.

Action 5.1 Periodically review parking standards to ensure their adequacy.

Action 5.2 Review and amend existing parking ordinance to provide for adequate on and off street parking throughout the city.

Action 5.3 Require cross-connection of parking lots, where applicable, at the time of design review for all commercial and industrial developments.

*Smart Growth Benefits (policies):* Convenience/Ease of Use

*Reconsider:* Blanket parking minimums will result in an excess of fragmented, disconnected off street parking lots in the periphery of the downtown. Consider converting all parking minimums with parking maximums for development within the downtown area.

Goal 6: A safe and efficient transit system that reduces congestion by providing viable non-automotive modes of transportation

Policies 6abd. Coordinate with VTA to provide improved local & commuter bus service

Policy 6c. Investigate multi-modal transit center

Policy 6e. Improve local transit: including shuttle service (downtown, shopping & employment centers)

Policy 6f. Support a Countywide car/vanpool matching program.

Policies 6gh. Support Countywide employer TDM programs.

Actions to Support Policies:

Action 6.1 CalTrain/service expansion in Morgan Hill

Action 6.2 VTA/provide commuter connections to light rail stations

Action 6.3 VTA/planning for light rail service to Morgan Hill, including location of routes and stations.

Action 6.4 VTA/Develop a transit information center bus schedules/transfer information

Actions 6.5 & 6.6 VTA& Developers/install enclosed bus shelters at major bus stops.

Action 6.7 Locate park and ride facilities on the east side of Highway 101.

Actions 6.8 & 6.9: Investigate Employer TDM Incentive Programs

Action 6.10 Prohibit long-term on-street parking in the industrial and commercial area of the city.

Action 6.11 Require all businesses with 100 or more employees to coordinate ride sharing programs.

Action 6.12 Develop Transportation Demand Management technologies

*Smart Growth Benefits (policies a-j):* Transit/Mode Choice, Convenience/Ease of Use

*Reconsider:* None at this time

## **Morgan Hill Downtown Plan**

The land use strategies discussed under will be used to plan public sector investments and to assist city staff and commissions in evaluating the appropriateness of individual development applications (enforceable only through the development approval process). Applicable strategies include:

Infill Commercial: Focused on vacant lots and parcels on Monterey Road

Third Street Commercial Focus: Lining 3<sup>rd</sup> Street with restaurant, retail and commercial service uses related to commuter rail station

High Density Residential: 35 to 40 units/acre on Sunsweet Site (E. 5<sup>th</sup> Street and Depot Street)

Mixed Use Commercial Infill: Parking Lot 18 adjacent to commuter rail station

Commercial and/or Medium Density Residential Infill: along Depot Street from Main Street to Second Street

Retention and Improvement of Existing Parking Lots: Eastern Monterey Lots

Public Parking: Opportunities identified along Depot Street

Transit Oriented Development: Butterfield Boulevard

Residential and Residential to Commercial Conversions: On-site parking restricted

*Smart Growth Benefits:*

- Density
- Connectivity/Walkability/Livability
- Convenience/Ease of Use
- Overall/Overarching Benefits

*Reconsider:* The policy of parking lot retention may not be the greatest and best use of underutilized surface parking lots. It would be better to form a comprehensive parking management system and centralize/consolidate parking to exploit the benefits of shared parking. Benefits include removal of parking space redundancies (i.e. reduction of overall parking spaces required) thus leading to more

valuable land being available for infill development, as well as less vehicular traffic searching for parking.

## **Implications for Smart Growth**

The City of Morgan Hill has developed several smart growth policies as part of the Morgan Hill Downtown Plan and adopted into their General Plan. The major strategies focus on enhancing economic vitality and building the downtown as the heart of the Morgan Hill community.

The City of Morgan Hill has a surplus of underutilized and disconnected private parking lots which appear as unattractive gaps in the urban fabric. Parking utilization data also indicate an increasing trend of low parking turnover and low duration for both on and off street facilities (i.e. high vacancies). The land use strategies that most directly impact this problem are infill development, parking preservation and shared public parking strategies.

The existing Morgan Hill Downtown plan embraces the infill vision along Monterey Road, but falls short with their on-site parking preservation strategy. Several of the downtown surface lots to the west of Monterey Road might be more valuable with infill development and off-site replacement parking, rather than preservation and inter-lot connections between small decentralized lots. In keeping with the City's public parking strategy, replacement parking could be placed in an off-site structure on Depot Street financed by a parking assessment district, in-lieu fees, or public/private partnership.

Strategic mixed use infill development on underutilized lots would provide the necessary density to the downtown and redistribute the parkers into an optimally designed system by removing the overabundance of parking. Since off-street parking is not required in the CC-R district for commercial uses, there should be no regulatory disincentive.

An additional strategy to bolster this scheme would be the development and adoption of a comprehensive parking management system to better exploit the benefits of shared parking. Benefits include removal of parking space redundancies (i.e. reduction of overall parking spaces).

Several capital improvement sites and opportunity sites have been identified for development in the downtown area and its immediate vicinity (Morgan Hill Courthouse, Butterfield TOD). Depending on the phasing of these developments, the parking demand and resulting supply in the downtown should be phased in concert. As such, the City should incorporate these future developments into its parking management system.

## Policy Recommendations

Morgan Hill's low parking occupancy rates during the week and weekend peak periods present the City with a unique opportunity to plan for future development and growth in an informed, preemptive manner. Carefully brokered shared parking agreements, flexible, unbundled, and downwardly-revised minimum parking requirements, and centralized parking structures funded through developer in-lieu fees have the potential to dramatically improve Morgan Hill's downtown vibrancy and efficiency. By encouraging patrons to park once (in centrally-located lots) and then walk to their destinations, these parking management strategies can play a key role in attaining the Morgan Hill Downtown Task Force's vision of an active, pedestrian-friendly downtown 'focal point.'

### *Revising Parking Requirements*

The Morgan Hill Municipal Code has several policies for parking in the central commercial residential (CC-R) zone. These include exemptions from providing additional or replacement parking due to intensification of use, or for providing any on-site parking within the Downtown Area Residential Density Control System (RDSCS) Boundary area for commercial/office uses.

However, overall parking requirements mandated by the City of Morgan Hill are more demanding than many other Bay Area cities of similar size and demography<sup>6</sup>. With the exception of single family residential and retail uses, official City parking ratios also exceed the demand rates derived by the WSA parking model (as shown in Table 7). This discrepancy indicates that Morgan Hill's current parking construction requirements may be leading to a parking supply that exceeds parking demand. The strikingly low occupancy of most parking lots and curb spaces in the downtown area, even at peak use times, further supports this conclusion. This is an issue for infill/new development, post 1992 according to the Morgan Hill Municipal Code (18.50.025).

Lower parking requirements will reduce the overall cost of development downtown and encourage the highest and best use of the land. With lower requirements, excess surface parking lots can be replaced by new retail, community, or residential developments, enhancing both 'pedestrian and retail continuity' and the 'maintenance of physical and visual continuity' advocated by the 2003 Morgan Hill Downtown Plan. Finally, the current discrepancy between parking demand and required parking supply will become even more significant if other parking management options, such as centralized and shared parking policies, successfully reduce overall parking demand in the future.

### *Shared Parking*

Encouraging shared use of existing parking supplies can make current lots in Morgan Hill more useful and efficient. As different land uses generate demand at different times of the day and week, sharing some parking spaces between such uses would result in better utilization of existing supplies and allow for

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<sup>6</sup> MTC Existing Parking Policies Paper, 2006.

future replacement of unneeded surface lots with more vibrant development. Shared/consolidated parking is supported in the Morgan Hill Municipal Code (18.50.100).

Interviews with stakeholders in Morgan Hill indicate that surface lots currently used by banks during the day could provide parking for other uses in the evening, when bank demand is lower. Interviewees stressed that the City of Morgan Hill could play a key role in brokering an arrangement suitable to all parties, perhaps by offering incentives for sharing to banks (or other owners of shareable parking). Stakeholders recommended that the City consider paying for a portion of the lot maintenance costs or ameliorating liability concerns to encourage such arrangements.

#### *In-Lieu Fees*

The City of Morgan Hill should consider assessing in-lieu parking fees for new development in the downtown area. By freeing individual developers from having to provide individual lots at every development, in-lieu fees for centralized area-serving parking can greatly encourage park-once behavior and prevent the development of unnecessary lots. By using in-lieu revenue and increasing city control over parking allocation, downtown parking can be provided in a more efficient and environmentally sound manner. Payments in-lieu of providing parking is supported in the Morgan Hill Municipal Code (18.50.130).

Some Morgan Hill stakeholders recommended during interviews that, if implemented, fees should be assessed gradually rather than as one up-front sum, to ease the burden for developers. Some stakeholders also expressed concern that the City lacked the resources to manage and direct the planning and construction of centralized parking structures.

As for appropriate fee levels and expected revenues, current in-lieu costs vary widely across Bay Area jurisdictions, ranging between approximately \$10,000 and \$30,000 per required space for office developments.<sup>7</sup> In-lieu fees can range significantly depending upon the parking requirement for the land use type. The size of the fee should depend on the city's overall goals for parking management. If the fee is too high developers will elect to build parking. Too low, the city will have insufficient developer provided parking and insufficient funds to build a facility. To control the direction of future parking supply allocation the fee should be set to motivate developers to pay and the city can initially subsidize the remainder and make the money back with garage revenues.

Where developers opt for fee payment, revenues can be considerable. Coconut Grove, FL adopted an in-lieu program in 1993 with fees of \$10,000 per stall or payments of \$50/month/stall. Developers have opted out of building 938 spaces, generating approximately \$3 million in revenues. Funds support a 416-space garage with ground floor retail, landscaping, and traffic control devices. Morgan Hill could also consider utilizing the revenue generated by in-lieu fees to support non-automobile transportation, for

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<sup>7</sup>For example: Palo Alto, \$18,000 per space; Walnut Creek, \$16K; Mountain View, \$13K; Carmel, \$27K; Beverly Hills, \$20K. See "Union City Developer Interview Guide," Tom Higgins, K.T. Analytics, Inc., August 8, 2006.

example by providing discounted/free transit passes for residents and employees (as Boulder, CO currently does with its in-lieu fees).

### *Consolidate Off-Street Parking*

Consolidating the many and often-underutilized surface parking lots currently scattered across the Morgan Hill downtown into 2 or 3 larger centralized parking facilities would lead to more efficient management and use. With fewer parking locations, driver search time can be greatly reduced. Parking can also be more easily shared between uses with different peak times when parking is located in several convenient locations near each use. Furthermore, centralized and consolidated parking can help eliminate breaks in sidewalk continuity that result from curb cuts, driveways, and empty parking lots abutting the street. Centralized parking promotes the creation of a “park once” environment that encourages people to park, walk, and visit multiple destinations. Centralized facilities also allow parking to be internalized within a site; “tucking away” enhances the downtown’s visual and pedestrian landscape, while increasing the City’s options for investing in the public realm through streetscape improvements and façade articulation. Consolidated parking is supported in the Morgan Hill Municipal Code (18.50.100).

### *Unbundling Parking*

A policy for unbundling parking from residential developments should be developed, in tandem with developers, for new projects within walking distance of transit. Morgan Hill stakeholder interviews indicate support for this policy, particularly if the arrangement were to make some of the unbundled spaces available for public use. Facilities with on-site parking managers generally prove to be the most feasible for unbundling, as managers can monitor implementation and help to resolve any unforeseen issues that may arise.

The positive experience with unbundling at the Market Common development in Clarendon, Virginia, illustrates its potential to reduce parking supply without generating significant management issues.<sup>8</sup> Residents in 300 apartment units at Market Common have no assigned parking – spaces are “unbundled” from rent. Residents pay \$25 per month for one space and \$75 to \$100 for a second. Apartment residents do not buy assigned stalls. They obtain a “hunting license” (a swipe card good at garage gate) to roam and find parking in a structure shared with retail and restaurant patrons who pay hourly rates in the same structure. Retail patrons and tenants share about 1100 spaces in a parking structure, though there also is a small amount of on-street parking for shoppers (36 spaces are referenced in one web page summary of the project).

How do residents and shoppers share the same structure? Residents pay building management (not the parking operator) for swipe cards used at structure gates. Shoppers buy short term permits to access the garage (\$1-4/hr depending on length of stay, with merchant validation allowed). Because retail is at ground floor and resident units at upper floors (10 story building), residents have “learned” to go to upper floors where parking generally is available. Residents do not seem concerned with having the structure

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<sup>8</sup> “Unbundling At Market Commons,” memo to Joan Malloy, Tom Higgins, K.T. Analytics, Inc., 10/11/06.

open to non-residents, perhaps because elevators in the parking structure leading to residential areas are opened only by tenant pass key.

What about tenant permits falling into the hands of shoppers by accident, theft or black market? Parking management reviews use of resident parking cards for excessive use and blocks use of any lost cards. Since the development's completion in November 2001, there have been no major problems relating to card misappropriation.

According to a study by the Victoria Transport Policy Institute<sup>9</sup>, parking surveys indicate up to 20% of available parking remains unused at the peak utilization period, suggesting good but not excessive occupancy patterns. Interviews with the property managers in late 2006 indicate that there had been no major crowding problems or complaints related to the parking policy.<sup>10</sup>

Given recent proposals for dense residential and mixed use proposals in the Morgan Hill downtown area, unbundling and shared use parking along the lines of the Market Common example could be highly beneficial in providing unobtrusive, well-utilized parking for both commercial and residential uses.

#### *Connectivity and Wayfinding Program*

A wayfinding program made up of clear, easy to read, consistent signage will connect parking and patrons to the numerous off-street facilities in the downtown. Wayfinding signs should be highly visible and include the locations of landmarks and key destinations in the district and consistent with the City's design guidelines. A wayfinding program would also connect non-motorized users in and around the district by signing bike paths and routes and pedestrian level maps and destinations. Furthermore, once a parking patron is out of their car they are now a pedestrian and will need to walk to their final destination, particularly in an area with centralized parking. The more clearly articulated and organized through a consistent signage system, the more pleasant a walking experience it will be. Elements of a strong connectivity program include:

- Bicycle and pedestrian circulation within the downtown, including good connections to transit facilities;

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<sup>9</sup>Victoria Transport Policy Institute, *Parking Management Strategies, Evaluation and Planning*, 2006.

<sup>10</sup>Analysis indicates residential parking demand at the complex may be below one space per unit. Specifically, Arlington County under its shared use provisions allowed Market Common to build only 1100 spaces whereas normal code provisions would have required 1500 spaces. The McCaffery Interests representative indicated the 300 residential units share the 1100 parking space with 240,000 square feet of retail. Retail parking demand varies depending on exact but unknown mix at Market Common (McCaffery web page describes mostly chain stores such as Barnes & Noble without mention of significant dining or entertainment). Assuming Market Common generates demand for its size category as a shopping complex without significant dining and entertainment as per an average of 169 shopping centers analyzed by Urban Land Institute (See Shared Parking, ULI, 2nd Edition, Table 4-1), then shopper parking demand might be 4 spaces per 1000 square feet. If so, that is a peak demand of 960 spaces (4X240), say 900 off-street allowing for ample street use, leaving only 200 space demand for 300 tenant units, below a 1:1 ratio.

- Secure bicycle parking at the Caltrain and within the housing and office developments for visitors, residents and employees;
- Pedestrian and bicycle amenities such as pedestrian level street lighting and signage, wider sidewalks, street trees, seating areas, showers & locker facilities, and enhanced crosswalks.

## Parking Policy Next Steps

Planning officials for the City of Morgan Hill indicated that they intend to implement smart growth parking policies by:

- √ Discussing potential changes further with stakeholders
- √ Proposing policy changes to the city council and elected officials
- √ Changing parking requirements
- √ Changing parking management strategies
- √ Changing parking financing approaches

Additionally, the City plans to incorporate findings and recommendations from the Smart Growth Parking Policies profile in its updated Downtown Plan.

# Chapter 1: Vision

## Overview

The City of Morgan Hill is located approximately 12 miles south of San Jose, 10 miles north of Gilroy and 15 miles inland from the Pacific Coast. The City is centered on U.S. Highway 101, which is the major north-south transportation corridor in the region. The City is located approximately 25 miles south of the San Jose International Airport. The Morgan Hill Downtown Specific Plan boundary covers 18 blocks and approximately 110 acres. Downtown Morgan Hill is centered on Monterey Road and is bound by Main Avenue, Butterfield Boulevard, Dunne Avenue, and Del Monte Avenue (see Figures 1 and 2). The Downtown Core is generally defined by Main Avenue, the railroad tracks, Dunne Avenue, and Del Monte Avenue. This area has smaller lots and is closer to a traditional Main Street downtown atmosphere than the area east of the railroad, which is more downtown serving in nature.

This 2008 Downtown Specific Plan has its roots in a downtown plan created almost thirty years ago. In 1980, the community held a series of public workshops to address issues of Downtown revitalization, which was necessary due to changes stemming from completion of Highway 101, and subsequent shift of traffic from Monterey Road through the Downtown area over to the freeway. From these workshops, a bold 1981 Downtown Plan emerged that has created a unique Downtown image for Morgan Hill along with the modest attraction of new uses and the construction of additional buildings. That 1981 Plan established a series of recommendations for the Downtown area, many of which have since been implemented, with the key change being the Monterey Road streetscape with its large median and wide sidewalks.



*Residences converted to interesting shops and offices*



*Restaurants with windows on the street*

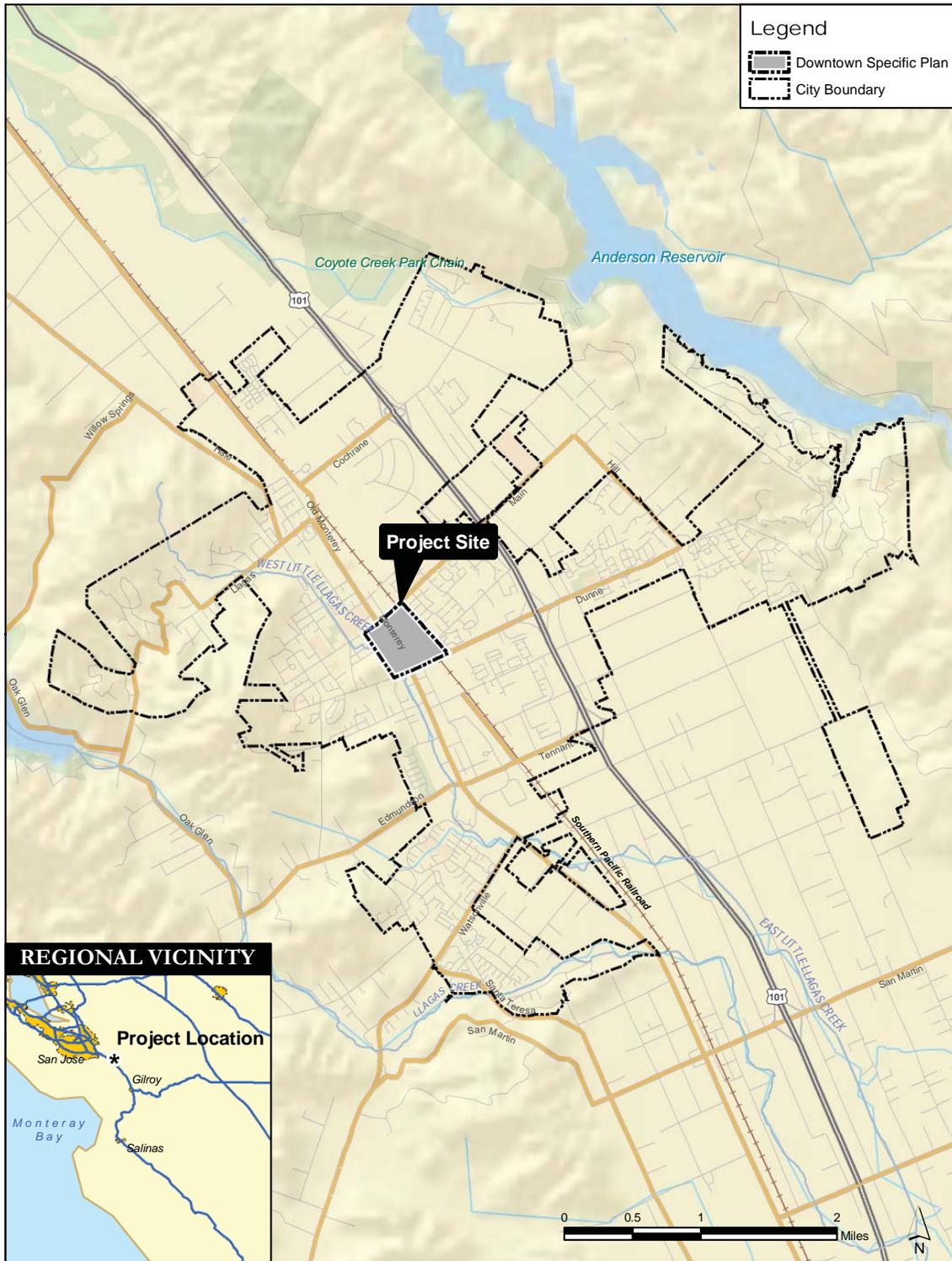


*Attractive storefronts*



*Continuity of interesting shops*

*Examples from other communities*



Local Vicinity

Figure 1



## Morgan Hill Downtown Specific Plan

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In 2003, a task force worked with the community and a consulting firm to prepare an update to the 1981 Plan. The 2003 update built on the success of the original Plan and proposed many recommendations and guidelines for Downtown improvements. Because full implementation of the Plan required preparation of an Environmental Impact Report (EIR), it was decided that the City Council would accept, rather than adopt the 2003 Plan. A Mitigated Negative Declaration was adopted and was used in conjunction with approval and implementation of certain aspects of the Plan, such as ordinances to increase density on certain opportunity sites and to modify certain parking requirements.

Following acceptance of the 2003 Downtown Plan, the City's Residential Density Control System (RDCS) was amended to make it easier for higher density residential and vertical mixed-use Downtown projects to compete for residential building allocations against the detached single-family residential projects. In 2005, the City held a competition for projects in the area in and around Downtown (see Figure 2 for the Downtown RDCS boundary), resulting in 363 residential building allocations awarded into fiscal year '09/'10. Of the 363 units, 255 were located within the 18-block boundary of this Specific Plan.

In November 2006, voters approved a ballot measure (which modified the RDCS) to allocate 100 additional units for projects of 25 units or less within the Specific Plan "Downtown Core" area. The measure also allows projects with Downtown RDCS allocations spread out over multiple years to advance the timing of construction.

In 2007, another update to the Plan was initiated to refine land use and public improvement objectives for Downtown, and to add the necessary information to so that it would become a "specific plan", which is a legal document that supplements the Morgan Hill General Plan and Zoning Ordinance for the Downtown area. The intent of the 2008 Downtown Specific Plan update is to focus on:

- increased residential density within the Specific Plan boundary, as well as on opportunity sites outside the Specific Plan boundary;
- development standards for new commercial spaces;
- coordination of a parking strategy with realistic growth projections;
- examination of circulation patterns; and
- creating a plan for public investment, given that the Redevelopment Plan Amendment was approved in 2005, which provides a substantial amount of funding for downtown and public infrastructure projects and activities.

Appendix A (Background) contains a more detailed history of the City and the Plan, as well as major topics from the previous plans. Appendix B (Workshop Results) provides a summary from the joint Planning Commission/City Council special meeting from June 19, 2007, the Downtown Plan Update Process Workshop from October 16, 2007, and the Downtown Specific Plan Stakeholder Workshop from February 19, 2008.

This chapter presents urban design goals and a vision statement for the Morgan Hill Downtown Specific Plan. The Downtown Task Force created this vision statement during the 2003 Morgan Hill Downtown Plan update process. It addresses the following key elements: land use, parking, Downtown access, Downtown focal point, landscaping and lighting, and signage.

## Urban Design Goals

The primary urban design goals and objectives addressed by this Specific Plan include:

- creating an active Downtown village through intensifying residential, retail, restaurant, and entertainment uses, within an urban setting improved with unified landscaping and streetscape improvements;
- making Monterey Road and Third Street more pedestrian and retail friendly, and improve other roads with better street lighting and streetscape improvements;
- strengthening Downtown's identity and scale with new design related to a traditional character; and
- creating visual and physical linkages to Downtown with landscaping, bike paths and entry area features; and with linking downtown commercial uses to common parking areas available to the general public.

## Vision Statement

Strengthening Downtown as the social and activity heart of Morgan Hill is the overriding aspiration of this Plan - a place where residents from all segments of the community can live, work, meet, shop, participate in public celebrations, and share in the richness of Morgan Hill's community life. It will be a place like nowhere else - a place with its own scale, character and uses.

### Land Use

Downtown will encourage and accommodate a wide diversity of uses serving the community. It will offer needed goods and services as well as provide a congenial home for new and unique businesses. It will be a village where each use has its own distinct character, and where walking from use to use is an interesting and stimulating experience.

A diversity of restaurant and entertainment uses will draw office workers to Downtown during the day, and provide a destination for individuals and families at night and on the weekend.

Specialty retail and food stores (i.e. bakeries, wine shops, and take-home gourmet meal delis) will serve commuters as well as provide residents with a greater range of shopping choices.

New and existing homes and apartments in and around downtown will provide support for Downtown businesses.

A variety of office and small businesses uses such as gift shops, bookstore, copy service, financial services, and law offices will provide a worker population in the downtown and offer needed supplies and services.

### Parking

Existing Downtown parking lots will be improved with landscaping and lighting to provide convenient and attractive one-stop locations to leave the car while walking to several destinations along well-landscaped sidewalks. Additional pedestrian and vehicular linkages between Downtown parking lots will be created. On-street parking spaces will serve as convenient spaces for quick in-and-out stops while additional parking lots will be added over time to accommodate longer term parking needs. Shared parking will be encouraged.



### Downtown Access

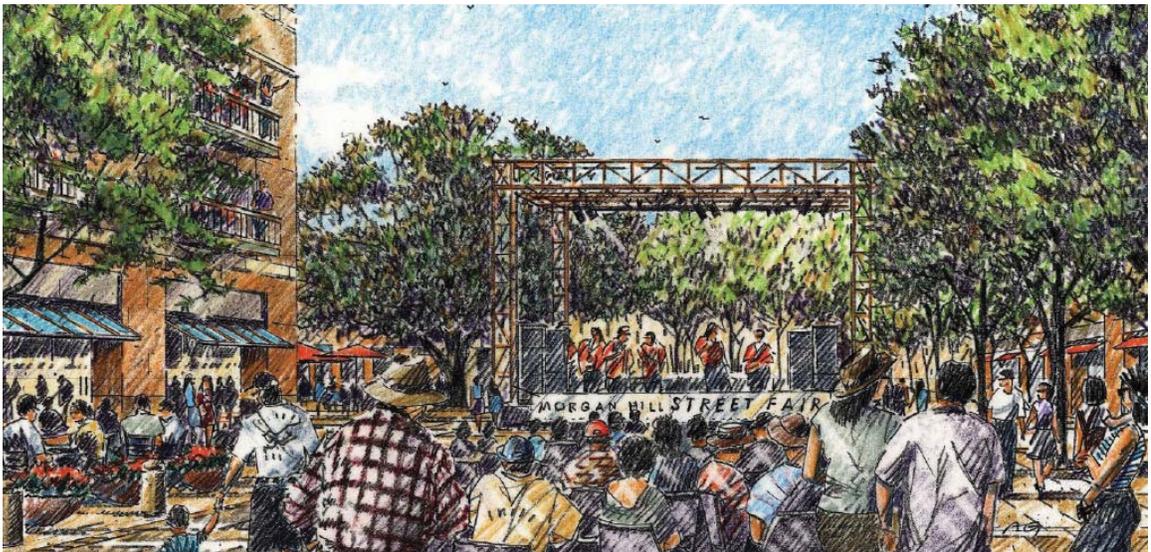
Pedestrian and bicycle access to Downtown will become more common in the future as bicycle lanes are added to Monterey Road north and south of Downtown, with links along Depot Street to the rail station. As streets are beautified with landscaping and street furniture, walking in Downtown will be a more pleasant experience. A trail along Upper Llagas Creek has been proposed as part of flood control improvements. This trail would provide pedestrians and bicyclists access from Downtown to areas north and south along the creeks. Due to right-of-way limitations, an off-street trail along the entire length of Upper Llagas Creek may not be feasible and Downtown sidewalks and bike lanes may be used as necessary. This trail is discussed further in Chapter 2 (Land Uses and Development Standards) and Chapter 8 (Implementation and Plan for Investment).

### Key Downtown Streets and Focal Point

Along with Monterey Road, Third Street will become a focus of activity and outdoor dining in downtown. Widened sidewalks with landscaping and tree plantings on each side of Third Street will accommodate outdoor dining and specialty shops such as art galleries. Portions of the street, designed more as a plaza than a street, will be closed for special events including activities such as music and art shows. A focal point, possibly with public art, near the Monterey Road end of Third Street will provide a gathering place for activities and lighting will add a festive quality to the street.



*Third Street*



*Third Street Plaza*

### Landscaping and Lighting

Downtown will have the feel of a well landscaped neighborhood with side streets lined with trees and street lights of a character related to the quality of landscaping and paving along Monterey Road and Third Street. Streetscape improvements along side streets (i.e. First, Second, Fourth, and Fifth Streets; and Main Avenue) will add to the quality of Downtown and provide a positive image of place and pride to those visiting from other areas. Attention to paving will bring additional scale and interest to pedestrian areas. Individual shops will have flower boxes and pots in front of their storefronts and entries to add color and an individual personality to each business. Side streets east of Monterey Road will be more urban, while side streets west of Monterey Road will transition from “Main Street” to a more “downtown residential” character.



*Example of a side street west of Monterey Road in Downtown*

*Examples from Downtown Morgan Hill and other communities*



*Attractive second floor uses*



*Indoor/outdoor businesses*



*Variety of restaurants and menus*



*Public art*



*Diversity of shops*



*Sculptures*



# Morgan Hill Downtown Specific Plan

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## Signage

New public signage will assist in finding public parking lots and other destinations, while directional signage near Highway 101 and throughout Morgan Hill will assist visitors in finding their way to Downtown. Identity signs or gateway features marking the Downtown entries will have a character unique to Morgan Hill, and will assist in announcing to motorists that they are entering a pedestrian-oriented zone where speeds are slower and pedestrian crossings are frequent.

Private signs will be well designed to provide visual interest and express the individuality of each business.

### Examples from other communities

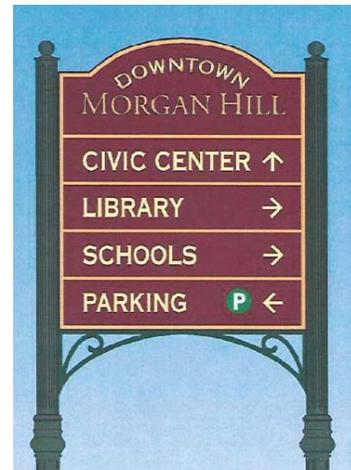
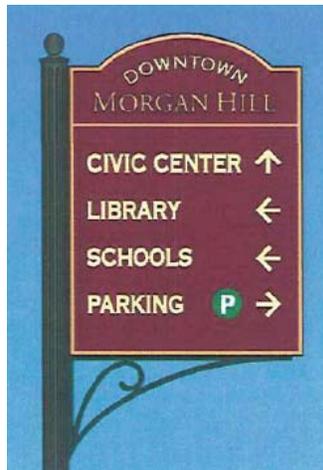
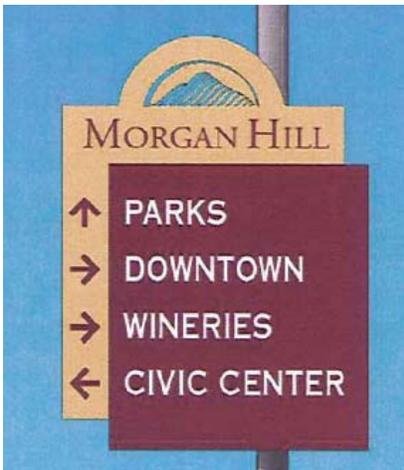


Signage with unique personality



Distinctive storefronts and signage

### Examples from the Draft Citywide Directional Sign Program



Creative and user-friendly directional signage

## Chapter 2: Land Uses and Development Standards

### Overview

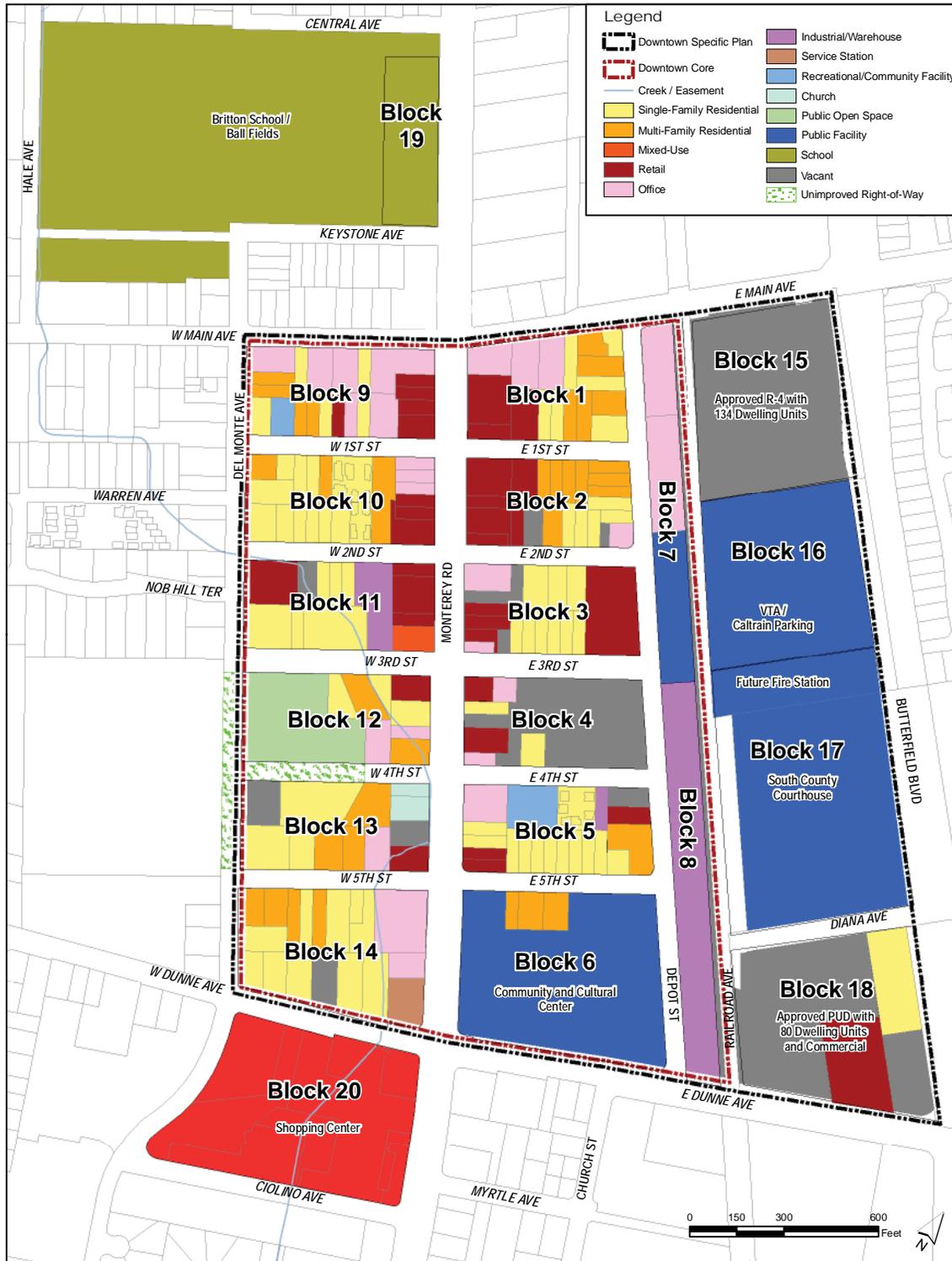
Downtown Morgan Hill is unique in that it has a commuter rail station within easy walking distance to a variety of retail, office, and residential uses. Figure 3 shows the existing land uses and highlights special uses, such as the Morgan Hill Community and Cultural Center.

Future development should focus on promoting pedestrian activity, increasing the Downtown residential population, and increasing shopping and employment opportunities with appropriately designed spaces throughout Downtown. The proposed General Plan land use designations and Zoning Ordinance classifications reflect the development needs of Downtown Morgan Hill. Figures 4 and 5 show the proposed General Plan land use designations and Zoning Ordinance classifications, respectively.

Mixed Use land use designation and the CBD zoning district make up the majority of the area along Monterey Road and between Monterey Road and the railroad tracks. A variety of residential densities are proposed for a majority of the area west of Monterey Road and at the north and south ends of Butterfield Boulevard. Public Facilities exist at the Morgan Hill Community and Cultural Center, along Monterey Road and Dunne Avenue, as well as the future fire station and County Courthouse along Butterfield Boulevard. The Ground Floor Overlay (GFO) covers certain properties along Monterey Road and Third Street. The intent of this overlay is to provide ground-floor retail, as well as restaurant and entertainment uses to encourage pedestrian activity.

The Morgan Hill City Council has proposed, and this Specific Plan supports, a ballot measure to modify the Residential Development Control System (RDSCS) to better accommodate Downtown development. The RDSCS is an ordinance approved by City voters aimed at controlling residential growth in the City. The current RDSCS extends through the year 2020, and is focused on a City population of 48,000 in 2020. The RDSCS has helped to assure that residential development pays for itself and that the rate of development does not outstrip the availability of public services and infrastructure to serve the City's residents. The RDSCS has also encouraged more efficient patterns of development by directing growth to areas that are contiguous to existing development and served by adequate infrastructure. Proposed residential projects are rated on a point-based system to determine which projects would best serve the City. Several Downtown property and business owners have expressed concern that this system favors development outside of Downtown. The RDSCS is an obstacle for mixed use and attached housing projects, which are key types of developments desired in the Downtown Specific Plan area. Downtown residential development encourages walking and transit use, utilizes previously developed land, and supports local businesses. Since this Specific Plan guarantees infrastructure keeps pace with development (see Chapter 7: Infrastructure and Chapter 8: Implementation and Plan for Investment) and since development included in this Specific Plan is City-centered growth, modification of the RDSCS to allow for about 500 development allocations for Downtown projects to the year 2020, and to exempt Downtown residential development from the RDSCS competition, would assist with attaining the community's vision for Downtown.

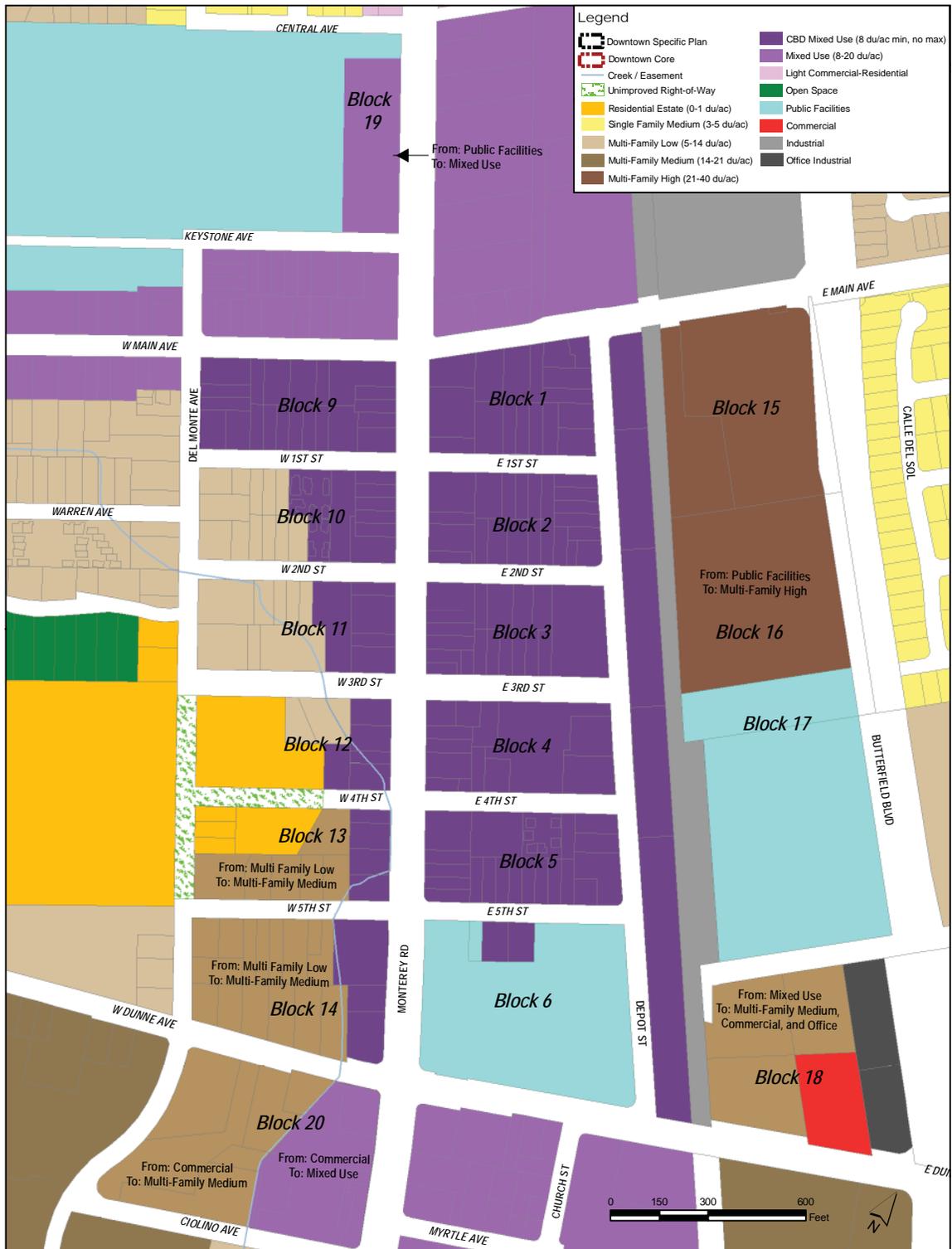
This Specific Plan assigns block numbers to Downtown blocks for ease of discussion (see Figure 3). Blocks 1-14 are within the Downtown Core and Blocks 1-18 are within the Specific Plan boundary. This Specific Plan also makes recommendations for Blocks 19 and 20, which are outside the Specific Plan boundary.



Existing and Approved Land Uses

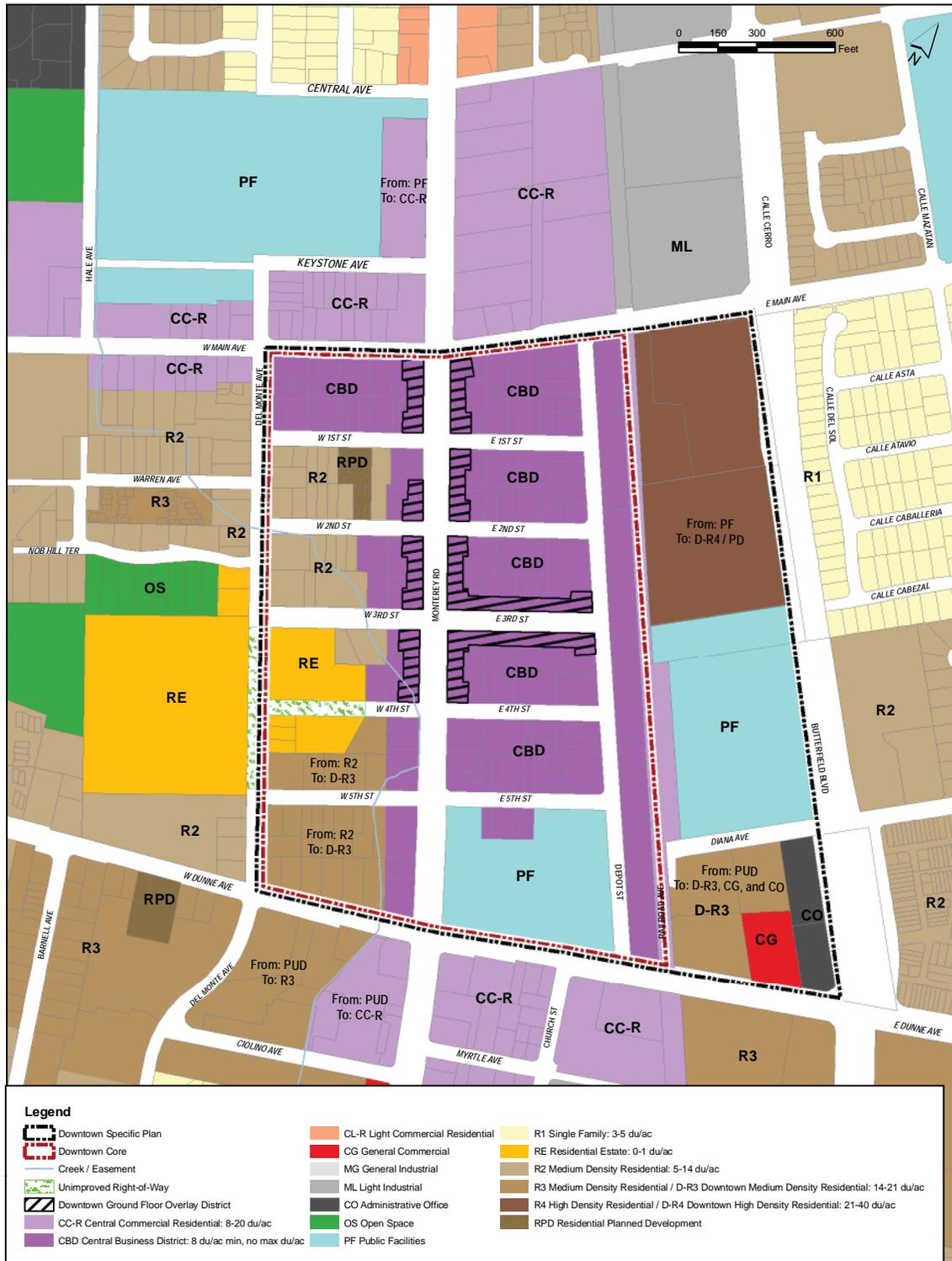
Figure 3

# CHAPTER 2: LAND USES AND DEVELOPMENT STANDARDS



**Proposed General Plan Land Use Designations**

Figure 4



## Proposed Zoning Designations

Figure 5

### Goals, Policies, and Actions

The Morgan Hill General Plan identifies a goal of the Downtown to be “a vibrant, identifiable downtown”. The following land use goals and objectives will guide public planning and implementation activities.

#### Land Use Goals and Objectives

- Encourage a diverse mix of uses emphasizing specialty retail, restaurant, entertainment, residential and commuter-serving uses.
- Emphasize Monterey Road and Third Street as the main commercial spines in Downtown.
- Emphasize transit-oriented uses which do not require large amounts of on-site parking.
- Rehabilitate existing Downtown residential units within residential areas; encourage redevelopment of key opportunity sites currently occupied with low-intensity residential uses to more intense mixed use projects.
- Add a substantial number of residential units in and near Downtown with densities ranging from 18 to 40 or more dwelling units per acre.
- Strengthen downtown through emphasis on the infill development of vacant lots along Monterey Road and Third Street.
- Encourage the conversion of residential uses on side streets between Monterey Road and Depot Street to mixed-use projects consistent with CBD zoning.
- Increase allowable density in the residential neighborhood west of Monterey Road and along Dunne Avenue, Fifth Street, and part of Fourth Street (Blocks 13 and 14).
- Allow for visitor-serving lodging and “bed and breakfast” uses in the Downtown Area.

The following policies and actions support and will help implement these goals and objectives.

#### Policies

- Encourage new development to expand pedestrian-oriented uses and amenities, especially along Monterey Road and Third Street.
- Encourage land uses that have weekend and evening peak demands to better accommodate shared parking.
- Promote high- and medium-density residential units in mixed-use development to increase the Downtown residential population. Adoption of this Specific Plan includes land use and zoning changes resulting in higher density near Dunne Avenue and Fifth Street (Block 14 and portions of Block 13) and on the VTA/Caltrain parking lot (Block 16).
- Encourage mixed-use development that accommodates both the retail and residential land uses.
- Promote transit-oriented development along Third and Depot Streets, as well as on Block 16, to strengthen the relationship between the train station and the retail and residential uses in Downtown.
- Encourage the preservation of the small-scale residential neighborhoods west of Monterey Road and north of Fourth Street.
- Either continue “aggressive” Downtown RDCS set-asides within the RDCS system, or modify the RDCS to exempt residential units built within the Downtown Specific Plan boundaries if the projects are determined to be consistent with this Specific Plan.
- Encourage development surrounding Downtown to promote transit-oriented, pedestrian-friendly development that would complement Downtown.
- Allow residential-to-commercial conversions for uses such as offices, gift shops, beauty salons, health spas, restaurants, art galleries and studios, bed and breakfast hotels, or other similar uses.

### Actions

- Provide funding assistance using redevelopment funds for programs such as facade improvement grants, commercial rehabilitation loans, and housing rehabilitation loans.
- Implement the Third Street Plaza/Promenade streetscape reconstruction and beautification project.
- Work with and encourage the Downtown Association and Chamber of Commerce to attract new businesses and to provide educational sessions for Downtown property and business owners.
- Review plans for new developments to ensure they provide sufficient retail building space, where appropriate.
- Enhance lighting by installing streetlights throughout Downtown, including along side streets and in parking areas to create a safe environment.
- Work with the Downtown Association and Downtown businesses to encourage more consistent operating hours and days.
- Work with the Downtown Association and other relevant organizations to provide assistance for Downtown activities, such as farmers markets, art shows, concerts, and other similar events.
- Provide Redevelopment Agency assistance to ensure that an operating theater use is retained Downtown. This could involve redevelopment of the Granada Theatre site or in another suitable location.
- Concurrent with adoption of this Specific Plan, amend the General Plan and Zoning Ordinance to extend the Mixed Use land use and CC-R (Central Commercial Residential) zoning designation north to Block 19.
- Concurrent with the adoption of this Specific Plan, amend the General Plan and Zoning Ordinance to increase the maximum density for Mixed Use land use designation and CC-R zoning district from 18 dwelling units per acre to 20 dwelling units per acre.
- Review plans for new development or remodels within the R2 and D-R3 zoning districts throughout Downtown to ensure compatibility with the existing residential development.
- Either continue “aggressive” Downtown RDCS set-asides within the RDCS system, or modify the RDCS to exempt residential units built within the Downtown Specific Plan boundaries if the projects are determined to be consistent with this Specific Plan.
- This Specific Plan assumes that the shopping center at the intersection of Del Monte Avenue and West Second Street is retained. This site could be rezoned as CBD or R2 for redevelopment as a mixed-use or residential project if determined to be feasible and desirable.
- Concurrent with this Specific Plan, change land use designation and zoning, and support redevelopment of the existing shopping center located at the southwest corner of Dunne Avenue and Monterey Road (Block 20) to CC-R east of the SCVWD Upper Llagas Creek easement and D-R3 use west of the SCVWD easement.
- Use Redevelopment Agency resources to facilitate mixed-used development along Third Street.

### Land Use Targets

While the vision for Downtown Morgan Hill is one welcoming a diversity of uses, it is important to work toward a mix of uses that are mutually supportive and consistent with the vision of a pedestrian-oriented downtown. Emphasis is placed on retaining and attracting the following uses:

#### 1. Restaurants

A wide range of eating establishments is desired from simple grilles to white tablecloth restaurants. However, in the context of Morgan Hill, franchise fast food restaurants are felt to be appropriately located in places other than Downtown. Restaurants with outside dining or with openable window walls adjacent to the sidewalk will be especially promoted.

#### 2. Entertainment Uses

Entertainment uses are desired. Cinema venues and music provided in conjunction with restaurant dining are most desirable.

#### 3. Food Shops

Bakeries; natural food and local produce markets; wine, cheese and olive shops; and other special food businesses will add richness to the Downtown environment and provide convenient services near the commuter rail station.

#### 4. Home Furnishings

The income levels of Morgan Hill residents offer a market for art and interior decorating items and services. Art galleries and decorative arts shops will increase the visual appeal of storefront windows and add to the pedestrian experience in Downtown.

#### 5. Specialty Retail Uses

Niche markets will continue to allow for diverse and interesting additions to Downtown - especially those small businesses started by local residents with an interest in and passion for unique goods and a willingness to become active retailers. The feasibility of an "international walk of shops" that offers imported items from countries around the world should be analyzed. Such a use could develop in Downtown if determined to be feasible and desirable.

#### 6. Professional Offices

Offices will provide additional life and vitality to Downtown as office workers provide activity on the sidewalks, and support retail shops and restaurants. Careful location of these uses, however, will be important to avoid gaps in retail and active frontages. Locations on upper floors above retail and restaurant uses, on side streets away from the Monterey Road and East Third frontages, and near Butterfield Boulevard will be most appropriate.

#### 7. Commercial Services

Uses that serve Downtown visitors, residents, businesses, and commuters will increase the diversity of Downtown and increase the amount of time spent on each individual trip to the area. Beauty and nail salons, real estate and insurance offices, and businesses providing services to other businesses will be included. These uses are encouraged on streets other than Monterey Road and East Third Street to maximize the amount of retail along these corridors. Conversion of existing homes or new construction of small buildings on the side streets offer opportunities for these uses.

### 8. Residential Apartments and For-Sale Housing

Residents in and adjacent to Downtown will assist in extending the hours of activity in the area while providing important support for Downtown businesses and restaurants. Housing types that are appropriate to a location near a commuter rail station will be emphasized while low density housing projects that are similar to those in other areas of the community will not be allowed Downtown.

### 9. Grocery Market

A grocery store should be developed in or near Downtown to serve residents of Downtown and the surrounding neighborhoods. Smaller specialty food, wine, produce, bakery and deli goods are desired and anticipated to locate throughout Downtown. The grocery store and specialty shops are not expected to be in direct competition with one another.

### 10. Non-Retail Uses (e.g., Banks)

The Redevelopment Agency and Morgan Hill Downtown Association should work with banks and other non-retail uses on key sites within the Downtown Core along Monterey Road and Third Street, to either relocate to areas not zoned CBD, or to temporarily relocate the uses until the sites are intensified with more intensive mixed-use projects, when the uses would return to the sites.

### 11. Mixed Use Opportunities outside Specific Plan Area

- The Britton School field south of the auditorium, located west of Monterey Road and between West Central and Keystone Avenues (Block 19), is currently designated as Public Facilities. This area should be reclassified to Mixed Use / CC-R to accommodate mixed-use development with a mix of office and residential uses (Block 19).
- Concurrent with adoption of this Specific Plan, the site of the existing shopping center at the southwest corner of Monterey Road and Dunne Avenue (Block 20), should be reclassified to Mixed Use/CC-R east of the creek easement and Medium Density Residential/D-R3 west of the easement. This area should include a mix of residential and commercial uses with mixed-use or commercial uses on the east portion of site and residential uses on the west portion on the site. This site may offer an opportunity for a larger “national retailer” type of tenant, with from 15,000 to 20,000 square feet of ground floor space.

Note: For the purpose of this Specific Plan, the term “retail use” includes restaurants, entertainment uses, food and grocery stores, retail uses, home furnishings, and other uses determined to be “retail” in nature, as opposed to offices, personal services and the like.

### Retail Real Estate Overview

Downtown offers a quaint, pedestrian-friendly environment, and acts as the central hub of activity in Morgan Hill. Its close proximity to the train station and bus transit facilities provide direct access for residents and visitors. There is significant interest among municipal and local property owners to transform Downtown into a more successful vibrant environment. In addition, there is interest in increasing Downtown residential, commercial and retail densities. Historically, Downtown has had a successful schedule of annual events including the Mushroom Mardi Gras, Taste of Morgan Hill, Fourth of July celebration, and Summer Music Series. Additionally, the new courthouse is anticipated to increase the daytime business population, generating employees and visitors to the area.

### Types of Retail

The amount of “supportable” retail is directly proportional to the size of the trade area and the amount of other retail in the trade area. Supportable retail can also vary based on geography, competition, success of existing retail, proximity to customer traffic generators; and it can expand or contract based on the combination of these factors.

The size of a retail facility determines whether it is a destination or convenience use. Larger format stores present depth and breadth of a wider range of merchandise, which allows them to be more destination uses. Smaller format stores are limited in what products or services they can offer, thus they are more convenience uses. Typically, destination uses are anchor business, which attract people to an area. Convenience uses are supported by customers of the destination uses and by nearby business and residents.

### Types of Customers

There are three groups of retail customers, each having distinct hours for shopping and dining:

- Local Residents: If employed outside the area, local residents will shop or dine in the late afternoon through the evening, and on weekends. Others will shop or dine from 11:00 a.m. to 5:00 p.m. or later
- Daytime Business Population  
Employees: This group of people will dine from 11:00 a.m. to 2:00 p.m., and shop and/or dine after 5:00 p.m. on weekdays. Most will not return on weekends.
- Visitors: Visitors will shop and/or dine from 11:00 a.m. to 8:00 or 9:00 p.m. every day, but because they have time to invest in shopping, they are more willing to travel to other competing shopping destinations.

### Site Selection

The key factor for a retailer’s assessment of a location is the sales potential. In the retail business, location is directly linked to sales and profitability. Sales potential determines whether to invest money and “people capital” in that particular location relative to other opportunities.

Selecting a potentially profitable location is dependent on several factors, including:

- complementary retail uses;
- pedestrian access;
- easy parking access;
- demographics of the trade area;
- cost of the leasable space; and
- historical sales performance.

### Transitional/Temporary Uses

Until there is a strong market demand for retail in Downtown, property owners might find it difficult to find retail tenants. Property owners should design ground-floor spaces to accommodate retail uses (i.e. building depth, outdoor eating areas, and ground-floor ceiling height) and should actively search for retail tenants. Once there is a stronger demand for retail, interim uses such as office uses can transition out while retail uses take over the spaces.

### Challenges to Retail

The most significant challenge with improving Downtown is attracting a strong retail and entertainment base. Currently, there is not enough residential critical mass in and around Downtown to support a dramatic increase in retail and service uses. Regional retail competition also poses challenges. Many residents shop at regional competition retail centers including Valley Fair, Oakridge, Gilroy Premium Outlets, Gilroy Crossing and Cochrane Commons. Currently, there is limited regional draw to downtown, mostly due to the lack of retail critical mass of destination uses.

Additionally, as the Downtown Core increases its retail square footage, creation of enough parking becomes necessary. Other challenges include the lack of a daytime business population and the lack of consistent hours of operation by retail and restaurant owners. It is a combination of factors that will attract a retail base, residential uses, entertainment destination uses, and additional office space. This plan seeks to create a critical mass by increasing residential densities, working with or modifying the RDCS to ensure accommodation of Downtown development, and ensuring construction of appropriately designed commercial space.

### 2015 and 2030 Development Projections

Redevelopment within Downtown Morgan Hill is expected to occur gradually over time. Major factors affecting the pace of development include:

- how RDCS applies to Downtown;
- the amount and type of public investment in Downtown;
- the success of initial Downtown redevelopment projects; and
- the risk levels Downtown property owners are willing to accept.

Overall, Downtown is expected to be a vibrant, mixed-use and pedestrian-friendly environment with an average of three story heights especially along Monterey Road and East Third Street. Larger sites of about one-half acre in size will be able to develop with up to four stories.

The City's Redevelopment Agency has completed various improvements throughout the Downtown area, including the construction of bulbouts at several intersections and infrastructure improvements along Depot Street, including street trees, lighting, and wide sidewalks. The Redevelopment Agency is investing up to \$40 million on additional improvements and projects throughout Downtown. These improvements will greatly affect the timing of future private development projects.

Properties such as the Sunsweet site and the Downtown Mall site have received residential allotments for mixed-use projects. Other property owners may look to the success of these projects before moving forward with projects of their own. These property owners will need to closely evaluate the risk associated with redevelopment. If this risk is beyond their comfort level, they may choose not to redevelop or the Redevelopment Agency will have to provide assistance as a public/private partnership project.

With these and other factors in mind, City Staff, RBF Consulting, Johnston Real Estate Services, and DKS Associates projected the sites most likely to redevelop by 2015 and 2030. The purpose of the projection was to guide development and phasing assumptions in the Master Environmental Impact Report (EIR) and traffic analysis, and to guide development of the Parking Resources Management Strategy (see Chapter 4 for a summary and Appendix D for the entire strategy). The sites projected to redevelop by 2015 were selected based on communications with property owners and an assessment of the existing built conditions. Likewise, the development projected to occur between 2015 and 2030 is based on present and expected market conditions and an understanding of parking and retail needs in the Downtown area.

The sites selected for the 2015 Development Projection generally have residential allotments through the Residential Development Control System (RDSCS) and have property owners or developers who are actively evaluating and preparing development plans. For the purpose of defining a first phase, this Specific Plan assumes that Blocks 1, 2, 3, 4, 7, portions of 13 and 14, 15, 17, and 18 would redevelop by 2015 (see Figure 3 or 6 for block numbers). Block 20 (outside of the Specific Plan boundary) is also projected to redevelop by 2015. The remaining sites and blocks are assumed to redevelop by 2030. These “second phase” sites generally have not received RDSCS allotments, but have property owners interested in future redevelopment of their properties.

**It must be emphasized that the phasing assumptions are not intended to and will not be interpreted to act as a geographic or numeric constraint to the location, level and/or timing of development. Under this adopted Specific Plan, other blocks, or portions of blocks, may redevelop first. The overall level and location of actual development will be monitored by the City to ensure that land use regulations, parking management activities,**

**and environmental (CEQA) compliance is appropriate to actual conditions over time.**

Also, the projections do not represent the maximum buildout potential of all sites or of all of Downtown, which is determined by the maximum development permitted by the Zoning Ordinance, and future development applications submitted by property owners may propose different types or densities of development. Again, actual development will be monitored, with future actions taken as necessary, for consistency and appropriate regulatory and CEQA compliance.

The projections intend to present a reality-based “likely redevelopment scenario” for 2015 and 2030, for the purpose of focusing policies, programs and activities. The Master EIR and Parking Resources Management Strategy will use these projections instead of the “maximum buildout” in order to realistically assess the future of Downtown. Using the maximum potential development approach would likely result in providing excessive parking or requiring unnecessary mitigations. It is intended that the Master EIR provide environmental clearance to the projected realistic 2030 level of development, and if future projects exceed that level, a future CEQA document will be needed.

Figure 6 shows the Ground Floor Overlay (GFO), which **requires** ground-floor retail uses along portions of Monterey Road and Third Street. See the Ground Floor Overlay (GFO) discussion in the Zoning Districts section below for minimum ground-floor retail building depths and floor to ceiling heights required by the GFO.

Figure 7 shows areas **encouraged** to include ground-floor retail uses and the recommended ground-floor retail building depths for these locations. These recommendations are based on an analysis prepared by Johnston Real Estate Services and discussions with City Staff, RBF Consulting, and Downtown business and property owners.



Ground Floor Retail Overlay

Figure 6



**Retail Building Depth Recommendations**

Figure 7

### Overall Assumptions

Currently the Downtown Core (Blocks 1-14) has approximately 123,000 square feet of retail, 122,000 square feet of office, 1,500 square feet of industrial, 53,000 square feet of public facilities, and 190 residential units (City of Morgan Hill data, 2007).

Future projections for Downtown are described below and are shown in the tables on the following pages.

Future projections were calculated based on total development by 2015 and total development by 2030 (which includes the development included in the 2015 projections).

These projections are then classified as “net new” and “total” development. Net new development represents the amount of new development less any existing development that will be replaced. For example, if a site with a 1,000 square foot building is to be redeveloped with a project with a 5,000 square foot building, this would represent a net new development of 4,000 square feet (5,000 new square feet minus 1,000 existing square feet to be redeveloped). Total development represents the net new development plus additional existing development. For example, if the above 4,000 net new square feet is developed in an area with 10,000 additional existing square feet, the total development would be 14,000 total square feet (4,000 net new square feet plus 10,000 additional existing square feet).

The future projections were further classified into three boundaries to better assess the future of Downtown development and to provide more specific information for related reports, such as the Parking Resources Management Strategy and the Master Environmental Impact Report (EIR). These three boundaries are the Downtown Core boundary (Blocks 1-14), the Specific Plan boundary (Blocks 1-18), and the Specific Plan boundary with Blocks 19 and 20 (Blocks 1-20).

The 2015 residential development projections assume the existing residential development control system (RDCS) of 255 units within Blocks 1-20 (allocations awarded by March 2006), an additional 100 residential units provided by Measure F (November 2006 ballot measure), and 495 additional units provided by the new RDCS ballot measure proposed by the City Council (or aggressive City Council set-asides if the ballot measure is not approved by voters) for a total of 850 residential units.

These projections serve to identify the potential change in development for the CEQA analysis, Parking Resources Management Strategy, traffic analysis, and other relevant studies and analyses.

Refer to Appendix C (Development Projections by Block) for a more detailed table summarizing the development projections and assumptions by block.

## CHAPTER 2: LAND USES AND DEVELOPMENT STANDARDS

**City of Morgan Hill  
Downtown Specific Plan  
2030 Development Summary - Blocks 1-14 (Downtown Core)**

Land Use	Existing Development <sup>1</sup>	Development by 2015		Development by 2030	
		Net New	Total	Net New	Total
Retail	123,365 Sq Ft	94,221 Sq Ft	217,586 Sq Ft	166,490 Sq Ft	289,855 Sq Ft
Residential	193 DU	546 DU	739 DU	681 DU	874 DU
Office/Service	122,248 Sq Ft	30,157 Sq Ft	152,405 Sq Ft	60,591 Sq Ft	182,839 Sq Ft

<sup>1</sup> Blocks 1-14 excluding public facilities (including schools, Community and Cultural Center, churches, social halls) and industrial

Assumptions		
<b>Existing Retail Development to be Replaced by Projected Redevelopment</b>		
16,800 sq ft	from the existing Downtown Mall at Monterey Road and First Street (Block 2)	
20,050 sq ft	from the existing bookstore building along Depot Street (Block 3)	
2,050 sq ft	from the existing liquor store at Monterey Road and Third Street (Block 4)	
<i>total</i>	<i>38,900 sq ft</i>	

**City of Morgan Hill  
Downtown Specific Plan  
2030 Development Summary - Blocks 1-18 (Downtown Specific Plan Boundary)**

Land Use	Existing Development <sup>1</sup>	Development by 2015		Development by 2030	
		Net New	Total	Net New	Total
Retail	123,365 Sq Ft	94,221 Sq Ft	217,586 Sq Ft	166,490 Sq Ft	289,855 Sq Ft
Residential	193 DU	760 DU	953 DU	1,081 DU	1,274 DU
Office/Service	122,248 Sq Ft	30,157 Sq Ft	152,405 Sq Ft	60,591 Sq Ft	182,839 Sq Ft

<sup>1</sup> Blocks 1-18 excluding public facilities (including schools, Community and Cultural Center, churches, social halls) and industrial

Assumptions		
<b>Existing Retail Development to be Replaced by Projected Redevelopment</b>		
16,800 sq ft	from the existing Downtown Mall at Monterey Road and First Street (Block 2)	
20,050 sq ft	from the existing bookstore building along Depot Street (Block 3)	
2,050 sq ft	from the existing liquor store at Monterey Road and Third Street (Block 4)	
<i>total</i>	<i>38,900 sq ft</i>	

**City of Morgan Hill  
Downtown Specific Plan  
2030 Development Summary - Blocks 1-20 (Downtown Specific Plan Boundary and Blocks 19-20)**

Land Use	Existing Development <sup>1</sup>	Development by 2015		Development by 2030	
		Net New	Total	Net New	Total
Retail	213,365 Sq Ft	21,221 Sq Ft	234,586 Sq Ft	93,490 Sq Ft	306,855 Sq Ft
Residential	201 DU	850 DU	1,051 DU	1,190 DU	1,393 DU <sup>2</sup>
Office/Service	122,248 Sq Ft	30,157 Sq Ft	152,405 Sq Ft	85,591 Sq Ft	207,839 Sq Ft

<sup>1</sup> Blocks 1-20 excluding public facilities (including schools, Community and Cultural Center, churches, social halls) and industrial

<sup>2</sup> Includes an additional 10 dwelling units to account for the increase in density for the CC-R zoning district

Assumptions		
<b>Existing Retail Development to be Replaced by Projected Redevelopment</b>		
16,800 sq ft	from the existing Downtown Mall at Monterey Road and First Street (Block 2)	
20,050 sq ft	from the existing bookstore building along Depot Street (Block 3)	
2,050 sq ft	from the existing liquor store at Monterey Road and Third Street (Block 4)	
90,000 sq ft	from the existing shopping center at Monterey Road and Dunne Avenue (Block 20)	
<i>total</i>	<i>128,900 sq ft</i>	

### Assumptions by Block

Each block in Downtown has a distinct character and potential for redevelopment based on the land use, zoning, and proximity to Monterey Road and East Third Street. Refer to Figure 6 for the required minimum retail depths for properties within the Ground Floor Overlay (GFO) district and Figure 7 for encouraged ground-floor retail locations and **recommended** building depths.

Development assumptions by block include:

- **Block 1:** This block has a CBD Mixed Use (General Plan) and CBD (Zoning Ordinance) designation. The projected redevelopment occurs primarily along Monterey Road and includes ground-floor retail uses with offices or residential on the upper floor(s). The required minimum depth of ground-floor retail is 60 feet along Monterey Road and 80 feet at each intersection with Monterey Road (therefore a minimum of 80 feet by 80 feet and a minimum of 6,400 square feet).
- **Block 2:** This block has a CBD Mixed Use (General Plan) and CBD (Zoning Ordinance) designation. The projected redevelopment occurs primarily along Monterey Road and includes ground-floor retail uses with offices or residential on the upper floor(s). Redevelopment of this block assumes the retention and redevelopment or improvement of the Granada Theatre as an entertainment use. The projected redevelopment offers the potential for a parking structure internal to the block or underground parking. The required minimum depth of ground-floor retail is 60 feet along Monterey Road and 80 feet at each intersection with Monterey Road (therefore a minimum of 80 feet by 80 feet and a minimum of 6,400 square feet). Retail spaces along East First and Second Streets are strongly encouraged with depths between 80 and 120 feet.
- **Block 3:** This block has a CBD Mixed Use (General Plan) and CBD (Zoning Ordinance) designation. The projected redevelopment occurs primarily along Third Street and includes ground-floor retail uses with offices or condominiums/apartments on the upper floor(s). Restaurants with outdoor dining areas and specialty shops are encouraged along Third Street. Property owners of smaller parcels are encouraged to combine lots and take advantage of the higher floor-area ratio and building height (2.25 FAR and 4 story height for sites of 22,000 square feet or more, rather than the base 2.0 FAR and 3 stories for sites less than 22,000 square feet). Development on this block should act as a landmark for Downtown and should be more intense than development along adjacent streets. Large projected redevelopment sites offer the potential for underground parking. The required minimum depth of ground-floor retail is 60 feet along Monterey Road and Third Street, and 80 feet at each intersection with Monterey Road and Depot Street (therefore a minimum of 80 feet by 80 feet and a minimum of 6,400 square feet). Retail spaces along East Second Street are strongly encouraged with depths between 80 and 120 feet.

- **Block 4:** This block has a CBD Mixed Use (General Plan) and CBD (Zoning Ordinance) designation. The projected redevelopment occurs primarily on the parcels generally referred to as the “Sunsweet Site” and includes ground-floor retail uses with offices or condominiums/apartments on the upper floor(s). Restaurants with outdoor dining areas and specialty shops are encouraged along Third Street. Property owners of smaller parcels are encouraged to combine lots and take advantage of the higher floor-area ratio and building height (2.25 FAR and 4 story height for sites of 22,000 square feet or more, rather than the base 2.0 FAR and 3 stories for sites less than 22,000 square feet). Development on this block should act as a landmark for Downtown and should be more intense than development along adjacent streets. Large projected redevelopment sites offer the potential for underground parking. The required minimum depth of ground-floor retail is 60 feet along Monterey Road and Third Street, and 80 feet at each intersection with Monterey Road (therefore a minimum of 80 feet by 80 feet and a minimum of 6,400 square feet). Retail spaces along East Second Street are strongly encouraged with depths between 80 and 120 feet.
- **Block 5:** This block has a CBD Mixed Use (General Plan) and CBD (Zoning Ordinance) designation. This block is not within the Ground Floor Retail Overlay (GFO) zoning district. Should ground-floor retail uses develop, the recommended minimum depth of such uses is between 50 and 80 feet along Monterey Road and at the intersection of Monterey Road and Fourth Street.
- **Block 6:** This block has a CBD Mixed Use and Public Facilities (General Plan) and D-PF and CBD (Zoning Ordinance) designation. This block is not within the GFO district. No redevelopment of existing buildings is assumed; however redevelopment may occur on the existing residential properties. This Plan projections for this block assumed the retention of the existing Community and Cultural Center (CCC), Gavilan Collage building, and outdoor amphitheater. The site offers the potential for structured parking on the existing CCC surface parking lot to increase the public parking supply and the parking could be a designated parking area for Downtown employees.
- **Block 7:** This block has a CBD Mixed Use (General Plan) and CBD (Zoning Ordinance) designation. This block is not within the GFO district. Should ground-floor retail uses develop, the recommended minimum depth of such uses is between 50 and 120 feet along East Main Avenue (see Figure 6). The site offers the potential for structured parking on the existing surface parking lot to increase the parking supply. Long-term and visitor secured bicycle parking facilities are encouraged within the parking area.
- **Block 8:** This block has a CBD Mixed Use (General Plan) and CBD (Zoning Ordinance) designation. This block is not within the GFO district. The site offers the potential for surface or structured parking to increase the parking supply.

- **Block 9:** This block has a CBD Mixed Use (General Plan) and CBD (Zoning Ordinance) designation. The required minimum depth of ground-floor retail is 60 feet along Monterey Road and 80 feet at each intersection with Monterey Road (therefore a minimum of 80 feet by 80 feet and a minimum of 6,400 square feet). The existing office structure on West First Street (behind the commercial building on Monterey Road) may redevelop with ground-floor retail use and public parking to the rear of the building. Also, the bank parcel offers an opportunity for redevelopment with a mixed-use project.
- **Block 10:** This block has a CBD Mixed Use and Multi-Family Low (General Plan) and CBD, R2, and RPD (Zoning Ordinance) designation. The required minimum depth of ground-floor retail is 60 feet along Monterey Road and 80 feet at each intersection with Monterey Road (therefore a minimum of 80 feet by 80 feet and a minimum of 6,400 square feet).
- **Block 11:** This block has a CBD Mixed Use and Multi-Family Low (General Plan) and CBD and R2 (Zoning Ordinance) designation. The required minimum depth of ground-floor retail is 60 feet along Monterey Road and 80 feet at each intersection with Monterey Road (therefore a minimum of 80 feet by 80 feet and a minimum of 6,400 square feet). Retail spaces along West First and Second Streets are strongly encouraged with depths between 80 and 120 feet. The City-owned parcel at Upper Llagas Creek is planned for a passive park with a creek interpretive element, which would link to a pedestrian/bicycle pathway to Del Monte Avenue. As stated above in the Actions section, the existing shopping center at the intersection of Del Monte Avenue and West Second Street is assumed to be retained. If feasible and desirable, this site could redevelop with a mixed use or residential project.
- **Block 12:** This block has a CBD Mixed Use, Multi-Family Low, and Residential Estate (General Plan) and CBD, R2, and RE (Zoning Ordinance) designation. The required minimum depth of ground-floor retail is 60 feet along Monterey Road and 80 feet at each intersection with Monterey Road (therefore a minimum of 80 feet by 80 feet and a minimum of 6,400 square feet). The site offers the potential for a restaurant development oriented toward the Upper Llagas Creek corridor. The VTA parcel could serve as a passive park.
- **Block 13:** This block has a CBD Mixed Use, Multi-Family Medium, and Residential Estate (General Plan) and CBD, D-R3, and RE (Zoning Ordinance) designation. This block is not within the GFO district. The projected redevelopment assumes the existing multi-family low (R2) designation is increased to multi-family medium (R3) to a density of up to 21 dwelling units per acre. The site offers the potential for a restaurant development oriented toward the Upper Llagas Creek corridor.
- **Block 14:** This block has a CBD Mixed Use and Multi-Family Medium (General Plan) and CBD and D-R3 (Zoning Ordinance) designation. This block is not within the GFO district. The projected redevelopment assumes the existing multi-family low (R2) designation is increased to Downtown multi-family medium (D-R3) to a density of up to 21 dwelling units per acre. Redevelopment of the site offers the potential for residential uses and approximately 30,000 square feet of offices.
- **Block 15:** This block has a Multi-Family High (General Plan) and D-R4 (Zoning Ordinance) designation. This block is not within the GFO district. The projected redevelopment includes development of an approved housing project with 134 dwelling units (99 of which have RDCS allotments).

- **Block 16:** This block has a Multi-Family High (General Plan) and D-R4 and PD (Zoning Ordinance) designation. This block is not within the GFO district. Redevelopment of the surface parking lot offers the potential for a transit-oriented development with high density residential units. Redevelopment of this block assumes the retention of the existing parking spaces. Projected redevelopment assumes a maximum of a four story building with approximately 186 dwelling units.
- **Block 17:** This block has a Public Facility (General Plan) and D-PF (Zoning Ordinance) designation. This block is not within the GFO district. This block is the site of the South County Courthouse, which is scheduled to open at the end of 2008. This block is also the site of a planned fire station and a pedestrian plaza connection offering an at-grade pedestrian/bike connection across the railroad tracks to East Third Street.
- **Block 18:** This block has a Commercial, Office Industrial, and Multi-Family Medium (General Plan) and CG, CO, and D-R3 (Zoning Ordinance) designation. This block is not within the GFO district. Redevelopment of this site offers the potential for restaurant, office, and other commercial uses along Butterfield Boulevard and residential dwelling units along Diana Avenue.
- **Block 19:** This block is outside of the Specific Plan boundary, but is recommended for land use designation changes concurrent with adoption of this Specific Plan. This block has a Mixed Use (General Plan) and CC-R (Zoning Ordinance) designation. This block is not within the GFO district. The projected redevelopment offers the potential for a mixed-use development with 27 dwelling units and 25,000 square feet of office uses fronting Monterey Road, south of the existing school auditorium.
- **Block 20:** This block is outside of the Specific Plan boundary, but is recommended for land use designation changes concurrent with adoption of this Specific Plan. This block has a Mixed Use and Multi-Family Medium (General Plan) and CC-R and R3 (Zoning Ordinance) designation. This block is not within the GFO district. The projected redevelopment offers the potential for mixed use development east of the creek easement and medium density residential units west of the creek easement, to total approximately 90 dwelling units and 17,000 square feet of ground-floor retail uses on the block.

### **Ground Floor Overlay District and Downtown Administrative Use Permit**

To enhance the pedestrian character of Downtown and assist in guiding the location of businesses in support of Downtown's vision, ground floor spaces along portions of Monterey Road and Third Street within the Downtown Ground Floor Overlay District (GFO) will be restricted to retail shops, restaurant and entertainment uses, and certain service commercial businesses that are determined to support a continuity of display window visual interest. These businesses could include florists, dry cleaners, and similar uses that serve the community and commuters on a daily or weekly basis. Recently constructed buildings that are clearly designed for office uses and civic buildings are not included in the GFO. See Figure 6 for the location of the GFO.

The Downtown Administrative Use Permit (DAUP) allows for commercial, professional and medical office uses, and personal services uses to locate in first floor locations on parcels located within the GFO district if the retail market is not yet sufficiently strong to accommodate a retail use within the space. Ground floor personal service uses may be allowed within a tenant space if the use is ancillary to a retail use occupying the same space and will provide continuity of display window visual interest that includes the retail component.

### **Affordable Housing**

The City's regulations exempt residential development within the Specific Plan boundary from providing deed-restricted affordable housing for rental or for-sale housing. Projected residential development is anticipated to include mixed-use developments and smaller unit sizes than the City as a whole and, therefore, the units would "naturally" be more affordable than development outside of Downtown. Rental units also add to the overall supply of affordable housing, which would be provided by apartments and other rental housing units.

### **Residential Development Control System (RDACS)**

The City Council has decided to pursue a ballot measure to exempt residential units from the RDACS process and allocations for mixed use developments within the Downtown area (Blocks 1-20). The recommended ballot measure would provide 500 allotments, which would be an average of 45 per year, for Downtown development within the City's existing 2020 population cap of 48,000.

If the proposed ballot measure is passed, development in Downtown would be permitted, if consistent with this Specific Plan, without needing to compete for RDACS allotments. Only a Site Review Permit and Building Permit would be required for projects consistent with the development standards and design guidelines presented herein, with some uses also needing Conditional Use Permits. If a project proposes a change to these development standards, a Planned Development zoning designation would be required, but the residential uses would still be exempt from the RDACS.

As an alternative (or if the ballot measure is not approved by voters), the City Council may continue under the existing RDACS to set aside a significant number of allotments for the Downtown competition, as needed to ensure desired and projected Downtown redevelopment.

### Zoning Districts

The following sections serve as the land use and certain parking zoning regulations and standards for this Specific Plan. The regulations and standards in these sections supersede those in the Morgan Hill Zoning Ordinance (Zoning Ordinance) for properties within the Specific Plan area boundary. Zoning districts in this area include:

- CBD Central Business District (no minimum, no maximum density)
- Ground Floor Overlay (GFO)
- RE Residential Estate (0-1 du/ac)
- R2 Downtown Medium-Density Residential (5-14 du/ac)
- D-R3 Downtown Medium-Density Residential (14-21 du/ac)
- D-R4 Downtown High-Density Residential (21-40 du/ac)
- D-PF Downtown Public Facilities
- PD Planned Development

Sites designated as CC-R, CO, or GC zoning districts shall use the standards provided in the Zoning Ordinance and Municipal Code.

Figure 8 lists the permitted, conditionally permitted, permitted by Downtown Administrative Use Permit, and not permitted uses for the above zoning districts (excluding Planned Development).

Other Morgan Hill Zoning Ordinance and Municipal Code provisions, where not in conflict with the standards within this Specific Plan, continue to apply. Examples include, but are not limited to, Flood Damage Prevention Overlay District (Chapter 18.42), Design Permit (Chapter 18.74), Historic and Archaeological Resources (Chapter 18.75), Water-Conserving Landscape (Chapter 18.73), Significant Tree (Chapter 12.32), and Parking Ordinance (Chapter 18.50) provisions not in conflict with this Plan.

# Morgan Hill Downtown Specific Plan

## Permitted Uses

Figure 8 below lists uses that are permitted (P), conditionally permitted (C), conditionally permitted with a Downtown Administrative Use Permit (A), and not permitted (N).

**Figure 8**

### Permitted Uses (within the Specific Plan Boundary)

Use	CBD	GFO	D-PF	R2 D-R3 D-R4	RE
<b>Commercial/Service/Retail Uses</b>					
Antique shop, vintage clothing and collectibles	P	P	N	N	N
Arts and crafts gallery	P	P	N	N	N
Bed and Breakfast Lodging	C	N	N	C	C
Commercial recreation (3,000 sq. ft. or less)	P	C	C	N	N
Commercial recreation (greater than 3,000 sq. ft.)	C	C	C	N	N
Commercial service	P	A	N	N	N
Convenience market/store	C	C	N	N	N
Dry cleaner, shoe repair	P	C	N	N	N
Family day care, small	C	N	N	P	P
Financial services, bank	P	C	N	N	N
Food service, takeout	P	P	N	N	N
Hotel	C	C	N	N	N
Nightclub and bar (ancillary to a restaurant)	P	P	N	N	N
Nightclub, bar, theater (not ancillary to a restaurant)	C	C	N	N	N
Nursery school/large family day care facility	C	N	C	C	C
Personal services	P	A	N	N	N
Public/quasi-public building (education, cultural, or public-service)	C	A	P	C	C
Restaurant	P	P	N	N	N
Retail store	P	P	N	N	N
School, general educational	C	N	C	N	N
Social hall, lodge, fraternal organization, community club, religious facilities	C	N	C	C	C
Specialty food market	P	P	N	N	N
Theater	C	C	N	N	N
<b>Residential Uses</b>					
Duplex, triplex	C	N	N	P	N
Congregate care for the elderly/assisted living facility (>6)	N	N	C	C	N
Home occupations (in accordance with Chapter 18.04.225: Home Occupations, of the Zoning Ordinance)	P	C	N	P	P
Live/work unit	P	C	N	N	N
Mixed use residential (residential use above some other use)	P	P	N	N	N
Multi-family dwelling	C	C	N	P	N
Nursing/convalescent hospital	N	N	C	C	N
Residential congregate care facility - large (>6)	N	N	C	C	N
Residential congregate care facility - small (≤6)	N	N	N	P	P
Single-family attached dwelling	C	N	N	P	P
Single-family detached dwelling	C	N	N	P	P

**Figure 8 (Continued)**  
**Permitted Uses (within the Specific Plan Boundary)**

Use	CBD	GFO	D-PF	R2 D-R3 D-R4	RE
<b>Office/Professional Uses</b>					
Business, trade or tutoring school	P	A	C	N	N
Business support services	P	A	N	N	N
Hospital	P	N	N	N	N
Medical office	P	N	N	N	N
Office, administrative	P	A	C	N	N
Professional office	P	A	C	N	N
<b>Other Uses</b>					
Drive-in establishments	C	N	N	N	N
Other uses similar to permitted or conditionally permitted uses as determined by the Planning Commission to be permitted	C	C	C	C	C

### **Central Business District (CBD)**

A large portion of Downtown along Monterey Road and to the west of railroad tracks is within the CBD zoning district (see Figure 5), which was created especially for Downtown Morgan Hill. Each project will be carefully reviewed to ensure compatibility with the vision and intent of this plan. The design guidelines included in this document will serve to assist city staff, the Architectural Review Board, the Planning Commission and/or the City Council in making consistency determinations.

#### **Purpose of the CBD District**

The CBD designation is generally applied to parcels within the Downtown Core, along Monterey Road and the blocks to east (see Figure 5). Figure 9, below, illustrates the development standards for the CBD zoning district.

The purposes of this district are to:

- implement the goals and objectives of the Downtown Morgan Hill Specific Plan;
- support traditional architectural styles and features;
- provide a variety and intermixture of residential, commercial, and public activities in the downtown core;
- provide additional housing stock, and conserve housing stock in residential areas west of Monterey Road; and
- increase residential and commercial densities in the Downtown Core.

#### **Density**

- No minimum; and no specified maximum

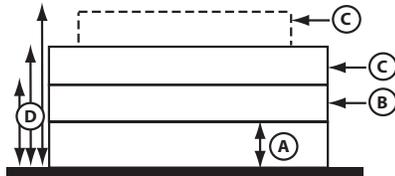
#### **Development Standards**

- Lot area: 3,500 square feet minimum
- Lot width: 40 feet minimum
- Lot depth: 75 feet minimum
- Maximum building coverage: not specified;

- Floor area ratio: 2.0 maximum or 2.25 maximum for sites of 22,000 square feet or more which are permitted for 4 floors. FAR is the total building square footage (excluding parking areas) divided by the total site (parcel) square footage;
- Minimum number of floors: 2 stories;
- Maximum number of floors: 3 stories for sites less than 22,000 square feet; or 4 stories for sites 22,000 square feet or greater. A building setback is required for a fourth floor, if provided. The setback is subject to review and approval by the Architectural Review Board finding that the design provides for a human scale and adequately maintains solar access onto adjacent public sidewalks;
- Maximum building height (measured from ground to top of the roof plate):
  - Two story building: 35 feet;
  - Three story building: 45 feet; and
  - Four story building: 55 feet.
- Setbacks:
  - Front: 0 feet minimum and 10 feet maximum for commercial/office/mixed-use; and 6 feet minimum and 15 feet maximum for residential uses. Residential porches or similar structure may extend into the setback up to 5 feet;
  - Side: 0 feet minimum for commercial/office/mixed-use; and 5 feet minimum for residential uses; and
  - Rear: 0 feet minimum for commercial/office/mixed-use; and 10 feet minimum for residential uses.
- Ground floor “floor-to-ceiling clear” height: 14 feet minimum for non-residential uses;

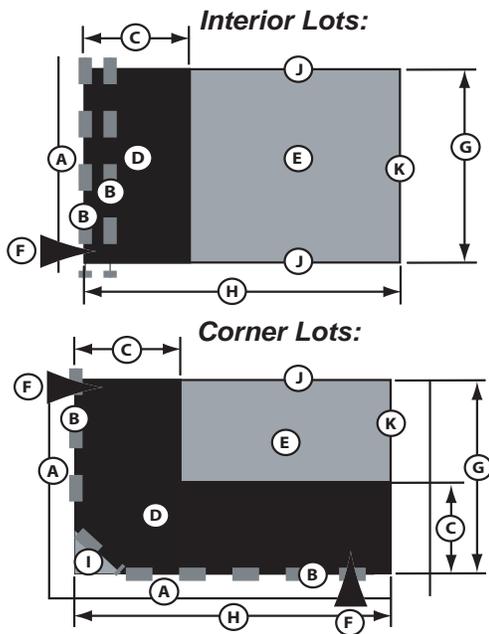
**Figure 9**  
**CBD Development Standards**

**Mass/Height Specifications:**



- A: First Floor Ceiling Height: 14' minimum for non-residential uses.
- B: Minimum Number of Floors: 2
- C: Maximum number of Floors: 3 for sites less than 22,000 square feet, or 4 (with a stepback) for sites at least 22,000 square feet. There is no specific distance for the stepback; however, the stepback shall maintain a "human scale" and provide for adequate solar access to the adjacent street. The stepback shall be subject to review and approval by the Architectural Review Board.
- D: Maximum building height (measured from ground to top of roof plate): 35 feet (for 2 story building), 45 feet (for 3 story building), or 55 feet (for 4 story building).
- E: Maximum Floor-Area Ratio (FAR): 2.0 for sites less than 22,000 square feet, or 2.25 for sites 22,000 square feet or greater.

**Site Specifications:**



- A: Sidewalk
- B: Front Building Facade: The facade shall be built anywhere within 0' to 10' (commercial/office/mixed-use) and 6' to 15' (residential) of property lines adjacent to the street. Storefronts, building entrances, and upper floor balconies may be recessed into the facade. Residential porches or similar structures may encroach into the setback by up to 5'.
- C: Building Depth: 50' (minimum) and 120' (maximum) as measured from the front building facade, unless otherwise labeled in Figure 6.
- D: Building Zone: No maximum building coverage is specified (a building may occupy up to 100% of the site). Rear areas not covered by a building may be occupied by rear yards, courtyards, plazas, parking lots, and/or loading/unloading zones
- E: Minimum Lot Area: 3,500 square feet.
- F: Access to parking and loading/unloading facilities shall include a minimum driveway width of 20'. The center line of all driveways shall be at least 30' from an intersection.
- G: Minimum Lot Width: 40'.
- H: Minimum Lot Depth: 75'.
- I: Building Corner: The setback at the building corner adjacent to the intersection may be angled, curved, or recessed if a building entrance is created at the corner.
- J: Side Setback: 0' minimum for commercial; office; and mixed-use; and 5' minimum for residential.
- K: Rear Setback: 0' minimum for commercial, office, and mixed-use; and 10' minimum for residential.

- Ground floor building depth: retail depth minimums as specified by Figure 6;
- The above standards are intended to ensure creation of spaces appropriate for retail and restaurant uses; such spaces may be occupied by other uses such as live/work, personal services, and offices upon issuance of a DAUP; and
- Parking:
  - Retail\*: 3.3 spaces per 1,000 square feet;
  - Office\*: 4.4 spaces per 1,000 square feet; and
  - Residential\*:
    - 1.0 space per unit ( $\leq$  600 square foot unit);
    - 1.5 spaces per unit (600 - 1,350 square foot unit); and
    - 2.0 spaces per unit ( $\geq$  1,350 square foot unit).

\* Parking requirements based on all new and redeveloped square footage or dwelling units.

### **Additional Required Conditions**

- All development is subject to the Design Permit requirements of Zoning Ordinance Chapter 18.74: Design Review. Approval of Design Permits shall be subject to making findings that the proposed construction or alteration project is in substantial conformance with the Design and Signage Guidelines of the Downtown Specific Plan, as well as with applicable design standards and guidelines as contained in the city's Design Review Handbook.

## ***Ground Floor Overlay (GFO)***

### **Purpose of the GFO District**

- To implement the Morgan Hill Downtown Specific Plan, the downtown ground floor overlay district is intended to modify the uses allowed in the CBD district to require retail, restaurant and entertainment uses on the ground floor that support a continuity of display window visual interest. For the purposes of this chapter, "ground floor" means the first floor which is above grade. Where the GFO district is combined with the CBD district, the uses permitted or conditionally permitted within the GFO district shall apply in lieu of the uses as normally allowed in the CBD district. Except for the regulations relating to uses as set forth in this section, all other regulations shall be those of the applicable underlying CBD district.
- This district shall apply to parcels that have frontage along portions of Monterey Road and Third Street as shown on Figure 6. These parcels are required to provide ground floor retail, restaurant, and/or entertainment uses with a minimum depth of 60 feet along Monterey Road (80 feet at intersections) and 50 feet along Third Street (80 feet at intersections).

### **Permitted Uses**

See Figure 8 for permitted uses.

### **Conditional Uses**

See Figure 8 for conditionally permitted uses.

### ***Downtown Administrative Use Permits (DAUPs)***

#### **Purpose of the Downtown Administrative Use Permit**

The purpose of Downtown Administrative Use Permits (DAUPs) is to allow for commercial, professional and medical office uses, live/work, and personal services uses to locate in first floor locations on parcels located in the ground floor overlay district fronting Monterey Road or Third Street, upon a determination that the retail market is not sufficiently strong to accommodate a retail use, and therefore that ground floor office, live/work, or personal service uses may be allowed. Additionally, ground floor personal service uses may be allowed within a tenant space if the use is ancillary to a retail use occupying the same space and will provide a continuity of display window visual interest that includes the retail component.

#### **Application Contents**

An application for a Downtown Administrative Use Permit (DAUP) shall be made by the property owner or agent thereof, on a form issued by the Community Development Department. An application shall be accompanied by the following information except as may be waived by the Community Development Director for proposed uses in existing structures:

- Vicinity map;
- Site plan;
- Floor plan;
- Building elevations for facades along Monterey Avenue and Third Street;
- Signing and landscape plan;
- Statement of proposed operations, including but not limited to number of employees, proposed hours of operation, and if applicable, how a personal service use relates to the retail use within the tenant space;

- Materials which demonstrate that the subject space in the building has been advertised for lease to retail tenants for at least ninety days, but the owner has been unable to locate a suitable retail tenant at market rates; and
- Other materials as required by the Community Development Department.

#### **Application Process**

- An application for a DAUP shall be filed with the Community Development Department, in a form prescribed by the Community Development Director. After an application is deemed complete by the Community Development Department, such application shall be routed to affected city departments for comments.
- The department shall notify by mail the applicant and owners of properties located within 300 feet of the proposed site of the proposed use and application for a DAUP, at least 10 days prior to the scheduled date for decision by the department, in order to receive comments. The department shall also notify the chamber of commerce, downtown association and other organizations with a known interest in Downtown.
- After the notice period has occurred and comments have been considered, the Community Development Director will take action on the DAUP. Appeals of the decision of the Community Development Department shall be filed within 10 days, and appeals shall be considered by the planning commission at a noticed public hearing. Appeals of the decision of the planning commission shall be filed within 10 days, and appeals shall be considered by the city council at a noticed public hearing. The decision of the city council shall be final.

### Evaluation, Conditions and Findings

The Community Development Director or designee shall evaluate the application for consistency with the following criteria:

- The suitability of the site and building for the proposed use;
- The impact of the use on the surrounding properties, and on the GFO and CBD districts in general.
- The impact of the use on traffic circulation and planned capacity of the street system.
- The compatibility of the use and design with adjacent uses within the district and its surroundings;
- Whether the use will adversely affect the peace, health, safety, morals or welfare of persons residing or working in the vicinity of the use;
- Whether the use will impair the utility or value of property of other persons located in the vicinity of the site;
- The applicability and conformity of the use with provisions of Chapter 8.40 (Hazardous Materials Storage) of the Zoning Ordinance as existing or hereafter amended;
- Review of the building with regard to suitability of design and location to accommodate first floor retail use(s);
- Review of materials submitted by the applicant and determination that the subject space in the building has been advertised for lease to retail tenants for at least 90 days, but the owner has been unable to locate a suitable retail tenant at market rates;
- Whether the use will provide a public benefit to the city and its citizens;
- Vacancy rate for commercial buildings in the Downtown Core; and
- Whether the use is clearly ancillary to a retail use within the tenant space and will provide a continuity of display window visual that includes the retail component.

The Community Development Director may impose reasonable conditions on an approval of a DAUP. Conditions may include, but shall not be limited to, conditions requiring a review of the use at some future time or upon certain triggering event(s); conditions providing for expiration of the Administrative Use Permit at some future time or upon certain triggering event(s); conditions imposing requirements for site maintenance and/or improvements; conditions requiring a personal service to be ancillary to a retail use with the same tenant space and maintenance of display window visual interest that includes the retail component; conditions requiring installation and maintenance of landscaping, regulation of vehicular ingress and egress, traffic circulation, regulation of signs, establishment of development schedules or time limits for performance or completion, and/or any other conditions as deemed necessary by the Community Development Director.

Approval of and issuance of the DAUP shall be subject to the Community Development Director making one or more of the following findings:

- The subject space in the building has been advertised for lease to retail tenants for at least 90 days, but the owner has been unable to locate a suitable retail tenant at market rates;
- The vacancy rate for commercial space exceeds five percent in the ground floor combining district for the quarter. The Downtown Association or other entity as determined by the City may assist with vacancy rate surveys (as needed); or
- If the use is personal service, the applicant has demonstrated that the use is ancillary to a retail use within the tenant space and provides a continuity of display window visual interest.

### Expiration and Extensions

- Approval of a DAUP shall be valid for three years from the date of approval.
- The approval may be extended one or more times by the Community Development Director for up to up to three years for each extension, upon the applicant requesting in writing such extension and paying the established fee. An application for an extension may be submitted no sooner than nine months from the expiration date of the previously approved DAUP. The application process, including public noticing and appeals, shall occur in accordance with Section 18.54.260 of the Zoning Ordinance. Approval of a DAUP extension shall be subject to the Community Development Director making the required findings as described in this Specific Plan. The Community Development Director may impose reasonable conditions on an approval of a DAUP as outlined in this Specific Plan. Conditions imposed on an extension may be different from the conditions imposed on the originally approved DAUP.

### *Residential Estate (RE)*

#### **Purpose of the RE District**

Very low density residential uses are generally not included in downtown areas; however, given the presence of Nob Hill (which has steep slopes, a water tank, and other constraints), a portion of the Downtown Core is designated as RE (Residential Estate). The RE (Residential Estate) district is intended to promote and encourage a suitable environment for family life on large parcels of land or where topography precludes a smaller lot pattern (such as on Nob Hill within the Specific Plan boundary). The RE district is to be used only for suburban single-family homes, appropriate agricultural uses, and the community services and facilities appurtenant thereto.

#### **Permitted Uses**

See Figure 8 for permitted uses.

#### **Conditional Uses**

See Figure 8 for conditionally permitted uses.

#### **Density**

- 0-1 dwelling units per acre.

#### **Development Standards**

RE standards are as follows:

- Minimum lot area: 100,00 square feet;
- Minimum lot width: 150 feet;
- Minimum lot depth: 150 feet;
- Maximum building coverage: 25 percent;
- Minimum setbacks:
  - Front, 50 feet,
  - Rear, 25 feet,
  - Side, 25 feet;
- Maximum height: two and one-half stories, or 30 feet;

- Side street side yard: a side yard along the side street lot line of a corner lot shall have a width of not less than fifteen feet or one-half the required depth of the front yard, whichever is greater; and
- Parking requirements: as specified in Chapter 18.50 (Off-Street Parking and Paving Standards) of the Zoning Ordinance.

### **Additional Required Conditions**

- All development is subject to the Design Permit requirements of Zoning Ordinance Chapter 18.74: Design Review. Approval of Design Permits shall be subject to making findings that the proposed construction or alteration project is in substantial conformance with the Design and Signage Guidelines of the Downtown Specific Plan, as well as with applicable design standards and guidelines as contained in the city's Design Review Handbook.
- No building shall be constructed within 80 feet of a ridgeline. To the extent feasible, developments near Upper Llagas Creek should follow the "Guidelines and Standards for Land Use Near Streams" (Santa Clara Valley Water District, 2006). This includes, but is not limited to, restricting development at least 20 feet from the top of bank, maintaining a 2 to 1 structural slope stability requirement, and conducting a stability analysis. All proposed structures shall be constructed outside of the 100-year floodplain unless such development is consistent with the limitations contained in Chapter 18.42 (Flood Damage Prevention) of the Zoning Ordinance.

## ***Downtown Medium-Density Residential (R2)***

### **Purpose of District**

The R2 district is intended to stabilize and protect the residential character of neighborhoods and to promote and encourage a suitable environment for family life. The R2 district is intended for suburban detached or attached single-family homes, and the community services appurtenant thereto.

### **Permitted Uses**

See Figure 8 for permitted uses.

### **Accessory Uses**

The following accessory uses are permitted in the R2 district:

- Signs, complying with the applicable regulations set forth in Chapter 18.76 (Sign Code) of the Zoning Ordinance;
- Private garage and parking areas;
- Home occupations; and
- Other accessory uses and buildings customarily appurtenant to a permitted use.

### **Conditional Uses**

See Figure 8 for conditionally permitted uses.

### **Density**

- 5-14 dwelling units per acre.

### **Development Standards**

R2 standards are as follows:

- Minimum lot area: 3,400 square feet
- Minimum site area per dwelling unit: 1,500 square feet;
- Minimum lot width: 40 feet;
- Minimum lot depth: 85 feet;
- Maximum building coverage: 50 percent;

- Minimum setbacks:
  - Front, 20 feet,
  - Rear, 15 feet,
  - Side, five feet;
- Maximum height: two and one-half stories, or 30 feet; and
- Parking requirements: as specified in Chapter 18.50 (Off-Street Parking and Paving Standards) of the Zoning Ordinance.
- No building shall be constructed within 80 feet of a ridgeline. To the extent feasible, developments near Upper Llagas Creek should follow the “Guidelines and Standards for Land Use Near Streams” (Santa Clara Valley Water District, 2006). This includes, but is not limited to, restricting development at least 20 feet from the top of bank, maintaining a 2 to 1 structural slope stability requirement, and conducting a stability analysis. All proposed structures shall be constructed outside of the 100-year floodplain unless such development is consistent with the limitations contained in Chapter 18.42 (Flood Damage Prevention) of the Zoning Ordinance.

### **Additional Required Conditions**

The following additional conditions shall apply in an R2 district:

- All development, except a single-family home on a lot of less than 20,000 square feet, a duplex on one lot, or a single unit addition to an existing structure (unless such are “sensitive sites” per Section 18.74.060 of the Design Review Ordinance), is subject to the Design Permit requirements of Zoning Ordinance Chapter 18.74: Design Review. Approval of Design Permits shall be subject to making findings that the proposed construction or alteration project is in substantial conformance with the Design and Signage Guidelines of the Downtown Specific Plan, as well as with applicable design standards and guidelines as contained in the city’s Design Review Handbook.
- All manufactured homes are subject to architectural and site plan approval by the architectural and site review board.

### ***Downtown Medium-Density Residential (D-R3)***

The D-R3 district is intended to stabilize and protect the residential character of neighborhoods, and to promote a suitable environment for family and adult communities in a higher-density environment than other residential zoning categories would allow.

#### **Permitted Uses**

See Figure 8 for permitted uses.

#### **Accessory Uses.**

The following accessory uses are permitted in the D-R3 district:

- Signs, complying with the applicable regulations set forth in Chapter 18.76 (Sign Code) of the Zoning Ordinance;
- Private garages and parking areas;
- Home occupations;
- Other accessory uses and accessory buildings customarily appurtenant to a permitted use.

#### **Conditional Uses**

See Figure 8 for conditionally permitted uses.

#### **Density**

- 14-21 dwelling units per acre.

#### **Development Standards**

D-R3 standards are as follows:

- Minimum lot area: 3,200 square feet;
- Minimum site area per dwelling unit: 1,200 square feet;
- Minimum lot width: 40 feet;
- Minimum lot depth: 80 feet;
- Maximum building coverage: 70 percent;

- Minimum setbacks:
  - Front, 15 feet,
  - Rear, 15 feet,
  - Side, 5 feet;
- Maximum height: 3 stories, or 35 feet;
- All residential development fronting on an arterial street as defined by the general plan, shall provide a minimum front yard setback of 20 feet; and
- Parking requirements as specified in Chapter 18.50 (Off-Street Parking and Paving Standards) of the Zoning Ordinance.

#### **Additional Required Conditions**

- All development, except a single-family home on a lot of less than 20,000 square feet, a duplex on one lot, or a single unit addition to an existing structure (unless such are “sensitive sites” per Section 18.74.060 of the Design Review Ordinance), is subject to the Design Permit requirements of Zoning Ordinance Chapter 18.74: Design Review. Approval of Design Permits shall be subject to making findings that the proposed construction or alteration project is in substantial conformance with the Design and Signage Guidelines of the Downtown Specific Plan, as well as with applicable design standards and guidelines as contained in the city’s Design Review Handbook.
- All manufactured homes are subject to site and architectural plan approval by the architectural and site review board.

- No building shall be constructed within 80 feet of a ridgeline. To the extent feasible, developments near Upper Llagas Creek should follow the “Guidelines and Standards for Land Use Near Streams” (Santa Clara Valley Water District, 2006). This includes, but is not limited to, restricting development at least 20 feet from the top of bank, maintaining a 2 to 1 structural slope stability requirement, and conducting a stability analysis. All proposed structures shall be constructed outside of the 100-year floodplain unless such development is consistent with the limitations contained in Chapter 18.42 (Flood Damage Prevention) of the Zoning Ordinance.

### **Downtown High-Density Residential (D-R4)**

The D-R4 district is intended to promote a suitable environment for family and adult communities in a higher-density environment than other residential zoning categories would allow.

#### **Permitted Uses**

See Figure 8 for permitted uses.

#### **Accessory Uses**

The following accessory uses are permitted in the D-R4 district:

- Signs, complying with the applicable regulations set forth in Chapter 18.76 (Sign Code) of the Zoning Ordinance;
- Private garages and parking areas;
- Home occupations;
- Other accessory uses and accessory buildings customarily appurtenant to a permitted use.

#### **Conditional Uses**

See Figure 8 for conditionally permitted uses.

#### **Density**

- 21-40 dwelling units per acre.

#### **Development Standards**

D-R4 standards are as follows:

- Minimum lot area: 3,000 square feet;
- Minimum site area per dwelling unit: 700 square feet.
- Minimum lot width: 40 feet;
- Minimum lot depth: 75 feet;
- Maximum building coverage: 80 percent;
- Minimum setbacks:
  - Front, 10 feet,
  - Rear, 15 feet,
  - Side, 5 feet;

## Morgan Hill Downtown Specific Plan

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- Maximum height: three stories; or 45 feet; and
- All residential development fronting on an arterial street as defined by the general plan, shall provide a minimum front yard setback of 20 feet.
- Parking\*:
  - 1.0 space per unit ( $\leq$  600 square foot unit);
  - 1.5 spaces per unit (600 - 1,350 square foot unit); and
  - 2.0 spaces per unit ( $\geq$  1,350 square foot unit).
- No building shall be constructed within 80 feet of a ridgeline. To the extent feasible, developments near Upper Llagas Creek should follow the “Guidelines and Standards for Land Use Near Stream” (Santa Clara Valley Water District, 2006). This includes, but is not limited to, restricting development at least 20 feet from the top of bank, maintaining a 2 to 1 structural slope stability requirement, and conducting a stability analysis. All proposed structures shall be constructed outside of the 100-year floodplain unless such development is consistent with the limitations contained in Chapter 18.42 (Flood Damage Prevention) of the Zoning Ordinance.

\* Parking requirements based on all new and redeveloped dwelling units.

### Additional Required Conditions

- All development, except a single-family home on a lot of less than 20,000 square feet, a duplex on one lot, or a single unit addition to an existing structure (unless such are “sensitive sites” per Section 18.74.060 of the Design Review Ordinance), is subject to the Design Permit requirements of Zoning Ordinance Chapter 18.74: Design Review. Approval of Design Permits shall be subject to making findings that the proposed construction or alteration project is in substantial conformance with the Design and Signage Guidelines of the Downtown Specific Plan, as well as with applicable design standards and guidelines as contained in the city’s Design Review Handbook.
- All manufactured homes are subject to site and architectural plan approval by the Community Development Director.

### ***Downtown Public Facilities (D-PF)***

The D-PF public facilities district is intended to accommodate governmental, public utility, educational and community service or recreational facilities. The D-PF district is intended to be applied to existing public facilities as identified by the general plan and other areas where deemed appropriate.

#### **Permitted Uses**

See Figure 8 for permitted uses.

#### **Conditional Uses**

See Figure 8 for conditionally permitted uses.

#### **Development Standards**

D-PF standards are as follows:

- Minimum lot area: not specified;
- Minimum lot width: not specified;
- Minimum lot depth: not specified;
- Maximum building coverage: not specified;
- Minimum setbacks: not specified;
- Maximum height: three stories, or 45 feet as measured from the ground to the top of the roof plate;
- Parking requirements: as specified below or in Chapter 18.50 (Off-Street Parking and Paving Standards) of the Zoning Ordinance;
- Areas used for outdoor storage shall meet the minimum design standards applicable to off-street parking facilities with respect to paving, grading, drainage, access to public streets, safety and protective features, lighting, landscaping and screening;

- All uses, whether permitted or conditional, shall be conducted in such a manner so as to avoid any nuisance, hazard or commonly recognized offensive condition or characteristic, as established by the performance standards of Chapter 18.48 (Performance Standards) of the Zoning Ordinance; and
- Signs shall be regulated in accordance with Chapter 18.76 (Sign Code) of the Zoning Ordinance and Chapter 6 (Signage Guidelines) of this Specific Plan.

#### **Additional Required Conditions**

- All development is subject to the Design Permit requirements of Zoning Ordinance Chapter 18.74: Design Review. Approval of Design Permits shall be subject to making findings that the proposed construction or alteration project is in substantial conformance with the Design and Signage Guidelines of the Downtown Specific Plan, as well as with applicable design standards and guidelines as contained in the city's Design Review Handbook.

## ***Planned Development (PD)***

### **Purpose of District**

The purpose of the Planned Development (PD) overlay district is to:

- Facilitate and promote coordination of design, access, use, and other features associated with development of multiple adjacent properties or large single properties;
- Encourage flexibility of site planning when it will enhance the area in which it is proposed; and
- Allow construction and reservation of housing units for lower income or senior households.

### **General Provisions**

To achieve the purpose of the PD overlay district, variations from the standards specified elsewhere in the above development standards and in Division I of the Morgan Hill Zoning Ordinance may be allowed as long as they variations are consistent with the overall intent, goals, and policies of this Specific Plan. Variations can include but are not limited to permitted or conditional uses (consistent with the Plan designation on the site), lot sizes, lot coverage, setback requirements, parking, building height, floor-area ratio (FAR), and density, the City Council determines and finds that , the proposed development will provide substantial compliance with the district regulations and other provisions in this Specific Plan and Division I of the Zoning Ordinance related to the public health, safety and general welfare.

In that the CBD Mixed Use General Plan land use designation has no maximum density, PD amendments which may increase density via greater height and FAR than base Specific Plan standards for the CBD District, will be processed as a PD zoning and Specific Plan zoning amendment, but will not require an amendment to the General Plan.

### **Applicability**

- Any development within any zoning district which proposes to deviate from standards of the underlying zoning district.

### **Establishment and Initiation.**

A PD overlay district may be established upon the application of a property owner in accordance with procedures established in Chapter 18.62 (Amendments) of the Zoning Ordinance and by fulfilling the provisions of this chapter.

The Planning Commission or City Council may initiate a PD overlay zone in accordance with the procedures set forth in Chapter 18.62 (Amendments) of the Zoning Ordinance without a development plan submittal. A conceptual plan for future development of land zoned as PD by the City Council shall be submitted by the first applicant proposing to develop within the PD subsequent to its establishment by the city. Future development of land designated as PD would be subject to development plan submittal requirements and all other requirements specified in this chapter.

### **Development Plan, Review, and Approval**

A request for establishment of or amendment to a PD shall follow the same procedures as established for zoning amendments, as defined and described in Chapter 18.62 (Amendments) of the Zoning Ordinance or as specified within this chapter.

### **Preliminary review for Mixed Use and Non-Residential Overlays.**

Prior to filing an application for approval of a PD overlay district a preliminary plan review application should be completed. The preliminary review process will include the review and recommendations from the Development Review Committee, Architectural Review Board (per staff determination), and public hearings before the Planning Commission and City Council.

### Residential Density

Where residential development is proposed as part of the planned development, the residential portion of the development shall not exceed the density limits established by this Specific Plan except that density bonuses may be granted pursuant to the provisions of Chapter 18.47 (Affordable Housing Bonuses and Other Incentives) and Chapter 18.78 (Residential Development Control System) of the Zoning Ordinance.

### Permitted Uses

- All permitted uses in the respective underlying zoning district unless otherwise noted in the PD plan or text.
- All uses shown on the development plan and/or specified with PD text for a particular PD district as approved by the City Council.
- In the industrial portions of a PD overlay zone only, “adult businesses” as defined by Sections 18.04.018.2 et seq. and 18.48.170 and 18.48.180 of the Zoning Ordinance are permitted subject to conformity to all city codes, including receipt and maintenance in good standing of a police permit pursuant to Sections 5.60.010 et seq. of the Municipal Code.
- Signs, complying with the applicable regulations set forth in Chapter 18.76 (Sign Code) of the Zoning Ordinance.
- Park for approved and conditional uses.
- Home occupations.
- Other accessory uses and buildings customarily appurtenant to a permitted use.

All uses must meet the performance standards established in Chapter 18.48 (Performance Standards) of the Zoning Ordinance.

### Conditional Uses

- All conditional uses in the underlying zoning district unless otherwise noted in the PD plan or text.
- All uses shown as conditional on the development plan and/or specified within the PD text as conditional for a particular PD district as approved by the City Council.

### Design Review and Approval

- Architectural and site review board approval shall be required of all uses situated on sensitive sites, as defined in Chapter 18.74 (Design Review) of the Zoning Ordinance, such as hillsides, streams, historic structures, and other uses as defined in Chapter 18.74 (Design Review).

### Development Plan and Implementation

- The design and location of all physical and landscape improvements shall be consistent with the Development Plan established for the PD.

### Modification to Approved Planned Developments

- No significant modifications to an approved PD shall be permitted unless approved by the City Council. Minor modifications consistent with the approved final development plans may be approved by Community Development Director based on the following findings:
  - The modification is consistent with the intent, goals, and policies of this Specific Plan.
  - The modification is consistent with the intent of the original PD approval.
  - The modification will not have an adverse impact upon the owners of surrounding properties.
  - The modified project is consistent with the environmental determination.

- When the Community Development Director finds that a proposed modification differs substantially from the approved PD, an amendment to the approved PD will be required through the public hearing process, planning commission and City Council.

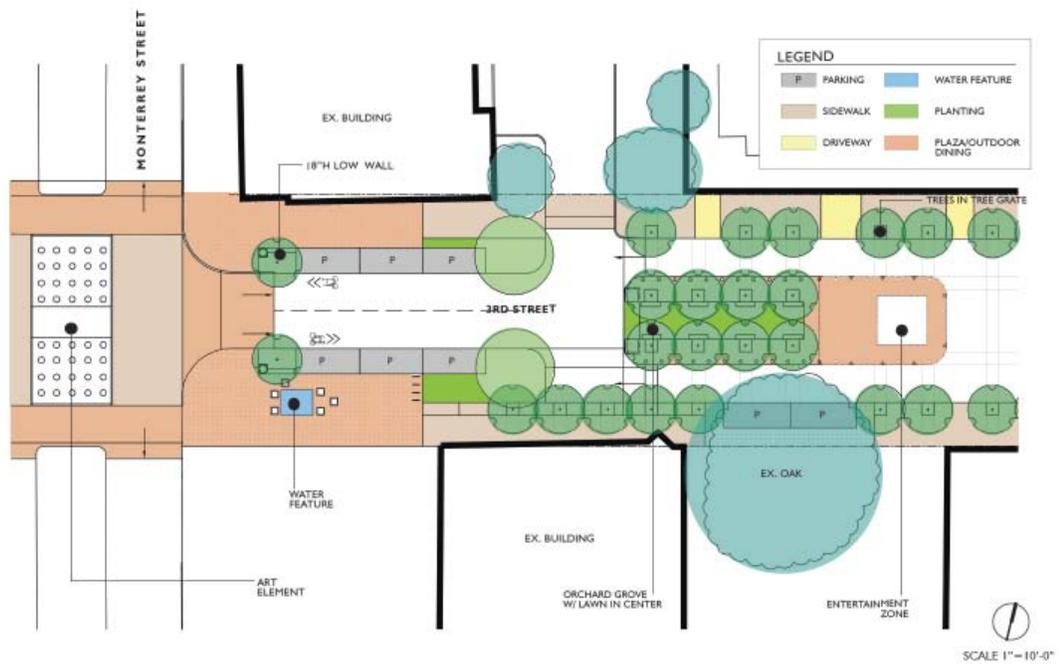
### **Designation on Zoning Map**

Once a Planned Development Overlay District has been established by the approval of the City Council the official zoning map shall be amended to include the symbol “PD” for all development along with the underlying zoning designation.

## Chapter 3: Multi-Modal Circulation and Streetscapes

### Overview

Streetscape improvements have already been completed for Depot Street between Main Avenue and Fifth Street. The City Council has recently provided direction on streetscape design concepts for the Third Street Plaza and Promenade improvements between Upper Llagas Creek and Depot Street. This chapter discusses other priorities for circulation and streetscape improvements.



*Sketch and plan for the proposed redesign of Third Street*

### Monterey Road

Monterey Road provides major access to Downtown from both the north and the south. With four travel lanes (two in each direction), it serves not only as a major access route to Downtown, but also as a circulation route for through traffic. In the past, Monterey Road served as an alternative route to U.S. Highway 101 when traffic backed up on the freeway. By virtue of its width and large through-traffic volumes, Monterey Road can pose internal circulation conflicts within Downtown. In addition, the perceived width of the street, traffic volumes, and vehicle speeds have resulted in a physical and psychological barrier separating Downtown into two segments: one east and one west of Monterey Road. The improvements to East Third Street will extend across Monterey Road to West Third Street and will have the added benefit of traffic calming.

Several construction projects have been completed or have started in recent years that have, or soon will, increase overall traffic capacity in the north-south direction. Highway 101 was widened in 2001 to provide additional lanes and traffic capacity. Butterfield Boulevard has been completed between Cochrane Road and Tennant Avenue, and within the next five years will be extended north to Madrone and south to Watsonville Road to provide an alternative north-south route through Morgan Hill to the east of Downtown.

Additionally, the Santa Teresa Corridor, which includes Santa Teresa Boulevard, Sunnyside Avenue, DeWitt Avenue, and Hale Avenue, is planned to become a unified north-south route that would roughly parallel Monterey Road to the west of downtown. A major portion of this corridor (Main Avenue to Dewitt Avenue) will be completed within the next five years.

The planned parallel north-south routes could allow traffic to be shifted off Monterey, enabling reduction of travel lanes from four to two. This would free up right of way for dedication to other purposes such as wider sidewalks, angled parking and other streetscape amenities, to support a truly pedestrian-friendly, human-scale downtown where people, rather than cars, are emphasized.

The existing conflicts and barriers along Monterey Road should be reduced or eliminated to increase safety and encourage pedestrian activity. Monterey Road improvements through Downtown should be considered after feasibility analyses are complete and the improvements are determined to be feasible and desirable. It is estimated that improvements would likely occur after 2015. The new Citywide traffic model and master traffic analysis will provide information regarding the traffic levels of service and phasing conditions to be met prior to reducing lanes on Monterey Road.

Two approaches could be used to improve the conditions along Monterey Road: reducing the number of travel lanes through Downtown and applying traffic calming measures.

### Monterey Road Narrowing

Monterey Road is currently being studied for the feasibility of reconfiguring the roadway to include one travel lane in each direction.

The advantages of narrowing Monterey Road from four lanes to two through Downtown include a reduction in traffic speeds, the ability to add angled parking (if determined to be desirable as a result of a future streetscape planning effort), the ability to widen sidewalks for outdoor dining and street furniture, and reducing the distance for pedestrians to cross the street. The Master Transportation Analysis and General Plan Circulation Element will determine the feasibility of narrowing the street and what improvements would be needed to accommodate north-south traffic, and the timeframe and conditions for implementation, if determined to be feasible and desirable.

There are a variety of options for use of the right-of-way if Monterey Road is reduced to two vehicular travel lanes. Some of these options include the addition of either bike routes or “sharrows”, through Downtown, widening of sidewalks, or the construction of diagonal parking to increase parking resources. The center median may, or may not, be retained. The exact use of the right-of-way would be subject to a community decision-making process.

Narrowing Monterey Road from four vehicular travel lanes to two would not likely occur until after improvements have been made to Butterfield Boulevard, and possibly also the Santa Teresa Corridor. The City Council could consider approving the narrowing of Monterey Road after studying needed vehicular capacity and after studying the needs of emergency services and accommodation of other uses of the corridor, such as for parades or races. City Council could also decide to give the narrowing a trial period through implementing a temporary narrowing project. Prior to any permanent modifications to the right-of-way, the street could be temporarily

striped to reflect the preferred configuration for a trial period, during which the impacts will be analyzed and modifications considered and tested. This trial period could occur for a substantial amount of time to most accurately assess the street configurations and impacts on other streets.

This Specific Plan also recommends removing the earlier Downtown Plan recommendation for a traffic signal at Monterey Road and Fourth Street. This recommendation will be analyzed in the Master EIR prepared for this Specific Plan.

### Monterey Road Streetscape and Traffic Calming

Steps should be taken to slow traffic speeds in order to make crossing easier for pedestrians and to enhance its visual appearance and strengthen the image of downtown as a unique pedestrian zone. Based on further study and design, public improvement plans will be developed, drawing on the following techniques:

#### 1. Entry Point Treatment

Trees, landscaping and/or public art focal point improvements should be added at the corners of Dunne and Main Avenues to signal entry into a special zone. Special raised paving bands could be constructed north of Dunne Avenue and south of Main Avenue to provide a tactile and visual signal for traffic to slow down. Special signage or some other identity feature such as public art or sculpture should be installed at the Dunne Avenue



*Existing special paving on Depot Street*

and Main Avenue entries to signal Downtown as a special zone.

## 2. Special Banner Signage

Support standards for the display of seasonal or special events banners should be installed on existing and new streetlights. Banner poles should also be considered.

## 3. Third Street Improvements

These improvements should be installed to link the east and west sides of Monterey Road visually.

## 4. Median Landscaping and Tree Lighting

Encourage consistent landscaping throughout the existing center median between Main Avenue and Dunne Avenue. Pin lighting or up lighting should be installed to median trees to signal entry into a nighttime activity area. Streetscape plans for the potential narrowed Monterey Road (with one travel lane in each direction) should favor removal of the median in favor of other streetscape opportunities to incorporate trees and landscaping, such as in planter bulb outs and within planters on widened sidewalks. Should narrowing Monterey Road prove not to be feasible, this median could be narrowed to allow for wider sidewalks.



*Existing median with landscaping and pedestrian space on Monterey Road*

## 5. Pedestrian Crosswalk Emphasis

Special treatments should be implemented to increase the visibility of crosswalks to motorists by:

- enhancing the color edge striping, and
- adding push button-activated flashing pin lights in crosswalk striping, in areas with wide crossings.

## 6. Speed Humps for Four-Lane Monterey Road

Speed humps have been installed near Third Street to reduce the speed of vehicles. If Monterey Road is narrowed, these speed humps should be removed along with the associated signage.

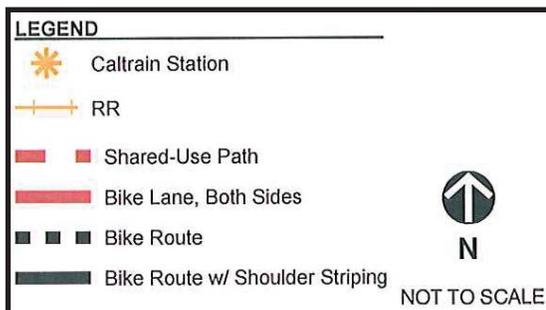
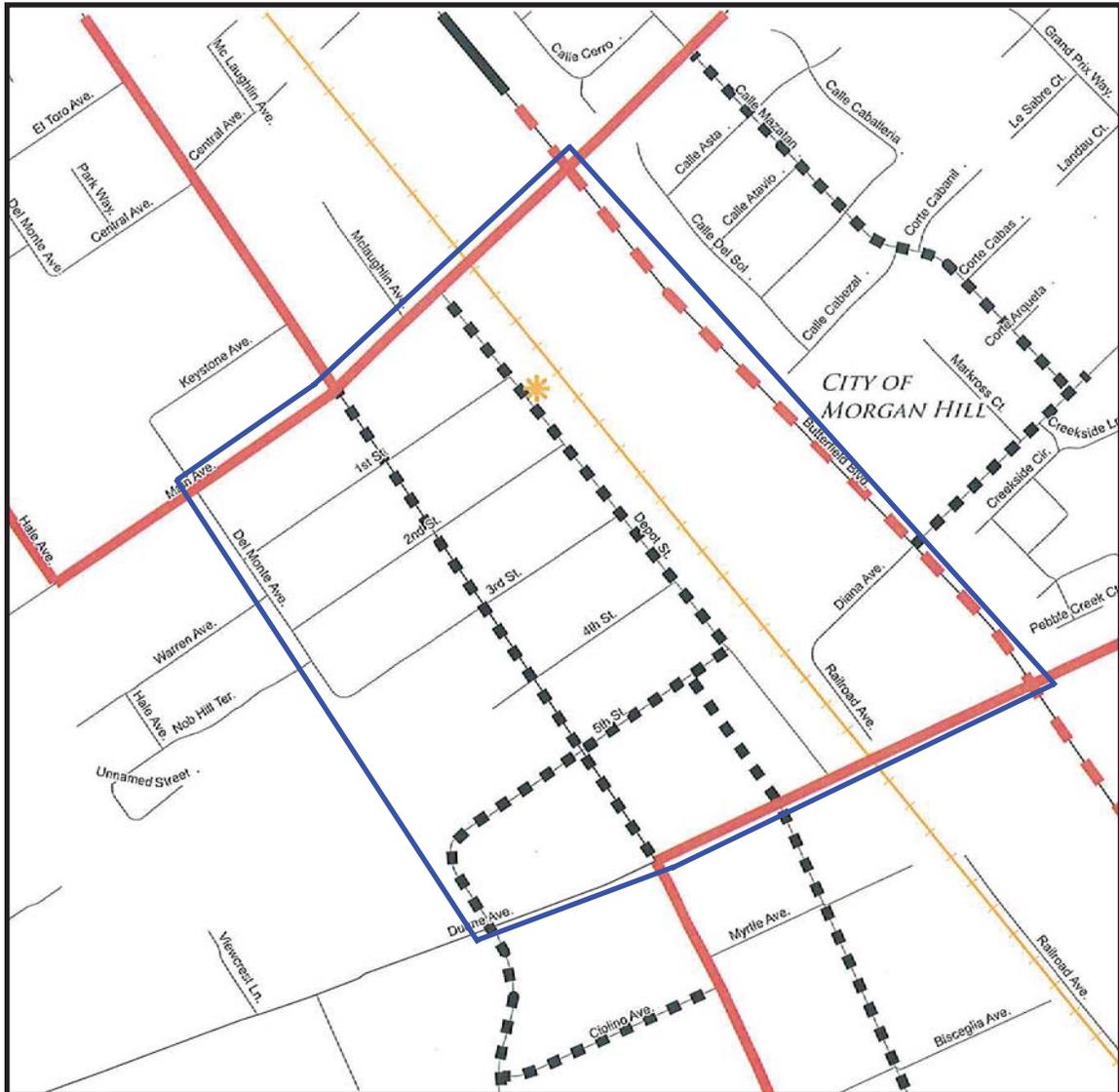


*Existing speed humps on Monterey Road*

## 7. Bike Routes

Bike routes or “sharrows” between Dunne Avenue and Main Avenue are encouraged. These may consist of markings on the road and/or signage alerting motorists to share the lane with bicyclists. This is consistent with the City’s Bike Map (see Figure 10).

Figure 10  
Bike Map



Source: City of Morgan Hill

### Third Street

Third Street is wider than the other east-west streets in Downtown, possibly because of its historic linkage between the railroad and the Monterey Highway (now Monterey Road), which was the main route through the community. This street carries very little traffic and will soon be reconfigured with one traffic lane in each direction, on-street parking, and wider sidewalks. The sidewalks will be wide enough to accommodate outside dining, displays (i.e. produce and flowers), and additional landscaping. Bulbouts and a mid-block pedestrian crossing will be constructed to encourage pedestrian activity and slow vehicular traffic along the street. The final street design should be coordinated with private development to ensure consistency of design and that the private/public spaces are complementary to one another.

The landscape improvements and the activities along the street will serve to provide a strong link between the commuter rail station on Depot Street and the uses along Monterey Road. Third Street will be designed to allow it to be closed off periodically for informal markets, art shows, music events, and other community activities.



*Potential to move the Farmers' Market to Third Street*

### Depot Street

Depot Street has been improved with landscaping, streetlights, bike lanes, bulbouts, and enhanced sidewalks to serve as a strong pedestrian link between the train station, the Community and Cultural Center, the neighborhoods to the north, and Downtown via Third Street.



*Looking south along Depot Street*

This Specific Plan proposes to delete the earlier Downtown Plan's recommendation that Depot Street be closed with a cul-de-sac at Fifth Street, to remove the connection to Dunne Avenue. The desire is to maintain Depot Street as an alternate north-south route within the Downtown Core, and to not create a perceived barrier to access Downtown. Retention of the existing at-grade crossing of the railroad tracks at Dunne Avenue is currently being evaluated in the traffic study and Master Environmental Impact Report (EIR). The City may want to assess the feasibility of connecting Depot Street to Church Street via the Community and Cultural Center parking lot.

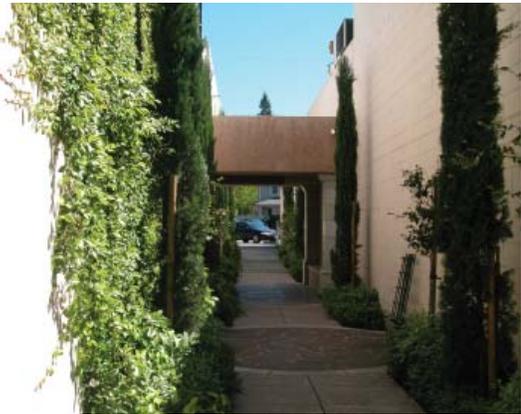
### Pedestrian-Friendly, Multi-Modal Circulation

Other streets in the Downtown Core should have beautification improvements including narrowing the streets if possible, providing bulbouts, installing special paving at corners or in crosswalks, bike route signs or “sharrow” markings, on-street parking improvements, lighting and landscaping improvements. As stated earlier, improvements along Depot Street have recently been constructed and improvements are underway along Third Street. Improvements along Monterey Road, including those discussed above, should be given a high priority for circulation and streetscape improvements, but narrowing to two lanes is not likely to occur until after 2015. Other side streets should also be planned for streetscape improvements, though not as elaborate as Third Street. Since the Sunsweet Site (on Block 4) is relatively large and will likely redevelop soon, Fourth Street should be given the highest priority for improvements among the side streets. After Fourth Street, priority should be given to Second Street, First Street, Fifth Street, and Main Street, all between Monterey Road and Depot Street.

Two-way streets (streets with vehicular movement in both directions) are strongly encouraged, and one-way streets should be avoided, whenever feasible. One way side streets may require removal of parking spaces along one side of the street and could negatively impact vehicular circulation, both of which are not recommended.

Mid-block crossings (using bulbouts to expand the sidewalk into parking space areas to narrow the paved street surface) on commercial and mixed-use streets are strongly encouraged to facilitate pedestrian activity and increase pedestrian connectivity.

Pedestrian links are strongly encouraged to connect parking lots to Monterey Road, Third Street, and larger developments, such as the Sunsweet Site. Mid-block pedestrian connections are encouraged to connect one side street to another (i.e. an off-street pedestrian link that connects Third Street to Fourth Street). Pedestrian connections should be provided by the property owner and developer.



*Pedestrian links from Monterey Road to rear parking lot increase accessibility to lots without creating additional driveways*

## Morgan Hill Downtown Specific Plan

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The City is constructing a plaza between the County Courthouse on Butterfield Boulevard and the Pedestrian Railroad Crossing just east of the corner of Depot and Third Street. Designed to facilitate pedestrian travel from the Courthouse into Downtown, the Courthouse Plaza is scheduled to be completed in January 2009. The Plaza will also serve as a demonstration site for sustainable design and landscaping techniques. Figure 11 contains a conceptual plan for the County Courthouse, plaza, and pedestrian connections.

If additional tracks or high-speed trains are added, a grade-separated pedestrian/bike connection should be studied and constructed as part of these improvements. The design of this crossing should complement Downtown development, make users feel safe and welcome, and serve as a gateway statement to train passengers.

The Santa Clara Valley Water District and the City of Morgan Hill have created preliminary plans for flood control improvements along Upper Llagas Creek through the downtown area. Due to the right-of-way constraints and underground locations, providing a Downtown creekside trail may not be feasible from Second to Fourth Street, from Fifth Street to Dunne Avenue, or along Monterey Road and Second Street. Right-of-way widths to the north and south of those Downtown areas are less restrictive and a trail will be developed in these areas. Where the trail connection through Downtown is not feasible along the creek, signs should be posted at the north and south trailheads to direct pedestrians and bicyclists to sidewalks and bike routes or “sharrows” through Downtown, and then connecting to the other trailheads.

A majority of the West Third Street parcel owned by the Redevelopment Agency will be needed to accommodate the PL566 flood control project improvements. Prior to that time, the parcel should be used as passive open space with on-street parking. When the PL566 project is implemented, this parcel could become a passive pocket park and pedestrian amenity with a strong connection to the creek improvements, perhaps with interpretive signage about the PL566 Upper Llagas project purposes of flood control and riparian habitat. Figure 12 shows the property owned by the Redevelopment Agency and Upper Llagas Creek.

*Source: City of Morgan Hill*

Figure 11

County Courthouse and Plaza

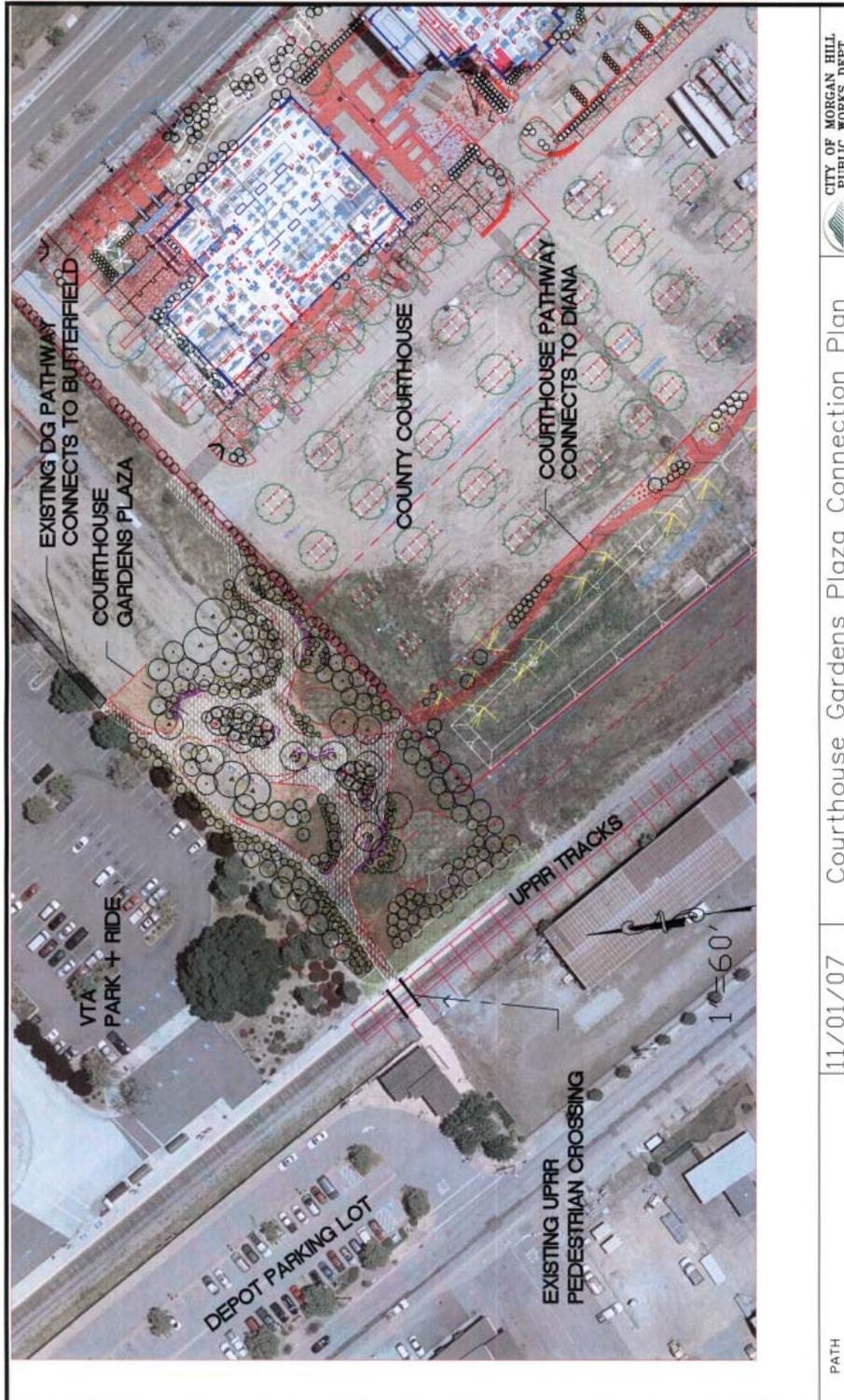
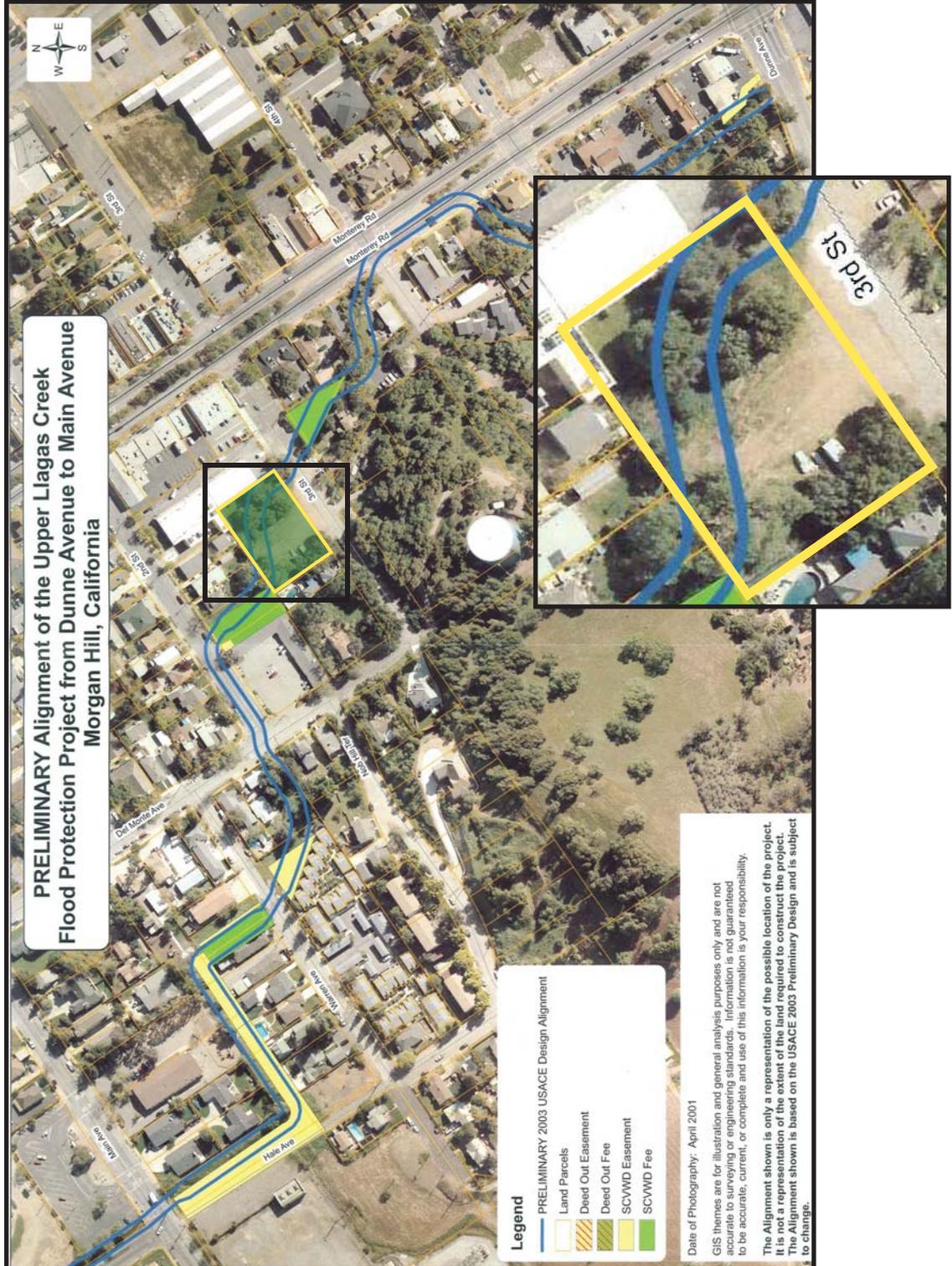


Figure 12

Redevelopment Agency Parcel



Source: City of Morgan Hill

### **Downtown Streetscape Design**

The following figures are representations of what each street may look like based on the above standards. Figure 13 shows the existing improvements made to Depot Street. Figure 14 shows conceptual design parameters for East Third Street. Figure 15 shows a possible layout for side streets. Streetscape planning efforts with public participation opportunities will be carried out prior to any final decisions by the City Council regarding sidewalk widths, arrangement of parking spaces, provision of bike routes or sharrows, and other streetscape amenities.

### **Monterey Road**

Monterey Road presently includes four travel lanes, and center landscaped median, parallel parking on each side, and sidewalks. The wide right-of-way allows for several options for redesigning the street layout. Some options that residents and business and property owners have discussed are:

- wider sidewalks;
- angled parking; and
- removing all or portions of the median.

The actual use of the right-of-way will be subject to a community decision-making process.

## Depot Street

Depot Street is 60 feet wide and has one travel lane in each direction. Depot Street has recently received various streetscape improvements, such as bulbouts, wider sidewalks, and bike lanes on each side. There are no additional streetscape improvements for Depot Street at this time due to the recent upgrades.

Figure 13

## Existing Depot Street Layout

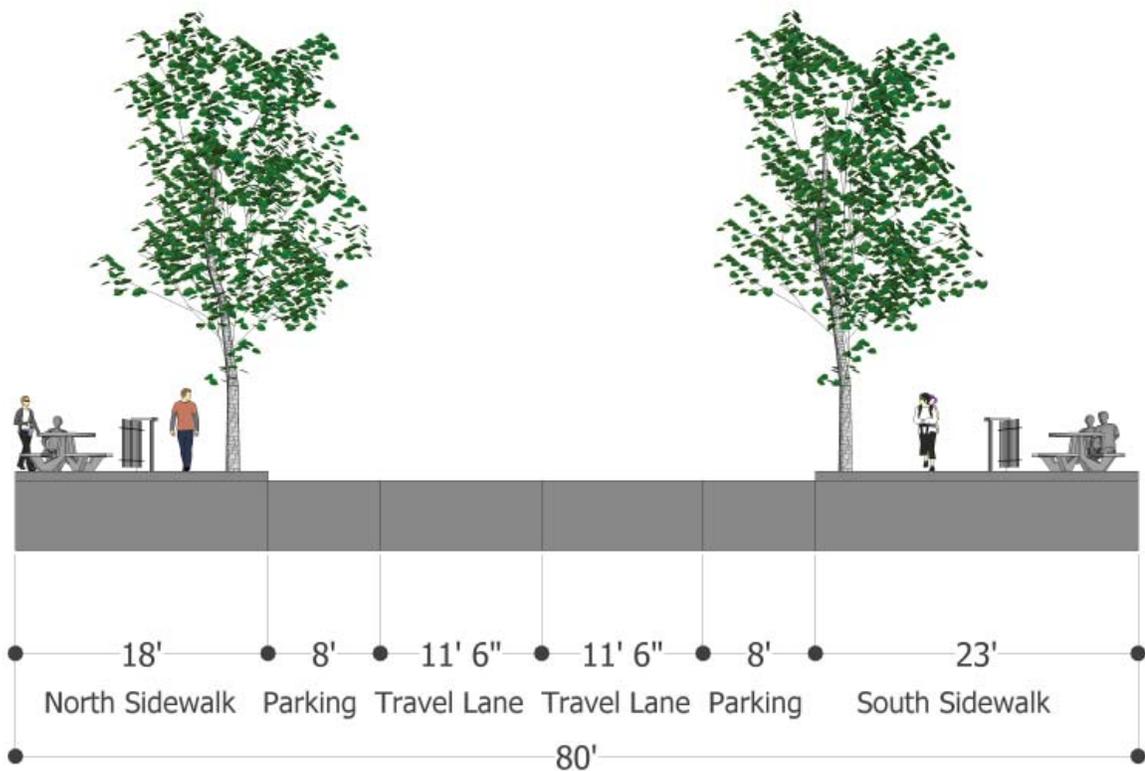


**East Third Street**

East Third Street is the widest east-west street in Downtown, with a width of 80 feet. The layout preferred by the City Council for East Third Street includes two 11.5-foot travel lanes (with bike “sharrows” in each lane), an 18-foot sidewalk along the north, and a 23-foot sidewalk along the south. Sidewalks would be encouraged to include outdoor dining amenities for adjacent restaurants. This street is also to incorporate trees, landscaping, and a public plaza.

Figure 14

**Conceptual East Third Street Design Parameters**



## Side Streets

The side streets in Downtown (First through Fifth Streets, excluding East Third Street) generally consist of a 60-foot right-of-way with one travel lane in each direction, parallel parking on each side, and sidewalks. As redevelopment occurs throughout Downtown, it will be important to enhance these streets with wider sidewalks (as feasible) and landscaping. Existing low-density neighborhood streets may transition to higher-density residential or mixed-use streets along part of the street or the entire corridor.

Each street will include different uses and the exact layout may differ between each street. A possible layout would be to have two 12-foot travel lanes, parallel parking on each side, and wide sidewalks. Some areas, such as residential streets may include a landscaped parkway between the street and the sidewalk. Other streets, or portions of the streets, may have wider sidewalks with trees (protected with tree grates and root guards) in the sidewalks.

Figure 15

## Possible Side Street Layout



## Chapter 4: Parking Resources Management Strategy

### Overview

In May 2008, DKS Associates developed recommendations for parking resources in the Downtown area based on existing and projected parking demands. Existing parking conditions were evaluated using surveys conducted in 2004 and 2006. The analysis investigated several characteristics including occupancy, turnover, access, circulation, conditions of parking lot pavement and lighting conditions.

In general, the existing parking occupancy is less than capacity for both on-street and off-street facilities. Parking turnover varied from short durations to all-day parking for Downtown employees. Signage, lighting and pavement conditions are typically adequate; however, observations made during the 2004 surveys identified a few candidate locations for potential improvements.

While current parking demand is less than the available supply, projected development and redevelopment is anticipated to increase parking demand while removing some of the existing off-street and on-street parking supply. Based on no on-site parking requirements for new retail and office developments, retaining the existing availability of 103 on-street spaces for existing residential uses, and targeting a 92 percent occupancy rate, 934 public spaces would need to be added to the supply by 2030.

To improve parking conditions in the Downtown area and address the projected parking needs, this report recommends several near-term and long-term strategies. In the near-term, the City of Morgan Hill should consider reducing the time limit and increasing enforcement of restricted parking spaces. A designated parking lot for Downtown employees would increase the availability of desired parking spaces for Downtown business patrons. The City should also work with property owners to improve the lighting and pavement conditions of private parking lots.

Long-term recommendations focus on increasing the public parking capacity to meet the projected rise in parking demand. The City of Morgan Hill plans to fund additional public parking capacity by converting private parking to public parking lots and by building new off-street facilities, possibly in the form of a joint parking structure for multi-use shared parking. The private sector would be responsible for some construction costs, streetscape improvements, and maintenance through in-lieu fees, a Parking Assessment District, and/or contributions to the Downtown Business Improvement District. Modified parking requirements should be established for new developments, with particular requirements for residential uses to provide sufficient designated parking. If a meter program is considered, a Parking Pricing Strategy should be implemented. Finally, a Parking Monitoring Program should be created to ensure that the parking occupancy rate remains at the desired level.

For the complete analysis conducted by DKS Associates, see Appendix D (Parking Resources Management Strategy).

### Survey Methodology

The 2002 Morgan Hill Parking Survey found that there was sufficient parking available in the Downtown area to meet the needs of current development levels. A limited follow-up survey was conducted in November 2004 to detect any changes in parking patterns since the 2002 comprehensive study.

The Downtown study area extends from Main Street to the north, Dunne Avenue to the south, Del Monte to the west, and Depot Street to the east. To account for the greater parking demand observed along Monterey Road between Main Avenue and Third Street, a smaller “focus” area was established in the 2004 follow-up survey. The “focus” area consisted of both restricted (2-hour time limit) and unrestricted parking spaces along the entire length of Third Street between Monterey Road and Depot Street. In addition, the “focus” area included the restricted on-street parking spaces on Monterey Road between Main Avenue and Third Street, and along First, Second, and Third Streets approximately within 100-200 feet of Monterey Road. Figure 16 depicts the entire study area, including the boundaries of the “focus” area.

The limited follow-up surveys were conducted during one Weekday morning and one Saturday morning from 10:00 A.M. to 1:00 P.M. Occupancy and parking duration were measured along the five on-street segments and in the five parking lots with the highest occupancy identified in the 2002 report. Figure 17 lists the parking survey sites.

In addition to the 2002 comprehensive parking surveys and the 2004 follow-up surveys, the Metropolitan Transportation Commission (MTC) conducted surveys in July 2006 for parking policy recommendations supporting smart growth in the Morgan Hill area. Because the results of these surveys were found to be generally consistent, an updated comprehensive parking survey was not conducted for the 2008 report.

### Existing Conditions

There are approximately 1,237 parking spaces located within the Downtown study area (not including a total of 699 spaces at the Caltrain parking lot and at the Community and Cultural Center). All parking in the Downtown core area is currently free to users.

#### On-Street Parking

Of the approximately 477 on-street parking spaces in the study area, 115 are restricted spaces limited to either 2-hour parking (107 spaces) or 20-minute parking (9 spaces). Figure 18 illustrates on-street parking locations.

Since the 2004 survey, however, 54 on-street spaces have been removed due to the Third Street Redevelopment Project and the Depot Street Redevelopment Project. 423 spaces remain.

#### Off-Street Parking

The study area consists of approximately 760 off-street parking spaces available in public parking lots, private lots provided for customers for specific commercial uses, and private lots prohibited to the public. Only two public parking lots have posted time restrictions. The 232 spaces available in the Morgan Hill Community and Cultural Center parking lot and the 467 spaces at the Caltrain/VTA parking lot were not included in the study. Figure 19 illustrates the off-street parking facilities in the study area.

Figure 16  
Project Study Area



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**Figure 17  
Parking Survey Sites**

	Side/Lot#	Segment/Location	To/From Street
On-Street	West	Monterey Road	Main Street to First Street
	East	Monterey Road	First Street to Second Street
	West	Monterey Road	Third Street to Fourth Street
	East	Monterey Road	Fourth Street to Fifth Street
	North	Third Street	First Street to Second Street
Parking Lot <sup>1</sup>	#8	Wells Fargo Bank	E. Main Street
	#8A	Public Lot	Monterey Road
	#13	BookSmart Bookstore/Just Breakfast Restaurant	Monterey Road between W. First Street and W. Second Street.
	#16	Bike Shop/Restaurant/Toy Store	W. Second Street to W. Third Street
	#19	Coffee/Bagel, restaurant	E. Third Street

<sup>1</sup> Off-Street parking lots for businesses as of 2004. See Figure 19 – Off Street Parking Facilities Location.

**Figure 18**  
**On-Street Parking Locations**



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Figure 19  
Off-Street Parking Facilities Locations



FIG-19-1- Revised Draft Final Off-Street Parking 10-07-07.cdm 12/4/07

### **Parking Utilization**

In general, the follow-up parking surveys showed that existing parking occupancy is less than capacity for both on and off-street parking facilities. Figure 20 summarizes the observations of existing supply and demand for the designated “focus” area and entire Downtown study area.

The follow-up survey confirmed the 2002 report that the majority of on-street parking spaces are not fully utilized. Unrestricted parking spaces further away from the Downtown “focus” area (away from Monterey Road and south of Third Street) are considerably under-utilized (less than 50 percent). While some segments of on-street parking experience near full occupancy, especially during peak periods (lunch hour), additional on-street parking was still available on nearby side streets.

Off-street parking spaces were also observed to be under-utilized. Private lots reserved for restaurant customers experienced high occupancy during peak (lunch) hours, but off-street parking in public lots was found to be available nearby.

### **Parking Turnover**

In general, the Downtown area would benefit from higher turnover rates to increase the availability of spaces near commercial businesses. While the average turnover for on-street parking spaces with the highest occupancy is typically less than two hours, in accordance with the posted limits, it was observed that a few vehicles remained parked for longer than two hours. Figure 21 shows the on-street parking turnover for the five locations with the highest occupancy. Likewise, vehicles generally park for one to three hours in the two time-restricted public parking lots, but many vehicles remain parked for more than the 4-hour limit. Figure 22 shows the estimated occupancy and duration for the five parking lots with the highest observed occupancy.

### **Physical Conditions of Parking Facilities**

On-street restricted parking spaces within the study area are typically well signed and in good condition along paved curbs. Unrestricted parking outside of the “focus” area is generally for residential use and the conditions of the curbs and sidewalks vary from none to fully paved. In general, public parking lots are well maintained with good paving and lighting while the condition of private lots varies greatly. Many of the lots have poor striping conditions, which could reduce the total capacity of a parking lot if vehicles do not follow the designated parking spaces. Inter-lot connections could lead to more uniform management of Downtown parking resources, leading to aesthetic improvements and marginal efficiency gains. Conversations with Downtown stakeholders revealed that many business owners believe that upgrading the lighting and maintenance of existing parking structures is a top near-term priority.

### **Parking Signage**

There are three main types of signs currently used to direct motorists to public parking lots and on-street parking” on-street parking signs, public parking signs with directional arrows, and public parking signs without directional arrows. While most signage is clear and consistent throughout the Downtown area, five signs are faded or damaged due to vandalism and entry to the public parking in Lot #16 is difficult to find. The City of Morgan Hill has recently developed a new Downtown Directional Signage Program, which includes new decorative directional signage for parking and upgrades for deficient signs.

**Figure 20  
Existing Parking Supply and Demand**

Type of Parking	Location	# of Spaces	Weekday Midday Peak Occupancy <sup>b</sup>	Weekend Midday Peak Occupancy <sup>b</sup>
			% Occupied	% Occupied
On-Street	Focus Area	144 <sup>a</sup>	74%	74%
	Downtown	477 <sup>c</sup>	39%	42%
Off-Street	Public <sup>d</sup>	88	82%	69%
	Private (Commercial) <sup>d</sup>	269	56%	41%
	Private (Restricted) <sup>d</sup>	32	53%	6%
	Downtown	750 <sup>e</sup>	49%	32%
All Parking Total	Focus Area	533	65%	52%
	Downtown	1227	45%	36%

Notes: a – # of On-Street spaces is based on field observations for the “Focus” area, and the 2002 Morgan Hill Parking Survey for other areas of Downtown

b – Occupancy percentages based on updated 2004 survey results.

c – Current supply has since been reduced to 320 spaces available to retail and office uses (26 spaces reduced due to the Third Street Redevelopment Project, 28 spaces reduced due to the Depot Street Redevelopment Project, and 103 spaces are currently used by existing residential development).

d – Off-street parking located within the “Focus Area”

e – Number of Off-Street spaces includes Parking Lot #37 (74 spaces, west of RR tracks), but not 37A, 37B (467 spaces, east of RR tracks), or 38 (Community and Cultural Center, 232 spaces), which were not included in the 2002 Report.

**Figure 21  
On-Street Parking Turnover**

Time Period	Roadway Segment	Side of Street	Capacity	Average Occupancy	Average Duration (hr)
Weekday	Monterey Rd (Main - First)	West	4	69%	1.8
	Monterey Rd (First – Second)	East	8	56%	1.5
	Monterey Rd (Third – Fourth) <sup>c</sup>	East	3	8%	1.0
	Monterey Rd (Fourth - Fifth) <sup>c</sup>	East	8	28%	1.8
	Third Street (Monterey – Depot)	North	25	54% <sup>a</sup>	2.2 <sup>b</sup>
Weekend	Main St (Del Monte - Monterey)	South	9	47%	2.7
	Monterey Rd (Main – First)	East	5	50%	2.5
	Monterey Rd (First – Second)	West	4	81%	1.0
	Monterey Rd (First – Second)	East	8	66%	1.3
	Third Street (Monterey – Depot)	North	25	88% <sup>a</sup>	1.2 <sup>b</sup>

**Notes:** a – Average occupancy is based on the entire length of street (24 spaces).

b – Average duration based on the first 10 spaces observed for measurements of duration.

c – Non-focus area, non-restricted

**Figure 22  
Off-Street Parking Facilities Turnover**

Time Period	Parking Lot <sup>a</sup>	Parking Facility Location	Capacity	Average Occupancy <sup>b</sup>	Average Duration (hr) <sup>c</sup>
Weekday	Lot #19	Coffee/Bagel, Restaurant (E. Third Street)	17	75%	1.9
	Lot #8A	Public Lot (Monterey Road) between E. Main St & E. Second St	23	74%	3.3
	Lot #10A	Paved – Maurizio’s (E. First St)	7	68%	2.8
	Lot #7	Restaurant/Tattoo Shop (Monterey Rd)	22	59%	1.6
	Lot #16	Bike Shop/Restaurant (W. Second St & W. Third St)	36	50%	3.1
Weekend	Lot #19	Coffee/Bagel, Restaurant (E. Third St)	17	59%	1.5
	Lot #8	Public Lot (Monterey Road)	38	47%	1.4
	Lot #8A	Unpaved (Monterey Road)	23	68%	3.3
	Lot #13	Restaurant/Tattoo Shop (Monterey Road)	26	81%	2.5
	Lot #16	Bike Shop/Restaurant (W. Second St & W. Third St)	36	69%	2.2

Notes: a – See Figure 19 (Off-Street Parking Facilities Location).

b – Average occupancy is a measure of entire lot.

c – Only first 10 spaces observed for measurements of duration during limited parking survey

### **Parking Enforcement**

On-street parking and publicly maintained parking lots are currently enforced on a complaint basis for vehicles parked for extended periods (typically greater than three days, per City ordinance). In previous years, parking enforcement of the posted 2 and 4-hour time limits was shown to be impractical by law enforcement and not desired by the Downtown business community. Enforcement is not urgently needed under current parking conditions as motorists generally adhere to posted parking signs.

Enforcement of privately owned parking lots is currently the responsibility of the business owners. While many of the private parking lots have posted signs warning non-patrons of potential towing, no enforcement was noted during the 2004 field study. However, there have been recent reports of increased enforcement by private lot owners of Lot #16.

### **Employee Parking Conditions**

Currently there is no designated employee parking area for Downtown businesses. The 2004 field observations revealed that many employees use off-street parking lots and suggested that some employees park on Third Street and Fourth Street in the unrestricted on-street parking spaces. Because some vehicles were observed to park in 2-hour on-street spaces and in 4-hour off-street spaces for extended periods, it is likely that employees use restricted parking, limiting the availability of desirable spaces for business patrons.

### **Bicycle Parking Conditions**

The 2001 City of Morgan Hill Bikeways Master Plan recognizes the potential to expand and improve existing bicycle facilities in the study area. Most bicycle parking in the Downtown area use inverted U bicycle racks, which follow Class I standards of bicycle parking as defined in the Santa Clara County VTA Countywide Bicycle Plan. However, there are two comb racks in the study area, which are classified as Class III bicycle parking facilities and are not secure.

### **Residential Parking Conditions**

Observations from the 2004 parking survey suggest that approximately 103 vehicles in on-street parking spaces within the core Downtown area were related to existing residential uses. Because the availability of existing off-street residential supply is not identifiable, quantifying a future on-street parking demand would not be reliable. For the purposes of this analysis, the observed existing demand is considered static and accounted for as a reduction in available future supply.

### **Depot Street and Third Street Streetscape Projects**

The 2002 and 2004 parking surveys that provided the data for this parking strategy only included on-street parking spaces along the west side of Depot Street, and 65 spaces existed prior to the Depot Street Streetscape Project. Post-project, there are 37 parking spaces along the west side of Depot Street, a reduction of 28 on-street spaces. The planned Third Street project will reduce on-street parking supply from 56 spaces to 25 on-street spaces, a reduction of 26 spaces. Therefore, a total of 54 on-street spaces are reflected as a reduction of future on-street supply in this analysis.

### Future Projections

Future growth projections fall into two categories: short term (year 2015) and long term (year 2030). Based on projected development plans outlined in previous chapters, several existing parking facilities for commercial uses may be modified or removed. Although future developments typically include some parking supply for the intended land use, no additional spaces were assumed to be included in the future commercial developments. New residential uses are anticipated to provide adequate off-street parking at a rate of 1.0 space for units smaller than 600 square feet, 1.5 spaces per unit between 601 square feet and 1,350 square feet, and 2.0 spaces per unit larger than 1,350 square feet.

### Short Term (Year 2015) Parking Conditions

Based on the projected 2015 development scenarios, the total parking demand in 2015 would be approximately 1,232 spaces for commercial land uses. The demand is expected to increase for retail parking by approximately 269 spaces and for office parking by approximately 121 spaces. Figure 23 shows the parking generation rates and total parking demand estimates for the existing and short-term conditions. Parking generation rates were obtained from a 2007 MTC study and reviewed by DKS Associates for use in this analysis.

The anticipated retail expansion and streetscape projects result in a loss of 208 parking spaces, reducing the supply from 1,237 spaces (760 off-street and 477 on-street) to 1,029 spaces (606 off-street and 423 on-street) within the Downtown area. Because approximately 103 of the on-street spaces are currently occupied by existing residential uses, the final estimated parking supply would be approximately 926 spaces. Considering the increase in demand for 1,232 spaces, a shortfall of 306 spaces will occur by 2015, focused around Blocks 2, 3, 4, and 7.

### Long Term (Year 2030) Parking Conditions

Using the 2030 projected development scenario and the parking rates from the 2007 MTC study, the total estimated commercial parking demand for the year 2030 would be approximately 1,560 spaces. The demand is estimated to be 829 spaces for retail parking and 731 spaces for office parking. Figure 24 provided a summary of the total parking generation rates and demand estimates.

Developments throughout the remainder of the Downtown core area between 2015 and 2030 may eliminate up to 174 off-street parking spaces. Combining this estimate with the loss of 208 parking spaces due to the projected 2015 development and the assumption that approximately 103 spaces are occupied by existing residential parking, the parking supply will be reduced from 1,237 spaces to 752 spaces.

Based on the calculated demand of 1,560 spaces for commercial uses, there will be a net shortfall of approximately 808 spaces in the Downtown core area by the year 2030. Figure 25 summarizes the estimated parking demand, supply, and parking supply excess/shortfall for Downtown commercial uses only.

**Figure 23**  
**Short-Term Parking Generation Rates and Demand Estimates (2015)**

Land Use	Units	Parking Rates	Existing		2015	
			Size	Demand	Size	Demand
Retail	sq. ft	2.86	123,365	353	217,586	622
Office	sq. ft	4.0	122,248	489	152,405	610
<b>Retail and Office Demand</b>				<b>842</b>		<b>1,232</b>
Residential	d.u.	tbd	193	tbd	546	Tbd

**Source:** Metropolitan Transportation Commission's (MTC) Parking Profile and Policy Recommendations – Morgan Hill. Figure 25 – Demand Based and Peak Based Parking Rates (parking/unit). Memorandum prepared by Wilbur Smith Associates for MTC. June 29, 2007.

**Figure 24**  
**Long-Term Parking Generation Rates and Demand Estimates (2030)**

Land Use	Units	Parking Rates	Existing		2015		2030	
			Size	Demand	Size	Demand	Size	Demand
Retail	sq. ft	2.86	123,365	353	217,586	622	289,855	829
Office	sq. ft	4.0	122,248	489	152,405	610	182,839	731
<b>Retail and Office Demand</b>				<b>842</b>		<b>1,232</b>		<b>1,560</b>
Residential	d.u.	tbd	193	tbd	546	tbd	874	tbd

Note: Parking Rates are for combined weekday/weekend peak, per 1,000 square feet or per dwelling unit.

**Figure 25**  
**Commercial Parking Supply and Demand Comparison**

Block	Estimated Commercial Demand			Estimated parking Supply			Parking Shortfall	
	Retail	Office	Total	Off-Street	On-Street <sup>a</sup>	Total	Off-Street Only	Total
Existing	353	489	<b>842</b>	760	320	<b>1,080</b>	-82	<b>+238</b>
Year 2015	622	610	<b>1,232</b>	606	320	<b>926</b>	-626	<b>-306</b>
Year 2030	829	731	<b>1,560</b>	432	320	<b>752</b>	-1,128	<b>-808</b>

Note: a – includes a reduction of 103 spaces to be occupied by existing residential land uses and a reduction of 81 spaces from Third Street Redevelopment Project and Depot Street Redevelopment Project

## Recommendations

### Near-Term Parking Improvements

On-street parking serving the Downtown area is generally well marked, and motorists typically adhere to posted parking signs and time limits. However, converting the 4-hour public parking lots to 2-hour parking with enforcement will reduce the number of vehicles that remain parked for longer than posted limits and increase parking turnover. A parking lot designated for Downtown employees should be established to further increase the availability of spaces near businesses for patrons. Public parking lots are generally well paved and adequately lit, but many of the private parking lots would benefit from improved lighting and pavement conditions. While existing bicycle racks are not always used, comb bicycle racks should be replaced with inverted U racks and locations for additional bike racks should be considered with input from local businesses.

### On-Street Parking Recommendations

- Update street lighting to current standards for new on-street parking as outlined in the Caltrans Traffic Manual or by other agency standards. Improved lighting would address safety concerns, encouraging people to feel comfortable walking greater distances to parking lots, and potentially attract more business. In general, a luminaire pole should be provided every 150 feet with a luminance of approximately 2 to 3.5 foot-candles. Installation of a new luminaire pole with foundation typically costs between \$5,000 and \$10,000, with decorative styles being slightly more expensive.
- Replace five (Caltrans Type R32) signs due to fading and vandalism. Replacing existing signs costs approximately \$200 per sign.
- Consider regular scheduled sign maintenance, with landscaping and sign replacements conducted on an as needed basis.

- Direct business owners and employees to park in public lots outside of the core area, away from businesses along Monterey Road. Public lots near Depot Street and E. Fourth Street (Lots #30, #37, #37A, and #37B) and private lots near Del Monte Ave between W. First Street and W. Second Street (Lots #8, #11, and #15) are under-utilized.

### Off-Street Parking Recommendations

- Resurface pavement in private lots typically used by Downtown business patrons (Lots #10A, #14, #31, and #33). Other private lots (Lots #3, #5, and #6) were also observed to have poor pavement conditions. Resurfacing existing paved parking lots with new asphalt-concrete typically costs about \$3.00 per square foot. This estimate does not include striping or grading, if needed. The property owners of private lots should be responsible for appropriate maintenance and lighting, although the City's Redevelopment Agency may develop a program to provide funding assistance for such improvements.
- Improve poor striping in public lots (#8A and #30) and private lots (#7, #13, #20, and #23) typically used by Downtown business patrons. Striping generally costs about \$1 per linear foot with costs ranging from \$20 to \$45 per parking space.
- Check lighting levels and inventory fixtures in parking lots that were observed to have poor lighting conditions (Lots #9, #10A, #13, #14, #22, and #31). Costs for lighting fixtures are discussed above in the first on-street parking recommendation.
- Add two new "Public Parking" signs to the entrances of Lot #16 at W. Second Street & W. Third Street. Adding a new sign costs approximately \$500, with decorative directional signs typically being more expensive.

- Establish a lot for Downtown employees located outside of the “focus” area to increase parking for business patrons. The City should work with the Downtown Association to identify potential locations, such as the 232-space parking lot at the Community and Cultural Center. The cost of designating a public lot as a long term parking facility would be negligible. A stakeholder meeting and support from private businesses would educate the public and increase compliance.
- Convert 4-hour public parking lots (Lots #8A and #17) to 2-hour parking with enforcement to encourage higher turnover. Costs for adding new signs and parking enforcements are described in the previous section.
- Add directional signs to off-street parking facilities on other blocks to help motorists find other available parking if their first choice of parking lot are fully occupied.
- Conduct parking demand surveys during peak hours at the Community and Cultural Center on weekdays, during the evenings, and on weekends to determine if there is a surplus parking supply that may be used as a shared parking resource. If a new parking facility were needed, it would cost between \$2,500 and \$5,000 per space to pave undeveloped land. Costs range due to the levels of excavation, grading, paving, curb installation, drainage, lighting, and signage. While developing new parking sites is considered a high priority for redevelopment funds allocated to Downtown, ongoing maintenance and operation costs would be shared among Downtown stakeholders.
- Facilitate inter-lot connections and circulation between private parking lots. The City should consider developing shared lease agreements with private entities, purchasing smaller parking lots, and encouraging physical improvements such as curbs, dirt fill, wood railing removal, grading, paving, re-striping and coordinated lighting.

### **Bicycle Parking**

- Remove and replace two comb racks (located at the northeast corner of First Street & Monterey Road and the southwest corner of Second Street & Monterey Road) with inverted U bicycle racks as described in the City of Morgan Hill Bikeways Master Plan. Removing existing comb racks costs about \$100 each and installing new inverted U bicycle rack are approximately \$500 each.
- Work individually with local businesses to add new bicycle racks at locations with high bicycle demand. Selecting appropriate locations for bicycle racks may encourage additional and safer bicycle use.
- Investigate the feasibility of providing an attendant-serviced bicycle parking station for rail transit users and downtown employees.

### Future Parking Improvements

The current parking forecast in the Morgan Hill Downtown area shows that the retail development at Blocks 2, 3, and 4 with the estimated removal of 208 parking spaces by 2015 (154 off-street and 54 on-street) will result in more demand than the current and projected supply can accommodate. Between 2015 and 2030, development throughout the remainder of the Downtown Core area may eliminate up to 174 additional off-street spaces. Because of this projection, the City should consider seven general strategies that are aimed at long-term development or financing of parking assets. Should the parking demand exceed the projections in this report due to increased development or for other reasons, one or more parking structures should be considered.

### Long-term Parking Strategies

1. **Create additional public parking supply.** The Redevelopment Agency has recently allocated funds for increasing the supply of Downtown public parking. At the present time, the City of Morgan Hill intends to acquire and improve public parking spaces prior to the occupancy of new developments, increasing the public parking supply by 500 additional spaces by the year 2015. Several potential strategies are listed below.
  - **Convert private parking to public parking.** To increase the public parking supply, the City should consider acquiring private parking resources. The City would benefit from a greater parking supply and developers would reduce their expenses. The City would be responsible for improving the lots and for their operation and maintenance (using a variety of resources as discussed in other sections of this report). This strategy may also lead to better opportunities to combine or adjust access to parking lots.

- **Build a pedestrian crossing over the railroad tracks.** To access the additional parking supply located east of the railroad tracks, City Council recommends building a grade-separated pedestrian crossing over the Caltrain railroad tracks.

2. **Commercial Parking Exemption.**

If future commercial development is required to provide parking, businesses will either not locate Downtown because they cannot afford to build parking or businesses will provide private parking, which increases the parking supply but not the revenue generated by parking resources.

If the City is able to increase the public parking supply, commercial development should be exempted from parking requirements, and instead should be responsible for a portion of the development, operations, and maintenance costs. These costs could be met with in-lieu fees, contributions to the Business Improvement District, and/or a Parking Assessment District.

- 3. Developer In-Lieu Fees.** Projects should pay in-lieu fees instead of being required to provide private parking. In-lieu fees can be used for overall parking and streetscape improvements as well as maintenance. This strategy is effective as long as there is parking available when a new commercial development is built and the improvements attract more businesses, residents and patrons to the area.

An in-lieu fee program would consist of several elements that typically include:

- Fee Collection Process
- Amount of Fee
- Time of Collection of Fees
- Use of Fee
- Current Fee Schedule
- Disputes Resolution Process
- Trust Fund or Account Maintenance
- Termination of Program
- Fee Schedule and Escalation Provisions

The fee should be based on the revised Downtown parking requirements, per the MTC Study and revised through an update to the City's Parking Ordinance. Other elements would be determined at the direction of the City. The MTC Study reports that current in-lieu fees vary widely across the Bay Area, ranging between approximately \$10,000 and \$30,000 per required space for office developments, and vary significantly depending on parking requirements from other land use types.

- 4. Create a Parking Assessment District.** Under a Parking Assessment District, business or property owners would contribute to a fund for both short-term and long-term parking improvements, maintenance, and operation. The fund would apply to all existing and future business or property owners proportionately.

Parking Assessment Districts are often considered in locations where parking meters are not desirable. If there is not a parking turnover problem or enough parking demand to generate the desired meter revenue, a Parking Assessment District may be more appropriate. The key difference is that business or property owners pay into the assessment district while the actual user pays into a meter program.

- 5. Use parking meter revenue in the Downtown Business Improvement District.** Currently, there are no user-paid parking revenue sources in Downtown Morgan Hill; however, parking meters generate revenue that could be funneled into the Downtown Business Improvement District. While many businesses will be concerned that parking meters will deter customers, parking meters lead to greater turnover of desired spaces (such as those fronting Monterey Road), and thus make the Downtown more inviting and accessible. The streetscape, parking and lighting improvements funded by meter revenue will make Downtown more attractive, and thus attract more people to the area.

6. **Create a Parking Pricing Strategy.** If a meter program is considered, then a parking pricing strategy should also be created for all of Downtown, including any potential future parking structures. Pricing should encourage longer-term parking (i.e., more than four hours) to park off-street and shorter-term parking to be located on-street at metered spaces. Free parking (to the user), if any, should be located on the fringe areas of Downtown, and would need to be enforced alongside the fee parking areas.
7. **Implement a Parking Monitoring Program.** A Parking Monitoring Program should be created to ensure parking capacity is added to maintain adequate supply. New parking facilities should be planned for when new retail uses are occupied. In addition, because redevelopment projects could remove existing parking supply and/or increase parking utilization rates, additional capacity may be needed. An on-going monitoring program should be conducted so that new parking facilities are made available as parking occupancy rises.

### **Estimated Parking Requirements for Downtown**

As described previously in Figure 25, the estimated commercial demand (office and retail) will increase by 718 spaces to 1,560 by the year 2030 with full build-out. To accommodate the increased demand, modified parking requirements are recommended. Parking rates for office land uses are recommended to be 4.0 spaces per 1,000 square feet. This is consistent with the parking demand rate estimated in the MTC Parking Study as well as other parking publications. This would provide adequate parking for employees, and would discourage them from parking in shorter term, retail parking spaces. Up to 60,591 square feet of additional office space is projected to be developed by 2030. A parking rate of 4.0 spaces per 1,000 square feet would provide 242 parking spaces.

With the office land uses providing 242 parking spaces in addition to the projected supply of 752 spaces, a shortfall of 566 parking spaces would occur. Based on the Downtown Specific Plan, approximately 205,390 square feet of retail development is anticipated by 2030, and includes 38,900 square feet of redeveloped retail (166,490 square feet of net-new retail).

If retail redevelopment and net-new development are required to provide additional parking capacity, a requirement of 2.8 parking spaces per 1,000 square feet of retail development is recommended. These rates are correlated to the land uses identified in this report, and may need adjusting over time if changes to the proposed land uses occur. Figure 26 summarizes these parking requirement rates.

**City Council Goal of 92 Percent Occupancy**

One possible goal of the Morgan Hill City Council is to achieve a 92 percent occupancy rate of on-street parking in 2030. To do so, 1,696 spaces would have to be provided for the forecasted commercial (retail and office) demand of 1,560 spaces. To build 1,696 parking spaces, the recommended parking requirement rates presented in Section 4.2.1, Table 11 would need to be increased to 4.4 spaces per 1,000 square feet for new office development and 3.4 spaces per 1,000 square feet for new retail development and redevelopment.

**Figure 26  
Recommended Downtown Parking Requirement Rates**

Retail	Office	Residential
2.8 spaces / 1,000 s.f.	4.0 spaces / 1,000 s.f.	1.0 space per unit < 600 s.f. 1.5 spaces per unit >600, <1,350 s.f. 2.0 spaces per unit > 1350 s.f.

### Off-Street Parking Location Strategies

Based on the spatial patterns of the parking demand and supply shortfall estimates, several areas become apparent as locales with additional parking capacity needs.

Due to the proximity and relatively similar land uses on Blocks 2, 3, 4, and 5, single or multiple off-street parking facilities forming a system of commercial public spaces in this vicinity should be considered. If one main parking facility were desired, the most central location would be within Blocks 3 or 4. However, it may not be feasible to develop a large parking supply on these blocks because of the mixed-use development planned for Blocks 3 and 4. Single or multiple parking facilities serving Blocks 2, 3, 4, and 5 should provide approximately 126 spaces with the build-out of Blocks 2, 3, and 4 (by year 2015), and an additional 40 spaces by the build-out of Block 5 (166 spaces total by year 2030). Because of the space needed to accommodate 166 parking spaces, the sites should be limited to those that can provide the most parking spaces in one consolidated location.

Because of the isolated location of Block 14 in the southwest corner of Downtown and its primarily office land use, a self supporting/on-site parking facility of up to approximately 140 spaces should be provided at this site for the commercial land uses. Residential land uses within Block 14 are assumed to provide sufficient off-street parking supply for the residents. Some parking capacity at Block 6 (public community center) may be available as a potential site and could be pursued further.

According to the Downtown Specific Plan, the City of Morgan Hill has identified several alternative locations for additional parking that will not only increase the parking supply to address the projected parking shortfall, but also better accommodate the existing needs of the residential and commercial uses. Funding for new parking facilities could potentially come from the long-term parking strategies outlined above, and would need to be investigated further. The Redevelopment Agency has identified several million dollars in funding for this effort. This report supports these concepts from the Downtown Plan.

- **The east side of Depot Street.** The area generally between Dunne Avenue & Third Street would accommodate several narrow surface lots with diagonal parking located between Depot Street and the railroad tracks. A narrow parking structure may be able to be constructed within this right of way.

The area between Third and Fourth Streets is currently planned for acquisition by the City Redevelopment Agency. A temporary surface lot is planned for the location, and would provide approximately 97 public spaces. A longer-term plan may include a parking structure at this site.

- **A joint parking structure for multi-use shared parking.** The possibility for shared parking in the Downtown area parking lot should also be considered. While a more detailed financial analysis would have to be conducted specifically for this project, the idea of sharing costs, debt service, and revenue would benefit all participating parties. The mix of uses in a Downtown lends themselves very well to a shared parking concept. Two possible locations for a multi-use shared parking lot are:

- **Caltrain/VTA parking lot.** If the existing Caltrain/VTA parking lot became a joint parking facility, the needs of weekday commuters would compliment the nighttime and weekend uses for residents and other users. If the local agencies pay for part of any new parking structure, along with Parking Assessment District and in-lieu fees, it would alleviate some of the burden to new development of providing private parking spaces. A parking structure in this location will be proximal to the Downtown core area and, in particular, to much of the future development in Downtown.

In this Specific Plan, this parking lot is identified as a potential transit-oriented residential development site, and may have a separate shared parking arrangement between the residential uses and the transit riders. This proposal may limit the potential commercial parking capacity in this location. Residential parking would need to be in a distinct area separated from commercial or transit parking to guarantee residents a parking spot, provided at a ratio to meet the minimum zoning requirement. Guest parking and any extra residential parking would be part of the shared parking pool. Transit parking could also be provided in both a guaranteed area (often called a nested parking area) as well as in the shared parking area.

Monthly pass holders, for example, would park in a guaranteed transit parking area, while other transit users would park in the shared parking area. The success of the shared parking program would be dependent upon the allocation of spaces in each distinct area as well as the turnover of spaces in the shared parking area.

- **Community and Cultural Center parking lot.** A structure at the existing CCC lot on Block 6 would provide an alternative to creating a shared parking facility with the identified residential opportunity site. A three level parking structure at the CCC lot could create a capacity of up to 570 spaces total (190 spaces per level).

In addition to the sites identified above, several other locations should be considered for potential acquisition and construction of new parking structures. Ideal locations would be centrally located to the anticipated retail redevelopment areas, and may be integrated within the new or redeveloped retail areas in the form of a parking garage with ground floor retail fronting the street. These locations may potentially include:

- Existing Lot #2 behind the Downtown Mall (Block 2)
- Within the proposed Sunsweet Site or existing Lot #24 (Block 4)
- Unpaved property adjacent to Lot #8 (Block 1)

### On-Street Parking Strategies

Parking demand generated by the new developments and the displaced vehicles are anticipated to park on First, Second, or Third Streets between Monterey Road and Depot. Although observations of current conditions show that parking is available, availability at prime locations may become limited during peak parking periods. The following recommendations should be incorporated based on findings from a future monitoring program as certain benchmarks are reached.

- Adopt a parking monitoring program to track both on-street and off-street parking conditions in the Downtown area. Parking surveys should be done on a regular basis (annually) and could be paid for by the City of Morgan Hill Redevelopment Agency or by developers as part of their application process. A report similar to the 2002 Parking Survey costs approximately \$5,000 to \$10,000 to complete.
- Enforce the 2-hour parking limit in restricted spaces to discourage long-term parking, and therefore increase turnover and the availability. Visitors to a proposed movie theater would need accommodations for longer parking durations. Personnel costs in a range between \$40 and \$85 per hour depending on the officer's classification; however, parking enforcement is typically a self-funded program via the revenue generated from the parking tickets.
- Expand the 2-hour parking zones to increase turnover if monitoring reports show that parking occupancy along specific street segments is fully utilized. Adding new parking signs would cost approximately \$500 each. The additional enforcement could be a neutral cost or positive revenue. If the expansion encroaches into residential areas, a residential parking permit may be implemented to allow local residents to park in designated restricted areas for greater than the 2-hour limit.

### Street Improvements

Street and streetscape improvements should be prioritized to coincide with development improvements. Because Blocks 2, 3, and 4 are projected to experience redevelopment prior to other blocks, the likely candidates for initial street improvements are Fourth Street, Second Street, First Street, Fifth Street, and Main Street.

Similarly, other roadway and infrastructure improvements should be timed to match development intensification or changes. For example, the Third Street crossing west of Monterey Road serves a small parking area. If the parking lot is used more regularly, then the timing of the bridge improvement should coincide with the increased use. The bridge should be evaluated for structural integrity, and consideration should be given to a replacement that can accommodate two travel lanes, pedestrian, and bicyclists.

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Morgan Hill Downtown Plan – Evaluation of Opportunity Sites Memorandum. Prepared by Keyser Marsten Associates Inc. July 8, 2002.

Developing Parking Policies to Support Smart Growth in Local Jurisdictions: Best Practices. Prepared by Wilbur Smith Associates. March 12, 2007.

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## Chapter 5: Design Guidelines

### Overview

Although there are a wide range of building sizes and architectural styles in Downtown Morgan Hill, a sense of small town architecture still remains. The current mix of “Main Street” commercial structures along Monterey Road and modest homes on the side streets in the residential areas provide visual variety along with a scale and texture that is pedestrian friendly and uniquely Morgan Hill.

It is the intent of this Plan to preserve and enhance that character and pedestrian scale, while accommodating areas for redevelopment and growth in a more dense and mixed-use pattern. The guidelines outlined in this chapter will be used in the review of all proposed development projects including additions and remodels (excluding non-historic single-family homes not located on a sensitive site).

These Design Guidelines include several of the best practices provided in the Santa Clara Valley Transportation Authority’s (VTA) *Community Design & Transportation: A Manual of Best Practices for Integrating Transportation and Land Use*. This manual provides a series of best practices and case studies for developments near transit. The guidelines below are divided into the following sections:

- A. All Building Facades
- B. Mixed-Use Building Facades (CBD Zoning District)
- C. Residential Building Facades (R-2, R-3, and R-4 Zoning Districts)
- D. Block 4 Special Guidelines (including Sunsweet Site)
- E. Roofs
- F. Awnings and Marquees
- G. Bay Windows
- H. Balconies
- I. Front Porches and Stoops
- J. Outdoor Open Space
- K. Service Areas
- L. Mechanical and Electrical Equipment
- M. Landscaping
- N. Fences, Walls, and Gates
- O. Site Lighting
- P. Plazas, Pedestrian Walkways, and Courtyards
- Q. Outdoor Dining
- R. Streetscape Furniture and Amenities



*New compatible commercial structures.*

## Site Review Permit Process and Requirements

The City of Morgan Hill requires a **Design Permit** for new construction and significant remodels in accordance with Chapter 18.74 (Design Review) of the Zoning Ordinance, excluding non-historic single-family homes not located on a sensitive site. An **Encroachment Permit** is required for any uses or improvements that involve the public right of way, such as outdoor dining on wide sidewalk areas. These Design Guidelines are intended to guide property owners and architects in the design of new buildings, exterior changes to buildings, and other improvements. Prior to issuance of any Design Permit, the decision-making body must make a finding of substantial conformance of the proposed design with these Design Guidelines. The Architectural Review Board has authority to approve Design Permits, and the Public Works Director in coordination with the Community Development Director has authority to approve Encroachment Permits for outdoor dining.

## Basic Design Principles

These guidelines below are based on the following basic design principles. In the event that the guidelines in this document do not directly address a specific condition, City Staff and the relevant commissions and boards will use these principles to determine the appropriateness of proposed plans and architectural designs.

### **#1 Buildings should reflect the character of Downtown Morgan Hill.**

Existing buildings in Downtown are relatively small in scale due to the small parcel sizes. New buildings should maintain the rhythm of parcel width, building breaks, and facade articulation. As a general rule, facade articulation and/or building breaks should occur at approximately 40 to 50 foot intervals, wherever feasible. Projects on larger or combined parcels should reflect this design pattern and should be broken up in form to avoid looking like a single project.

### **#2 Buildings along Monterey Road and Third Street should be designed in an architectural style compatible with traditional Main Street buildings.**

Characteristics of traditional Main Street buildings include parapets with projecting decorative cornices, large ground floor display windows, deep-set upper floor windows, and decorative architectural details. Newer buildings are encouraged to include these elements to blend with the existing character, but may do so in a way that creates a more modern feel. It is not the intent of this principle to recreate historic structures, but rather to design buildings that share a similar character and create a harmonious district.

**#3 Structures and landscaping on neighborhood streets west of Monterey Road (i.e., West First, Second, Third, Fourth, and Fifth Streets) should be visually compatible with the existing small-scale residential character of the area.**

Since some existing residences will remain, either as residences or structures converted to commercial or office uses, the maintenance of visual compatibility will be very important. New buildings or expanded existing residential structures should not visually dominate the area.

**#4 Buildings should provide a visual continuity of display windows along with architectural and landscape details to provide an interesting environment for pedestrians.**

In commercial areas with buildings at or near the sidewalk, visual continuity is essential to the vitality of the street. Large display windows for product display are strongly encouraged, along with a richness in architectural detailing. On side street areas with residential character buildings set back from the sidewalk, interesting building entries and architectural detailing are strongly encouraged. These areas also offer the potential for including visual richness through the use of landscape elements such as picket fences, trellis entries and residential landscaping (e.g., roses.)

**#5 Each structure should be uniquely designed for Downtown Morgan Hill.**

Stock designs and franchise architecture will not be accepted as a substitute for thoughtful designs based on the structure's use and location.

**#6 Signage should be appropriate to location and building character.**

Signage should be pedestrian-oriented. Large, aggressive and redundant signage is strongly discouraged. See Chapter 6 (Signage Guidelines) for specific guidelines associated with signage.

**#7 All buildings and remodelings should utilize high quality materials and craftsmanship.**

Exterior materials that will weather well over time are strongly encouraged, and all signs should be professionally fabricated and applied.

**#8 All streets should be designed to balance safety and aesthetics.**

All streets should be designed to balance pedestrian safety, aesthetics and the supply of on-street parking. All streets in Downtown should be designed to keep traffic traveling at safe speeds and to be pedestrian and bicycle friendly.

**A. All Building Facades**

**DG-A1. Construct buildings with both solid surfaces and window openings.**

Facades shall be designed with both solid surfaces and window openings to avoid the creation of blank walls or glass curtain walls. Blank walls on all facades that front a street, plaza, or other public spaces are strongly discouraged.

**DG-A2. Provide distinctions between each floor.**

Facades should provide a clear visual distinction between each floor, except where a floor is built into the roof form.



*A clear visual distinction between each floor is provided.*

*Windows and solid surfaces are balanced on the facade, avoiding the creation of blank walls.*

**DG-A3. Design external stairways to complement the buildings.**

Stairways should have a design that is compatible with overall structure. Stairs shall not have a tacked-on appearance or look like their design was an addition or afterthought. Stairways on front facades are discouraged.

**DG-A4. Design the sides and rear of buildings to complement the front facade.**

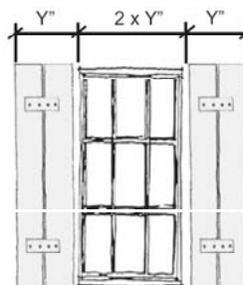
All sides of the facade shall be designed with similar architectural elements, materials, and colors as the front facade. However, the design of side and rear facades may be simpler, more casual, and more utilitarian in nature.



*Appropriate relationship between front facade (left) and rear facade (right) is strongly encouraged.*

**DG-A5. Shutters should be designed to enclose the entire window or door.**

If used, window and door shutters should have a width that would enclose the entire window or door opening when the shutters are closed.



*When closed, the shutters would enclose the entire window.*



*Blank walls and facades are strongly discouraged.*

**DG-A6. Building modifications should use the same materials, details, and color as the rest of the building.**

If a portion of an existing building is modified or if a building addition is constructed, it should use the same building materials, details, and color applications as the rest of the building. For example, if a portion of a brick facade with wood-framed windows and doors is modified, the modified portion of the facade shall use bricks, details, and wood-framed windows and doors that are compatible with the other parts of the building.

*Original Structure:*



*Discouraged Addition to Structure:*



*Encouraged Addition to Structure:*



**DG-A7. Limit the number of building materials used on the facade.**

As a general rule, no more than 3 different types of materials should be used on a single facade.

**DG-A8. Use appropriate materials.**

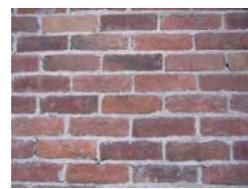
Materials that are consistent with local vernacular architecture, as well as those that are indigenous to the region are desired. Finish materials that give a feeling of permanence and quality and that have relatively low maintenance costs are strongly encouraged. Appropriate building materials that are encouraged on facades as primary materials include:

- brick,
- stone,
- tile,
- stucco or plaster,
- painted or stained wood siding or trim,
- wood or metal frames for windows and doors, and
- wood, metal, and glass doors.

*Examples of appropriate facade building materials:*



*Stone*



*Brick*



*Wood*



*Stucco/Plaster*

**DG-A9. Avoid inappropriate building materials.**

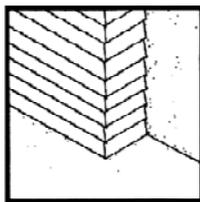
Inappropriate building materials that are discouraged on facades include:

- plywood,
- unfinished lumber,
- corrugated fiberglass,
- small tiles,
- shingles,
- cultured stone,
- rough finish materials,
- vinyl or aluminum siding,
- corrugated metal,
- reflective materials, and
- manmade building materials (other than hardie board) that are intended to simulate natural products/materials.

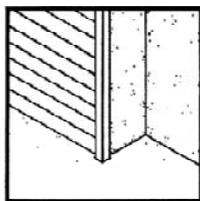
**DG-A10. Changes in material should generally occur when there is a change in the plane of the facade.**

If possible, the change in materials and color should occur on inside corners of the building. If a change is proposed along the line of a single plane, a pronounced expansion joint should be used to define a clear separation.

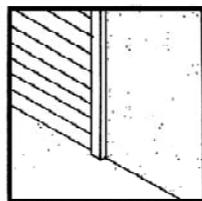
*Encouraged:*



*Discouraged:*



*Permitted:*



**DG-A11. Facades should have finishes and colors similar to those found on traditional buildings in Morgan Hill.**

Painted building surfaces should have a matte finish. Trim work may have a glossy finish.

**DG-A12. The natural colors of brick and stone material should be maintained.**

These materials should not be painted or glazed.

**DG-A13. Muted and soft colors are encouraged.**

Extensively bold, bright, fluorescent, and neon colors should be avoided. If used, extensively bold, bright, fluorescent, and neon colors should only be used as accent colors on window and door frames, building trim, and details.

**DG-A14. Limit the number of colors used on facades.**

Color applications on a facade should generally be limited to one or two main colors and two to three accent colors that complement the main color(s) of the structure.

*Examples of appropriate use of color:*



*Example of inappropriate use of color:*



**DG-A15. Window openings should have vertical orientation and proportion.**

Window openings should be taller than they are wide to reflect the traditional building characteristics of Downtown.

**DG-A16. Basic and simple window shapes are encouraged.**

Window shapes should be basic and simple to reflect the traditional building characteristics of Morgan Hill.

**DG-A17. Follow the Secretary of the Interior's standards when renovating or modifying historic buildings.**

When renovating or modifying historic buildings listed on the National Register of Historic Places or of local importance, the Secretary of Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic Buildings should be used.

**B. Mixed-Use Building Facades (CBD Zoning District)**

The CBD zoning district, primarily along Monterey Road and East Third Street, is an important retail and restaurant district that will strongly influence the economic viability and the image of Downtown Morgan Hill. The intent in this area is to provide continuity of storefronts with attractive display windows; restaurants with an open and inviting character; architectural styles and details that are traditional in character; and upper floor office and residential uses that are attractive in appearance and contribute to the visual attractiveness of downtown.

**DG-B1. Design Articulated Facades.**

Street facing building facades, as well as all facades that front a plaza or pedestrian walkway, shall be articulated to improve the quality of the design. Appropriate methods of articulation include, but are not limited to:

- increasing the number and/or size of window openings,
- creating a defined building cap or roofline,
- providing stylized windows and doors,
- creating a defined base for the building,
- providing three-dimensional expression lines (vertical and horizontal) between the floors of the structure and around storefronts and window openings,
- adding depth and detail to the cornice or roof parapet, and
- recessing storefronts and windows into the facade to create depth and cast shadow patterns.



*Appropriate relationship between windows on ground floor and upper floors.*

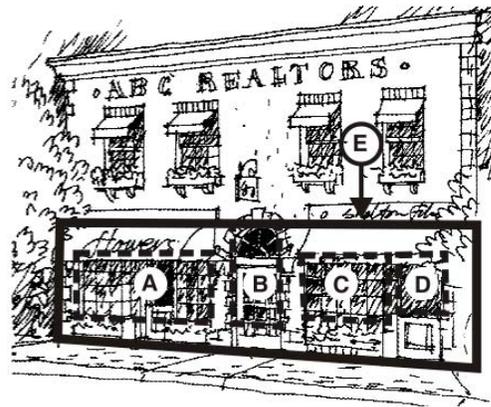


*Examples of buildings with appropriate articulation.*

## **DG-B2. Provide ground-floor storefront windows and vertically oriented upper-floor windows.**

The ground floor facade should have more area dedicated to transparent window and door openings than the upper floors. Front building facades, as well as all facades that front a plaza, or pedestrian walkway, should be designed with:

- Ground floor storefront windows and doors that utilize clear transparent glass in order to provide clear views of storefront displays from the street and to allow natural surveillance of the street and adjacent outdoor spaces. Mirror and tinted glass is prohibited.
- Buildings that maintain a minimum of 60 percent transparent glazing along primary store frontage up to eight feet above grade. In the example to the right  $A+B+C+D$  should equal at least 60 percent of  $E$ . Blank walls over 10 feet long should be avoided on primary frontages and for the first 50 feet from Monterey Road and Third Street along other public streets.



- Upper floor window openings that have a vertical orientation and proportion. Mirror and tinted glass is prohibited on upper floor facades.

**DG-B3. Emphasize display windows and storefront entries.**

- Interesting storefronts with prominent display windows are strongly encouraged. Traditional storefronts with bulkheads below the windows and glass on both the street front and the sides of the vestibule are desirable. However, larger and more contemporary display windows are also acceptable. Window proportions should generally reflect traditional storefront windows with proportions that are horizontal or approximately square.
- Display window lighting is strongly encouraged to improve the downtown's nighttime image and vitality. Examples include shielded or recessed spotlights to highlight display merchandise or pin lights used to define the outline of the windows.
- Entry doors should be selected to complement the design of the storefront and reflect the special personality of the business. Dutch doors, which have top halves that may be left open, are one good way to project a friendly, customer-oriented image.
- Planter boxes below windows and adjacent to windows are strongly encouraged. These generally add to the personality of downtown and provide seasonal color.



*Mirrored and tinted glass is prohibited*

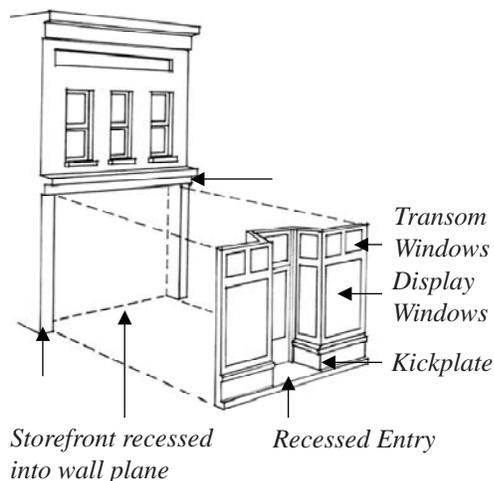


*Appropriate storefront windows.*

**DG-B4. Create a continuous street wall.**  
Buildings should provide continuous facades along the street edge to create an interesting pedestrian environment. Breaks in the street wall may occur in areas where buildings have a setback to accommodate outdoor seating or other uses. At these locations, the outdoor space should meet the sidewalk at the same point as surrounding buildings to maintain the appearance of a street wall. At locations where driveways are required for access, such as along Third Street to accommodate parking for buildings fronting Monterey Road, side setbacks should be provided to allow sidewalks and landscaping adjacent to the driveways.

**DG-B5. Design storefronts with traditional “Main Street” elements.**  
Elements of traditional “Main Street” storefronts are encouraged. These elements include:

- recessed entry door(s),
- display windows,
- kickplate or bulkhead, and
- transom windows.

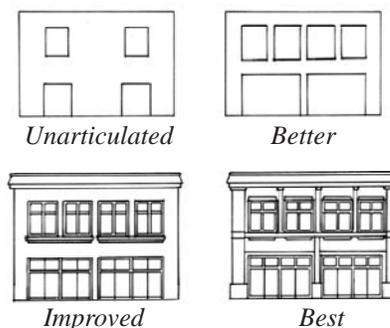


**DG-B6. Provide architectural details to enhance the visual interest of facades.**  
Projecting cornices with interesting detail appropriate to traditional Main Street commercial buildings should be used to establish a finished top to facade walls. Other architectural details should add visual richness to street facades. Examples include bay windows, decorative belt courses, moldings around windows, and planter boxes with flowers under windows.

**DG-B7. Building articulation features are encouraged.**  
Three-dimensional wall projections, horizontal expression lines, building columns, details and cornice treatments are encouraged on facades.

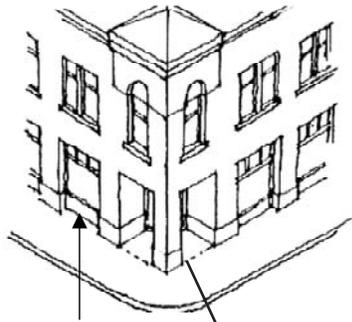


*Building facades should be appropriately articulated:*



**DG-B8. Provide special accent design elements for corner buildings.**

Corner pedestrian entries and design elements, such as towers, are desirable at street corners. Such elements provide a visual terminus to street frontages and a visual transition between Monterey Road, Third Street, Depot Street and side streets.



*Structural bays and corner treatment*

**DG-B9. Design structural bays and recessed storefronts on ground floor facades.**

Recessed storefront and structural bays are encouraged on ground floor facades. Storefronts should be recessed by at least 6 inches. The width of structural bays and storefronts should not exceed their height. Building piers, columns, cornices, and horizontal expression lines are encouraged to better define this space.

**DG-B10. Provide upper floor and secondary entrances and windows.**

Entries to upper floor uses should be located on facing streets or on landscaped pathways with direct access to the street. The entries should be distinctive and well defined with elements such as attractive doorways and sidelights, awnings, carriage lights, planters with flowers, appropriate signage, etc.

Upper levels should be designed with a distinctive character and design elements that will relate the upper levels to the street and provide visual interest. These elements might include bay windows, projecting balconies with landscaping and French doors, and awnings over the windows. Window proportions on the upper levels should generally be smaller than ground floor windows and vertical in proportion.

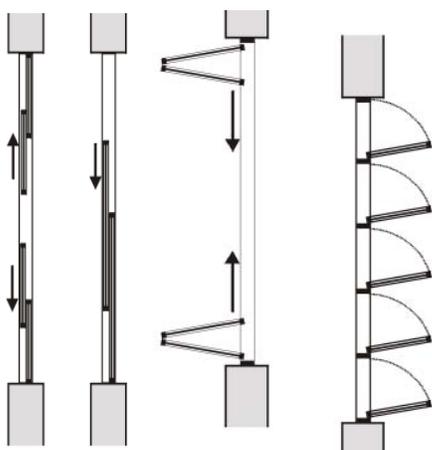
Secondary entrances and windows are strongly encouraged on rear facades that are adjacent to parking facilities.

**DG-B11. Operable windows and French doors are encouraged for restaurants.**

Restaurants with an indoor-outdoor character offer an opportunity to bring increased vitality to the street, and are especially appropriate given the pleasant climate of Morgan Hill. Window types and proportions should be complementary to the architecture and design of the facade. A variety of examples of operable restaurant facade windows are shown below and to the right. These are strongly encouraged along Monterey Road and Third Street.



*Restaurant operable window.*



*Operable window options.*

**DG-B12. Provide off-street courtyards.**

Courtyards that can accommodate smaller retail tenants, service commercial shops, and restaurants provide increased business opportunities and more pedestrian traffic along the street frontages. These are especially effective along major pedestrian corridors such as Monterey Road and Third Street. Courtyards should have good linkages and pleasant landscaped entries from the street.



*Example of an off-street courtyard.*

**DG-B13. Facade Rehabilitation.**

Remodeling existing buildings offers an opportunity to bring the overall building up to current standards and to improve the appearance of all facade elements. Encouraged improvements include:

- Cleaning and repairing all facade elements,
- Upgrading storefronts with attractive display windows and entry doors,
- Installing new business signs and removing any old or redundant signage, and
- Installing planter boxes below display windows and/or adjacent to entries.

**DG-B14. Railroad Corridor Special Guidelines.**

The following guidelines apply to new development on parcels adjacent to the railroad corridor.

- Entries on Blocks 7 and 8 should be oriented to Depot Street. To enhance the pedestrian qualities of the street and to activate the street, new structures should be strongly related to the street and provide visual surveillance of the sidewalk and street.
- Projects located within 100 feet of the railroad shall require vibration and noise studies during environmental review. Mitigations, such as building setback, use of special glazing and ventilation, or vibration reduction treatments shall be incorporated into the projects.
- New residential and office development should not exceed an interior noise level of 45 dBA; commercial and industrial uses should be analyzed on a case-by-case basis because of the variety of uses and varying levels of acceptable noise levels.

**C. Residential Building Facades (D-R2, D-R3, and D-R4 Zoning Districts)**

This area between Monterey Road and Del Monte Avenue, excluding the Monterey Road frontages, currently contains a predominance of small residential structures. The existing scale and character should be preserved with new development. For areas in which the zoning designation is proposed to increase (i.e. the existing designation is R-2 and the proposed is R-3), some exceptions will be permitted in order to accommodate the additional densities permitted.

**DG-C1. Provide overhanging roofs.**

Overhanging roofs are strongly encouraged to delineate the top of the facade and to cast shadow patterns on residential buildings.

**DG-C2. Design facade articulation within public view.**

Street facing building facades, as well as all facades that face a plaza, park, or public space, shall be articulated to improve the quality of the design. Appropriate methods of articulation include, but are not limited to:

- offsetting or changing the direction of the wall plane by adding a building wing,
- increasing the number of window openings,
- balancing window openings on the facade to avoid blank areas on the wall surface,
- using more than one material, texture, or color to break up the mass of the facade,
- stepping back upper stories,
- using traditional building forms, such as bay windows,

porches, and dormers,

- utilizing compatible architectural details to reduce the scale and mass of buildings, and
- providing overhanging roof eaves that created depth and cast shadow.

**DG-C3. Reflect the architecture of Morgan Hill in new buildings.**

Building styles, forms, materials, and colors that reflect the region's vernacular residential architecture are encouraged on residential buildings. Materials should include wood or stucco. Roofs should be pitched in form with overhangs of at least 2 feet. Porches are encouraged and may encroach into the front setback up to 5 feet. Additions, remodelings, or new buildings should not be boxy in form and/or consist of plain or unarticulated building elements. The intent of this guideline is not to recreate exact replicas of historic or traditional building, but rather to create new buildings that reflect and honor the character and image of the



*Residential facade with appropriate level of articulation and decorative elements.*

region.

**DG-C4. Single-family residences with building heights of three stories should incorporate varying rooflines and roof designs to break up the mass of the structure.**

Single-family residential projects located in predominantly residential areas with third story space should employ techniques to ensure a human scale and appropriate relationship to its surroundings. For example, third story space could be integrated into the roof form of the structure.

**DG-C5. Provide small-scale decorative elements.**

Decorative roof and porch brackets, detailed porch railings, flag brackets, infill shingles on gable ends, wind vanes, and other traditionally residential detail elements are encouraged to add visual richness and pedestrian interest to the area.

**DG-C6. Construct additions to the rear or side of the existing building.**

Any additions to existing buildings should be to the rear of the existing building or to the side if setback limitations allow. New structures should be set back a distance to complement the setbacks of structures on nearby lots.

**DG-C7. Design accessory building facades to match the main building facade.**

The facades of detached garages and other accessory buildings should be designed with similar materials, colors, and details as the main residential building.

**D. Block 4 Special Guidelines  
(Including Sunsweet Site)**

Block 4 (which includes the “Sunsweet Site”) is unique in its location and importance to Downtown Morgan Hill. Its Third Street frontage faces a new planned commercial and activity area while its Fourth Street frontage faces smaller scale buildings and some residential uses. This Specific Plan will supercede the existing Planned Unit Development (PUD) that was adopted for the site in 2005. The following guidelines serve to supplement the other guidelines in this chapter for this particular block.

**DG-D1. Construct appropriate uses.**

Ground floor uses along Third Street and at the corner of Third and Depot Streets should be limited to retail shops, restaurants, bars, shops serving rail commuters, and entries to upper floor uses. Restaurant uses are strongly encouraged along this frontage. Fourth and Depot Streets should be lined with residential units, such as apartments, condominiums, or townhomes, although additional non-residential uses along Depot Street would be permissible. Unit or apartment entries may be directly oriented to the street, but should be located elsewhere in order to provide a retail emphasis to the street frontages.

**DG-D2. Construct appropriate buildings.**

Buildings shall be a minimum of 2 stories in height and a maximum of 4 stories (4 stories allowed on large sites of at least 22,000 square feet). Any fourth floor shall be stepped back in accordance with the development standards for the CBD zoning district (see Chapter 2: Land Uses and Development Standards).

**DG-D3. Ground Floor Retail**

Ground-floor retail building space shall be at least 50 feet deep and may be up to 100 to 120 feet deep, in accordance with the GFO minimum retail depth standard (see CBD/GFO Site Development Standards and Figure 6 in Chapter 2: Land uses and Development Standards).

**DG-D4. Provide a high quality design.**

Due to the relatively large size of this site, any development should be constructed to look like it is multiple developments rather than one larger development. Facade articulation should keep with the prevailing pattern of approximately 40 to 50 feet in width. The design should reflect traditional “Main Street” buildings and the characteristics of Downtown Morgan Hill.

*Examples of buildings with high quality design and appropriate relation to the street.*



**DG-D5. No customer or resident parking entrances along Third Street.**

Parking entries should be primarily oriented to the center of the development or on Depot Street. Minor parking entries may be oriented to Fourth Street. Parking entries along Third Street for customers and/or residents are not allowed; any entry from Third Street is to be limited to service vehicle or secondary purposes and only if no better feasible options exist.

**DG-D6. Provide public parking.**

Public parking should be constructed on the western portion of the site behind parcels fronting on Monterey Road. It should allow easy movement from this lot to adjacent lots and should provide pedestrian access to Third Street and allow for pedestrian access to Monterey Road when new development occurs along that frontage.

**DG-D7. Design a consistent roof design for the entirety of each building.**

The Sunsweet project on the site should employ roof designs that break up the mass of development. Different roof designs for separate buildings on the site may be used in order to create a sense that the whole site is a collection of building projects rather than one single large development project.

**E. Roofs**

**DG-E1. Construct roofs that are compatible with the building's character.**

Roofing forms and materials should be compatible with the overall style and character of the structure and Downtown Morgan Hill.

Appropriate types of roof materials include:

- slate shingles,
- galvanized metal,
- non-reflective aluminum and zinc alum,
- asphalt shingles,
- dimensional shingles, and
- other materials of similar quality, durability, and character to those listed above and approved by the Community Development Director or the Architectural Review Board.

Vinyl, plastic, fiberglass, and plywood roofing materials are discouraged.



*Examples of appropriate roof materials.*

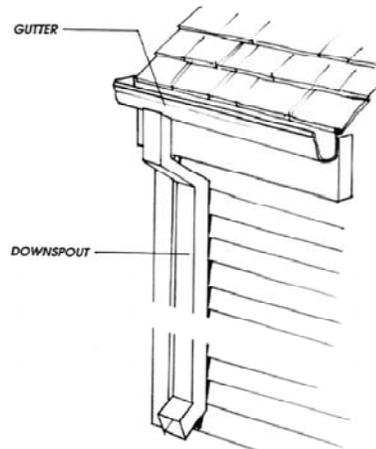
**DG-E2. Design a consistent roof design for the entirety of each building.**

A relatively consistent roof design (including overhangs, pitch, fascia, materials, and eaves) should be provided on all sides of a building. Large sites should employ roof designs that break up the mass of development. Different roof designs for separate buildings on the site may be used in order to create a sense that the whole site is a collection of building projects rather than one single large development project.

**DG-E3. Construct gutters and downspouts that are compatible with the building's character.**

All roofs shall be designed with gutters and downspouts to prevent water damage to buildings and to protect pedestrians and adjoining properties from dripping water. The design, materials, and color of gutters and downspouts should be compatible with the overall style and character of the structure. Gutters and downspouts shall be painted to match either the trim or body color of the building. Appropriate materials for gutters and downspouts include:

- aluminum,
- galvanized steel,
- PVC, and
- other materials of similar quality, durability, and character to those listed above and approved by the Community Development Director or the Architectural Review Board.



*Example of gutter and downspout.*

**DG-E4. Minimize the public view of downspouts.**

Whenever possible, downspouts should be located in the least conspicuous location, such as the rear or side facades of the building.

**DG-E5. Screen rooftop mechanical equipment from public views.**

Mechanical equipment on roofs shall be screened from public views from all sidewalks, plazas, parks, public spaces, and pedestrian walkways. This guideline applies to all buildings in downtown.

**DG-E6. Design appropriate roof overhangs.**

Roof overhangs, such as cornices, and eaves, may extend out from the facade of the building. However, roof overhangs shall not extend over a neighboring parcel.

**DG-E7. Paint vent pipes to minimize public view.**

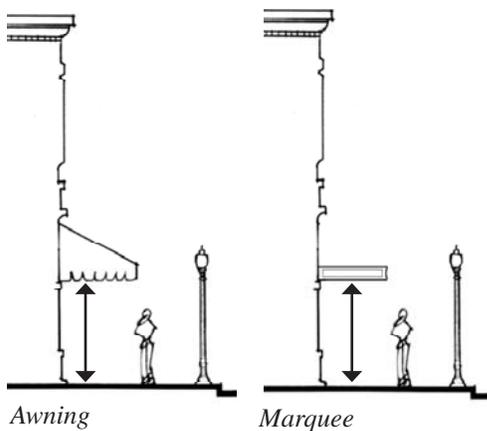
Vent pipes that are visible from streets, sidewalks, parks, plazas, and pedestrian walkways shall be painted to match the color of the roof to make them less conspicuous.

## F. Awnings and Marquees

### DG-F1. Construct appropriate awnings and marquees.

Awnings and marquees should only be used on mixed-use buildings. The following standards apply to projecting awnings and marquees:

- The valance, or front face, of an awning should not exceed 18 inches in height so it will not dominate the building facade.
- Awnings and marquees should not obscure views into storefront display windows or cover architectural expression lines or details.
- Generally use sloped front awnings that are visually compatible with awnings on adjacent storefronts. End panels returning to the building face are optional.
- There must be a minimum vertical clearance of 8 feet from the bottom of the awning or marquee and the ground.
- Awnings may have signs. See Chapter 6 (Signage Guidelines).



8 feet minimum clearance required between the bottom of the awning or marquee and the ground.

### DG-F2. Use compatible materials.

Fabric awnings on painted tubular metal frames are strongly encouraged. Metal awnings and canopies, shiny fabrics, and backlit awnings that visually appear as large light sources should be avoided. Marquees should be constructed of:

- finished and painted wood,
- wrought iron,
- or other materials of similar durability, quality, and character that are approved by the Community Development Director or Architectural Review Board.

Glossy or plastic materials are strongly discouraged.

### DG-F3. Use multiple awnings instead of one large awning.

Multiple awnings located above storefronts are encouraged rather than a single awning that covers all storefront openings on the building. All awnings on a building should have a consistent design, color, and placement pattern.



Large awnings (left) are discouraged.

Instead, use multiple smaller awnings (below).



**DG-F4. Use compatible materials.**

Awnings should have basic and simple color patterns, such as one solid color or a vertical striping pattern with two colors.

**DG-F5. Construct awnings with an appropriate height.**

The height of the awning should be approximately 1/3 to 2/3 the depth of the awning.

**G. Balconies**

**DG-G1. Construct appropriate balconies.**

The following standards apply to projecting balconies:

- Balconies may be open or covered with a roof or upper story balcony.
- The distance between roof-supporting columns, piers, or posts on balconies shall not exceed their height.
- There must be a minimum vertical clearance of 8 feet from the bottom of the balcony and the ground.



*Examples of appropriate balconies.*

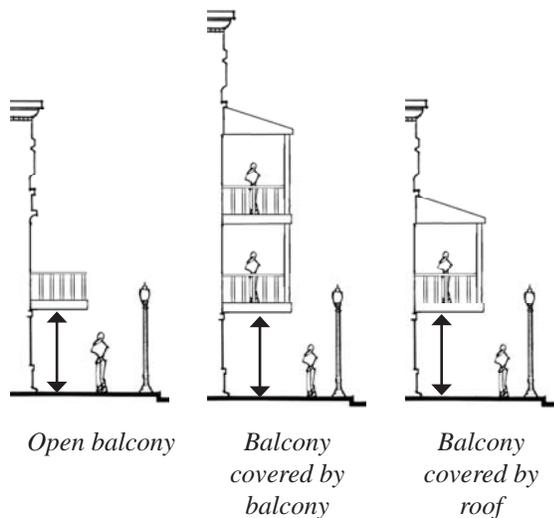
**DG-G2. Use compatible materials.**

Appropriate materials for balconies include:

- wrought iron,
- wood trim,
- finished and painted wood and wood trim, and
- other materials of similar quality, durability, and character to those listed above and approved by the Community Development Director or Architectural Review Board.

**DG-G3. Construct high quality balconies.**

The design of balconies, including railings, balustrades, posts, columns, details, and roof covering, should be compatible with the overall style and form of the building. The balcony should not have a tacked-on appearance or look like it was an addition or afterthought. The sides of balconies should be designed with posts, railings, and balustrades rather than a solid wall plane.



*8 feet minimum clearance required between the bottom of the balcony and the ground.*

**H. Bay Windows**

**DG-H1. Construct appropriate bay windows.**

The following standards apply to projecting bay windows:

- The maximum width of a bay window shall be 8 feet.
- Upper floor bay windows on mixed-use buildings may encroach into the public right-of-way up to 3 feet along 25 percent of the street frontage.
- There must be a minimum vertical clearance of 8 feet from the bottom of the bay window and the ground.
- For facades with multiple bay windows, at least four feet should be provided between each bay window if the bay extends into the public right-of-way.
- Windows shall be provided on all sides of the bay window. Windows shall have a vertical orientation and proportion.

**DG-H2. Use compatible materials.**

The design of bay windows should be architecturally compatible with the other buildings on the site and their design should use similar forms, materials, and colors.



*Examples of bay windows on mixed-use buildings.*

**I. Front Porches and Stoops**

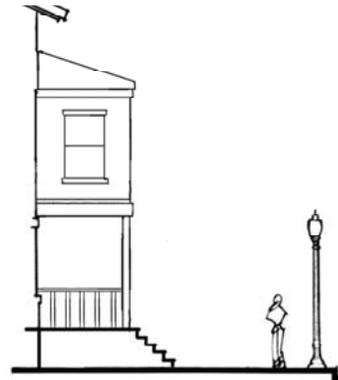
**DG-I1. Construct appropriate front porches and stoops.**

The following standards apply to front porches and stoops:

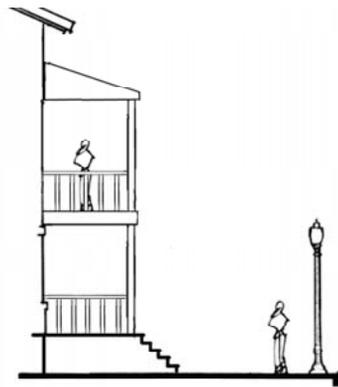
- Front porches and stoops should not be enclosed on the ground floor by permanent or temporary walls, windows, window screens, or plastic or fabric materials.
- Front porches and stoops may be covered with a roof, an upper-floor balcony, or an enclosed upper-floor habitable space. However, an enclosed habitable space shall not occur within a front, side, or rear setback.
- The spacing of supporting columns, piers, or posts on front porches and stoops should not exceed their height.
- The raised platform of a front porch (not including stairways) should be at least 50 square feet in size with no one dimension less than 6 feet in length.
- The raised platform of a stoop (not including stairways) should be at least 25 square feet in size with no dimension less than 5 feet in length.

**DG-I2 Design compatible front porches and stoops.**

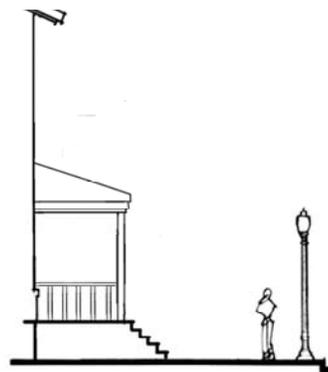
The design of front porches and stoops should be architecturally compatible with the other buildings on the site and their design should use similar forms, materials, and colors.



*Porch/stoop covered by an enclosed habitable space*



*Porch/stoop covered by a balcony*



*Porch/stoop covered by a shed*

### J. Outdoor Open Space

#### DG-J1. Construct appropriate open space areas.

If provided, outdoor open spaces shall be designed to enhance the site and/or building as a place for pedestrians. Outdoor residential open space should include:

- outdoor seating,
- trash and recycling receptacles,
- a combination of landscaping and paved surfaces,
- pedestrian scaled lighting, and
- amenities or features that encourage people to gather. Such features include (but are not limited to) outdoor dining areas, outdoor fireplaces, barbeque facilities, public art, fountains, kiosks, planters, spas/hot tubs, and pools.

#### DG-J2. Design open spaces to be used throughout the year.

Outdoor open spaces should be useable throughout the year.

#### DG-J3. Construct open spaces to take advantage of views.

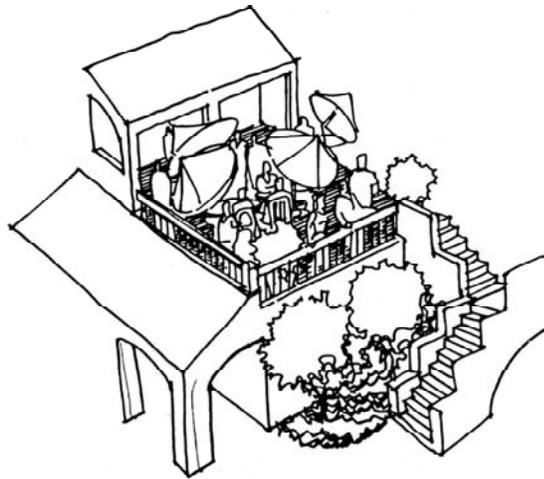
If provided, outdoor open spaces should be located or oriented on the site or building to take encourage pedestrian activity and to provide views of public spaces and streets, hills, and Upper Llagas Creek.

#### DG-J4. Design outdoor open spaces with a sense of enclosure.

Enclosure can be provided by locating the space between buildings or by defining the space with landscaping and wall features. Outdoor structures, such as pergolas and gazebos can also create a sense of enclosure within the space.

#### DG-J5. Provide connections between open spaces on adjacent parcels.

Outdoor open spaces on adjacent parcels should be connected and shared to create a large more attractive space.



*Example of outdoor open space.*

**K. Service Areas**

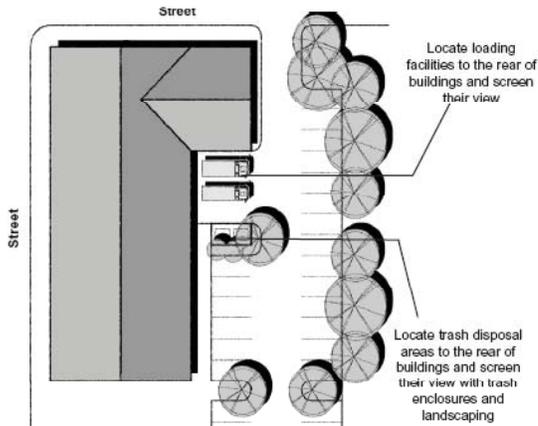
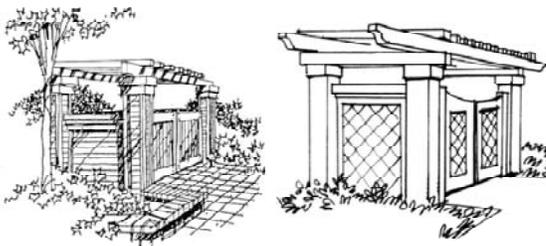
**DG-K1. Construct service areas away from public view.**

Trash disposal areas shall be screened from public views from all sidewalks, streets, plazas, and public spaces.

Trash enclosures shall be used to store outdoor garbage containers or dumpsters. Trash disposal areas and shipping and receiving areas shall not be permitted along the street frontage.

**DG-K2. Design compatible trash enclosures.**

The design of trash enclosures should be architecturally compatible with the other buildings on the site and their design should use similar forms, materials, and colors.



*Trash disposal area should be located to the rear of buildings and screened from public view.*

**L. Mechanical and Electrical Equipment**

**DG-L1. Construct service areas away from public view.**

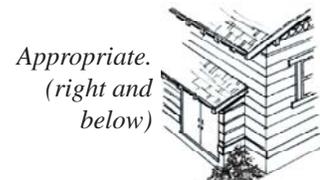
The following shall not be located within the public right-of-way and shall be screened from public views from streets, pedestrian walkways, sidewalks, plazas, and public spaces:

- electric and water utility meters,
- power transformers and sectors,
- heating/ventilation/cooling equipment,
- irrigation and pool pumps,
- satellite dishes greater than 18” in diameter,
- antennas,
- rooftop mechanical equipment, and
- other mechanical equipment.

Appropriate methods of screening include fencing, landscaping, roof parapets, and equipment enclosures. The design of screening devices shall be compatible with the main structure and conform to other sections of this Specific Plan. Noise levels of mechanical equipment shall be minimized. All utility and communication lines serving the site shall be underground.



*Inappropriate.*



## M. Landscaping

### DG-M1. Provide landscaping in appropriate areas.

The following areas shall be landscaped and regularly maintained to be free of weeds, overgrown vegetation, and litter:

- unpaved portions of the site that are visible from public streets, sidewalks, plazas, and other public spaces,
- common outdoor areas within any development, and
- private and public surface parking lots.

### DG-M2. Provide a variety of vegetation.

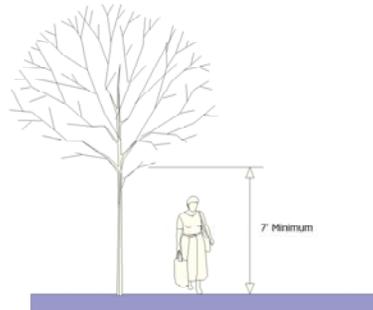
Landscaping treatments should include a combination of trees, grasses, shrubs, and flowering plants.

### DG-M3. Avoid over-spray from automatic irrigation systems.

Automatic drip irrigation systems shall not produce over-spray on surfaces outside the planting area.

### DG-M4. Provide at least 7 feet of vertical clearance between branches and sidewalk.

In order to provide adequate pedestrian clearance, trees shall be pruned regularly so that there is at least 7 feet of vertical clearance between the lowest branches of the tree and the grade of the adjacent sidewalk or pedestrian walkway. They shall also be pruned to maintain the health, vigor, and natural shape of the tree, and to maintain vehicular clearance and sight lines.



*7 feet minimum clearance.*

### DG-M5. Construct an adequately sized planting area for all trees.

The size of the planting area shall be based on the amount of room needed for tree roots. Root barriers shall be used when trees are planted near pedestrian walkways and sidewalks.

### DG-M6. Replace mature significant trees removed from the site.

Significant trees and tree communities should be preserved whenever feasible. Removal of significant trees or tree communities from the site must be approved by the Community Development Department through a permit process, as described in Chapter 12.32 (Restrictions on Removal of Significant Trees) of the City's Municipal Code. When significant trees or tree communities are removed from a site, they should be replaced with new trees or tree communities (on- or off-site) in accordance with any conditions of approval and with Chapter 12.28 (Tree Planting Plan).

**DG-M7. Maintain landscaped areas.**

All landscaping shall be maintained in a healthy and attractive state and shall be watered, weeded, generally maintained, and replaced (if necessary) by the property owner/property manager.

**DG-M8. Construct tree wells and grates for trees near a pedestrian walkway or plaza.**

Trees placed within a courtyard, plaza, or pedestrian walkway shall be placed within tree wells covered by tree grates. Trees planted in front of mixed-use, retail, or office buildings should be planted in tree wells with metal tree grates or in planters similar to those along Monterey Road. Trees planted in front of residential buildings should be planted in a parkway (grass strip between the sidewalk and the curb). Parkway should be at least 5 feet wide.

- Trees may be planted in landscaped planters, tree wells in pedestrian walkways, and/or diamond shaped planter boxes located between parking rows. Diamond-shaped planter boxes and tree wells should be at least 5 feet square. Tree grates and root guards shall be required for trees planted within pedestrian walkways.
- Ground cover, low-lying shrubs, and trees shall be planted within the planters and planter boxes. Tree grates or landscaping may be used in tree wells located within pedestrian walkways.

Exceptions to these standards may be made if the Community Development Director or Architectural Review Board decides the lot is too small to or it is otherwise not feasible to provide all the above features.



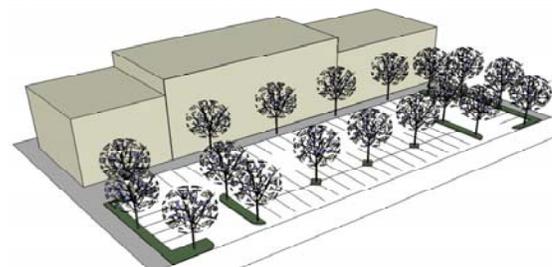
*Tree grates and planters are encouraged.*



**DG-M9. Surface parking lot landscaping.**

All surface parking lots should be designed with the following landscaping features:

- Landscaped planters should be located between public sidewalks and parking lots. Landscaped planters should be at least 5 feet wide and should be planted with a combination of shrubs, trees, and flowering plants. Planter walls should be limited to a height of 24".



*Examples of landscaped parking.*

**DG-M10. Plant appropriate trees near parking areas.**

The Community Development Director or Architectural Review Board shall approve all trees used around parking areas, including parking lots and on-street parking areas. Trees that do not drop heavy cones, sap, fruit, and seedlings should be selected to minimize potential damage to cars in the parking areas.

**DG-M11. Construct public art in landscaped areas.**

Public art and interpretative heritage plaques and kiosks should be incorporated into landscaped areas to highlight Morgan Hill's unique history and heritage.

**DG-M12. Construct flowerpots and planter boxes.**

Flowerpots and planter boxes are encouraged to add color and variety to the landscape. Flowerpots and planters are encouraged on porches, second-story balconies, and below windows. Flowerpots may also hang from porch overhangs and columns of posts. All flowerpots and planter boxes should be compatible with the architecture style of the building.

**DG-M13. Design appropriate landscaping.**

Properties should be landscaped with indigenous or drought-tolerant plants and trees that can grow in the microclimate of Downtown Morgan Hill. Plants and trees should be adaptable to the site's location, soil, and solar orientation.

**DG-M14. Design developments to incorporate mature landscaping.**

When feasible, mature and healthy trees, landscaping, and natural site features should be preserved and incorporated into the design of the site and building.

**DG-M15. Construct service areas away from public view.**

Special design features should be incorporated into the design of parking lots. Appropriate features include:

- decorative paving at parking lot entrances and pedestrian walkways,
- the use of porous or pervious surfaces, which reduce the volume and rate of stormwater runoff and can add to the visual character of the parking lot,
- flowering plants and shrubs, and
- public art.

**N. Fences, Walls, and Gates**

**DG-N1. Design compatible fences, walls, and gates.**

The design of fences, walls, and gates shall be compatible with the architecture of the building. Wood picket fencing, trellis entries, and pergolas or entrance arbors on fences/walls are encouraged. Pergolas and entrance arbors are allowed on fences/walls, and shall not exceed 6 feet in height without a building permit. Appropriate materials for fences, walls, and gates include:

- wood,
- natural stone,
- wrought iron,
- concrete masonry,
- brick, and
- other materials of similar quality, durability, and character to those listed above and approved by the Community Development Director or Architectural Review Board.

Fences and walls should be painted (or stained if wood) to match or complement the color of the building. However, walls constructed with brick and stone should not be painted in order to display the natural color of the materials.



*Example of small wood fence with landscaping.*

No fence or wall shall exceed three feet in height from the front of setback line of any property to the street right-of-way line except corner lots where any fence over three feet in height shall be set back five feet on any side yard setback, which is adjacent to street.

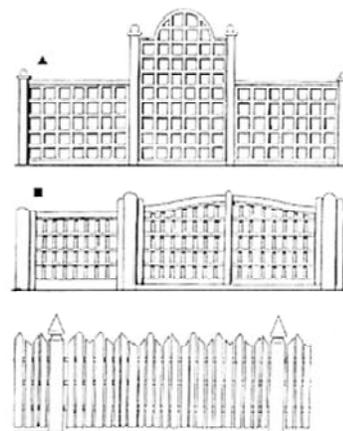
The following fence types within the Specific Plan area are prohibited unless otherwise approved by the architectural and site review board:

- barbed wire,
- razor wire,
- electrical, and
- chain link.

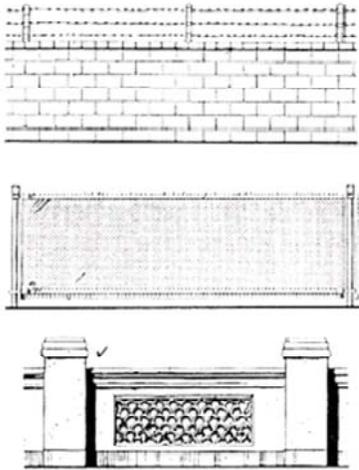
**DG-N2. Design articulated fences and walls.**

Fences and walls shall have an articulated design. Articulation can be created by having regularly spaced posts, changing the height of the fence or wall, and by using different building materials at the base, posts, or the cap of the fence or wall. Flat walls, chain link fences, and barbed wire fences are prohibited.

*Encouraged*

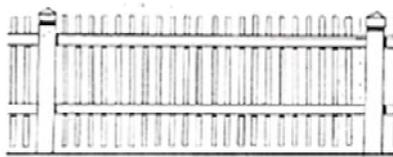


*Discouraged*

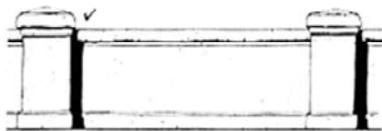


**DG-N3. Design fences with an appropriate level of opacity.**

Front yard fences should have an opacity of at least 50 percent. Walls (not including retaining walls for terraces) should be avoided in front yards.



*Example of fence with opacity (see through)*



*Example of fence without opacity (not see through)*

**O. Site Lighting**

**DG-O1. Provide lighting in appropriate areas.**

Illumination shall conform to the City of Morgan Hill Zoning Code. The following areas shall be illuminated at night to insure the safety of users and to minimize opportunities for crime:

- intersection of streets,
- surface parking lots,
- parking structures, including access points, elevators, and stairwells,
- pedestrian walkways and paths,
- plazas,
- sidewalks including side streets leading to parking lots,
- automated teller machines (ATMs),
- all entrances to buildings, including rear and service entrances,
- garbage disposal areas, and
- other areas that are routinely used by pedestrians.

Illumination of street trees and ornamental landscape trees is encouraged.

**DG-O2. Design lighting to illuminate only the intended areas.**

Site, building, and sign lighting shall be located and directed to light the intended area of illumination and to prevent off-site glare impacts on adjacent buildings or properties.

**DG-O3. Avoid light and dark pockets.**

Lighting should be provided at regular intervals to improve the perception of safety and to prevent the creation of light and dark pockets. Dark pockets can create uncomfortable areas for pedestrians and provide opportunities for criminals to hide in dark shadows. Light pockets can create a “fish bowl” effect. Within the light pocket (or the “fish bowl”), pedestrians may be observed, but their ability to see outside of the light pocket is limited, which creates discomfort and insecurity.

**DG-O4. Avoid over-lighting buildings and sites.**

Over-lighting of buildings and sites should be avoided. Over-lighting can create an environment that feels like a car sales lot and can ruin desired nighttime ambience.

**DG-O5. Provide storefront window lighting.**

Lighting within storefront windows is encouraged to illuminate the sidewalk and create a desirable nighttime ambience.



*Desirable night-time lighting.*



*Poor night-time lighting.*

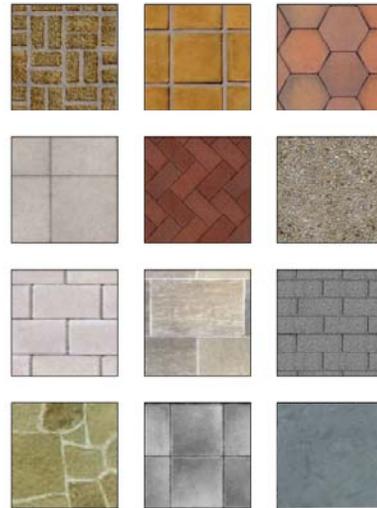
**P. Plazas, Walkways, and Courtyards**

**DG-P1. Use ornamental surfaces that are different from the sidewalk.**

All plazas, pedestrian walkways, and courtyards should be designed with an ornamental surface that is differentiated from the sidewalk and asphalt streets and parking lots. Appropriate types of ornamental paving include:

- natural stone,
- turf block,
- brick,
- slate,
- concrete unit pavers, and
- concrete with special textures, colors, and patterns.

**DG-P2. Provide active ground floor uses**



*Examples of appropriate paving surfaces and patterns for public plazas.*

**around plazas and courtyards.**

At least two sides of a plaza or courtyard should be defined by building facades with active ground floor uses (such as restaurants, retail stores, cafes, bars, etc.). Edges not defined by building facades should be defined with landscaping features, such as trees, low planters, seating, a pergola with vines, or sculptures.

**DG-P3. Provide lighting in appropriate areas.**

All plazas and courtyards shall be designed with pedestrian amenities, such as seating, dining tables with umbrellas, planters, trees, vine covered pergolas, pedestrian scaled lighting, public artwork, outdoor fireplaces, and fountains.

**DG-P4. Provide lighting in plazas.**

Plazas should be illuminated from dusk to dawn. A combination of overhead lighting and lighted bollards are encouraged.

**DG-P5. Construct water, public art, or sculpture features in public plazas.**

Water features, such as fountains, or installations of public art, such as sculptures, are encouraged for the design of larger public plazas.

**DG-P6. Provide hard and soft surfaces in plazas and courtyards.**

A combination of hard and soft surfaces should be incorporated into the design of plazas and courtyards to add visual interest and variety.

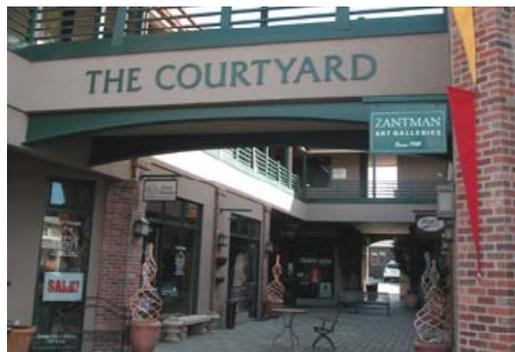
**DG-P7. Provide public art and interpretative plaques.**

Public art and interpretive heritage plaques should be incorporated into the design of plazas to highlight Downtown's history and heritage.

**DG-P8. Provide mid-block pedestrian**

**walkways.**

Mid-block pedestrian walkways should not only provide alternate access through Downtown but they should also provide an inviting public space. These walkways should also provide an atmosphere for persons to congregate, public seating and dining space, shade, landscaping with interesting night lighting. Mid-block pedestrian walkways should be adjacent to restaurant and retail space to provide an extension to the exterior for those uses.



*Examples of pedestrian walkways and public plazas that are improved with pedestrian amenities.*

**Q. Outdoor Dining in the Public Right-of-Way**

**DG-Q1. Encourage outdoor dining areas.**

Outdoor dining areas are strongly encouraged along the sidewalks on Monterey Road and Third Street, and along side streets where restaurants or similar uses are developed.

**DG-Q2. Provide sufficient sidewalk clearance.**

In accordance with the Sidewalk Encroachment Ordinance (Chapter 12.04 of the Municipal Code), sidewalk encroachments, including outdoor dining, shall provide a minimum sidewalk clearance of 5 feet, measured between the building and fixed objects (i.e. utility pole or wall), planter wells, and/or curbs. Sidewalk encroachments shall not occur within 10 feet of corner curb lines and corner crosswalks.

**DG-Q3. Provide attractive barriers in appropriate areas.**

Barriers, such as fences, gates, or ropes, should be used to clearly distinguish the seating area from the sidewalk when the outdoor dining areas extend more than 3 feet from the building edge. Restaurants that serve alcohol should provide a barrier along the entire perimeter of the outdoor dining area.

**DG-Q4. Design appropriate barriers.**

Barriers should be at least 36 inches in height and the lowest point of any rope or chain should be 27 inches. Access openings should be provided at convenient locations with a minimum opening of 44 inches.

Appropriate types of barriers include:

- sectional fencing (metal or wood, painted a dark color,
- rope or chain (connected to vertical posts, planters, or similar feature), and
- planter boxes (in conjunction with fencing, ropes, or chains).

Fabric insets, chain link, or other materials not appropriate elsewhere in these guidelines are not appropriate and should be avoided.



*Example of an outdoor dining area without barrier.*



*Example of an outdoor dining area with barrier.*

**DG-Q5. Provide appropriate furniture.**

Tables and chairs should be provided in outdoor seating areas. Umbrellas and overhead heaters (attached to the building wall or overhang) are encouraged to protect diners from sun or cold weather. Furniture shall be freestanding and shall not be attached to street infrastructure.

Other furniture including, but not limited to, serving stations, bar counters, shelving or racks, and sofas, shall not be placed within outdoor seating areas.

**DG-Q6. Provide appropriate tables and chairs.**

Small square, rectangular, or round (in where space permits) tables are encouraged in outdoor seating areas. Chairs should compliment the tables in their style, color, and size. Tables and chairs should not be plastic or painted with fluorescent or bright colors (including white).

**DG-Q7. Provide appropriate furniture.**

High quality canvas umbrellas are encouraged. Umbrellas should not be made from plastic or vinyl or painted with fluorescent or bright color. Umbrellas should be of one solid color and not contain words, logos, or other images.

## **R. Streetscape Furniture and Amenities**

**DG-R1. Construct amenities and furniture to minimize interference with pedestrians.**

All streetlight fixtures, traffic signals, traffic and directional signs, pedestrian wayfinding signs, parking signs, bicycle racks, parking meters, and fire hydrants shall be located within one to three feet of the curb face. Streetscape furniture and amenities, including sidewalk dining furniture, shall be located to maintain a clear pedestrian path of at least five feet in width and shall not be located within ten feet from corner curb lines and corner crosswalks.

**DG-R2. Construct appropriate streetlights and other amenities.**

All streetlights, streetscape furniture, and other amenities shall be approved by the Community Development Director, Architectural Review Board, or City Council. Streetlights should be scaled to pedestrians and should be no taller than 14 feet. Streetlights should be equipped with hardware to allow flowerpots and banners to hang from the streetlight. At least 8 feet of vertical clearance shall be provided from the sidewalk to the bottom of the flowerpot or banner.

**DG-R3. Design safe and attractive bulbouts and pedestrian crossings.**

Bulb-outs (or extensions of the sidewalk into the street at pedestrian crosswalks) are encouraged at street intersections. Trees, shrubs, and flowering plants may be planted in bulb-out planters. Pedestrian crossings should be provided at all street and alley intersections. Pedestrian crosswalks should be designed with a special pavement that has a differentiated texture and color than the sidewalk and the street.

**DG-R4. Provide frequent amenities along streets.**

Benches and trash/recycle receptacles should be provided on every block at intervals no greater than 200 feet. Drinking fountains, planter boxes, and other streetscape amenities are encouraged. The City should consider co-locating and consolidating news racks and public information kiosks at one or two locations in the downtown area.



*Examples streetscape furniture and amenities. Clockwise from left: streetlight; bollard; bench (also serves as public art); trash receptacle; and paved crosswalk.*

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## Chapter 6: Signage Guidelines

### Overview

Business signs can have a significant impact on the image and character of a downtown. Interesting and well-designed signs that reflect the diversity of uses and the personality of individual businesses attract customers and add a visual richness to the streets. Downtown signs should be different from those in other parts of the city by virtue of Downtown’s strong pedestrian orientation.

### A. General Sign Guidelines

#### SG-A1. Allowed signage types.

Signs in Downtown shall be limited to the following types which are illustrated to the right and described on the following pages.

- Wall Signs
- Awning Signs
- Window Signs
- Projecting Signs
- Hanging Signs
- Freestanding Signs
- Plaque Signs
- Directional Signs and Entry Features (as permitted by the City-Wide Directionals, Entry Signs & Downtown Sign Program)
- Monument Signs (only for the Morgan Hill Community and Cultural Center)



Wall Sign



Awning Sign



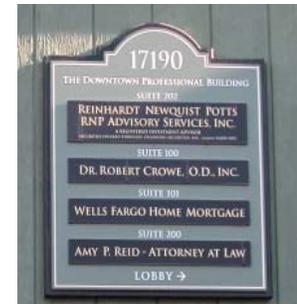
Hanging Sign



Monument Sign



Plaque Sign



Business Directional Sign



Window Sign



Projecting Sign

Examples from Downtown

### **SG-A2. Prohibited signage types.**

The following signs are not appropriate for Downtown:

- Movable Letter Signs (except for cinemas, performing arts facilities, and the Community and Cultural Center)
- Electronic Signs (except for the Morgan Hill Community and Cultural Center)
- Roof-mounted Signs
- “A-frame” or median signs on the sidewalk
- Cloth, paper or fabric signs hung from the building or placed in windows except for Temporary Signs allowed under the City of Morgan Hill Sign Code

### **SG-A3. Maximum allowed sign area.**

Sign area is limited to 1 square foot per linear foot of building frontage along Monterey Road, Third Street and Depot Street, and to 3/4 square foot per linear foot of frontage on other streets. This allowance is less than allowed in auto-oriented areas of Morgan Hill.

### **SG-A4. Avoid excessive wording and advertising messages.**

Signs are most effective when their messages can be grasped quickly. Too many words or images compete for attention and reduce the readability of the sign.

### **SG-A5. Use no more than two letter font types per sign.**

The primary purpose of a sign is to quickly convey information to passing pedestrians and motorists. More than two letter styles make readability more difficult.

### **SG-A6. Stress one line of text in multi-line text.**

Signs with more than one line of text should emphasize one line over the others.

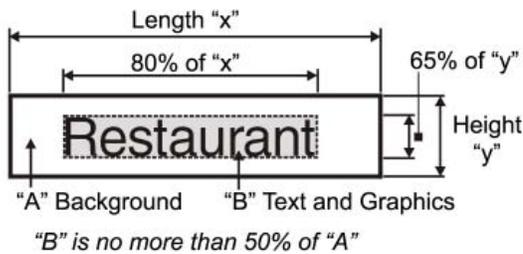


*Sign limited to two font types. First line (store name) has a larger font than the second line (what is sold at the store).*

**SG-A7. Keep the size of letters and graphics in proportion to overall sign area.**

Text and graphics are difficult to read if they crowd the borders of the sign. Smaller letters with space around them will have more impact than larger letters with limited space around them.

**SG-A8. Use high quality materials.**



General sign guidelines.

Generally be cleanly finished.  
Appropriate materials include:

- finished wood,
- metal, and
- woven fabric (for projecting banner signs)

**SG-A9. Avoid inappropriate materials.**

The following materials should be avoided in the design of signs:

- vinyl,
- plastic, and
- signs painted directly on the building.

**SG-A10. Use simple and symmetrical sign shapes.**

Geometrical shapes such as rectangles, squares, circles, ovals and triangles are visually stable shapes which help focus attention on the sign message. These should be used in almost all cases. Combinations of geometric shapes will also generally produce a good sign shape.



Signs with simple and symmetrical shapes.

## SG-A11. Sign Lighting.

Use direct illumination (spot lights) for wall, projecting, and freestanding signs rather than internally illuminated letters or cabinets. “Halo” style lights, although internally illuminated, are appropriate for Downtown Morgan Hill. Light luminaires should be well designed fixtures with shielding to avoid light glare. Examples of good sign lighting are shown below.



*Example of sign with direct illumination.*

## SG-A12. Limit the size of neighborhood streets signage.

Signs in residential areas should be sensitive to the scale of the buildings. They should be smaller and fewer in number (i.e., one-half square foot of sign area per linear foot of parcel frontage.) Types should be limited to freestanding, hanging and plaque signs.



*Example of a sign on a neighborhood street.*



*Example of sign with “halo” lighting.*

**B. Wall Signs**

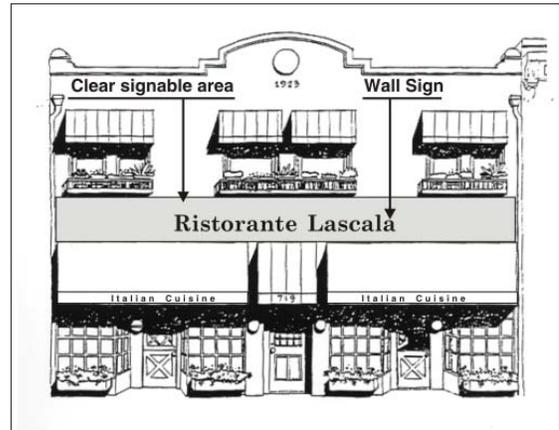
**SG-B1. Relate wall signs to the architecture and proportions of the bldg.**

Wall signs should be placed:

- above doors and windows,
- within plain fascia bands, and
- on plain panel areas.

**SG-B2. Avoid covering architectural features with signage.**

Signs should not cover windows, transom windows, or features such as columns, recessed areas, moldings or architectural trim. Wall signs should remain within the limits of the storefront zone except where there is only one ground floor tenant space. If a building does not have good locations for a wall sign, other allowed sign types such as window or awning signs may be used.



*Examples of wall signs.*

## C. Awning Signs

### SG-C1. Sign location.

Awning signs may be located either on the vertical valance at the front of the awning or on the sloped front awning face.

### SG-C2. Sign size.

Letters and logos should be limited to 2/3 of the vertical valance height or 8 inches, whichever is less and to 2/3 of the width of the valance. Text or graphics placed on the awning face should not exceed 15% of the sloped surface area.



*Example of an awning sign.*

## D. Window Signs

### SG-D1. Limit the amount of signage used.

Window signs should be limited to a maximum of 25% of any individual window, and an aggregate area on no more than 10% of all ground floor windows on any building face.

### SG-D2. Limit the size of lettering.

The maximum height of letters should be 10 inches. Exceptions may be granted for the leading capital letter of text (see the “Rockridge Café” sign below).

### SG-D3. Use logos and creative sign type.

Graphic logos and images along with special text formats can add personality and interest to window signs. Some examples are shown below.



*Examples of window signs.*

**SG-D4. Use high quality materials and application methods.**

Appropriate window sign materials include:

- paint or vinyl film applied directly to the inside face of the window,
- tubular neon suspended behind the window glass,
- wood or metal panels with applied lettering, and
- etched glass
- paper signs placed in windows are not allowed.

**E. Projecting Signs**

**SG-E1. Use high quality materials.**

Appropriate materials include:

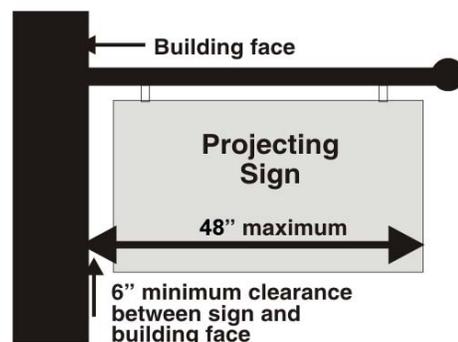
- wood,
- metal, and
- non-glassy fabrics.



*Examples of projecting signs.*

**SG-E2. Limit the number and size of projecting signs.**

Only one projecting sign should be allowed per business frontage. Projecting signs should not exceed 5 square feet in area. Signs should not be projected more than 48 inches from the building face. At least 6 inches should be provided between the inside edge of the sign and the building.



*Dimensions of projecting sign.*

### SG-E3. Design appropriate projecting signs and supports.

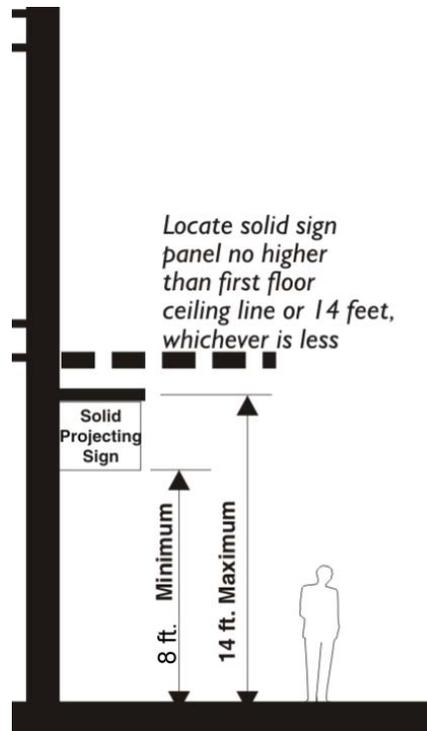
The design of projecting signs and supports should reflect the character of the building. Simple round or square horizontal supports with capped ends, painted black or white, are generally acceptable. However, more decorative approaches may be desirable when appropriate to the sign and/or architectural character of the building.



*Creative projecting sign.*

### SG-E4. Position projecting signs to complement the building's architectural details.

Solid panel signs should be located below the first floor ceiling line or no more than 14 feet above the sidewalk, whichever is less. At least 8 feet should be provided from the bottom of projecting signs to the ground in pedestrian areas and 14 feet along streets.



*Appropriate position for projecting signs.*

**F. Hanging Signs**

**SG-F1. Use high quality materials.**

Appropriate materials include wood or metal. Glossy materials are discouraged. All exposed edges should be finished. Signs should be suspended with metal rods, small-scale chains, cables, or hooks.

**SG-F2. Limit the number and size of hanging signs.**

No more than 1 hanging sign should be allowed per business. Signs should not exceed 3 square feet in area. Signs should be mounted to provide a minimum of 8 feet clearance between the sign and the sidewalk.

**SG-F3. Orient hanging signs to pedestrian traffic.**

Signs should be mounted under awnings, bay windows or other projections with their orientation perpendicular to the building face to increase visibility along sidewalks. If multiple hanging signs are placed along a business frontage, they should all be mounted with their bottom edge the same distance above the sidewalk, and should be of a similar size and shape.



*Examples of hanging signs.*

## G. Freestanding Signs

### SG-G1. Limit freestanding signs to businesses in residential scale areas.

Businesses located on residential streets east of Monterey Road are appropriate places for freestanding signs. These signs should be located in the front setback area. These signs should only be allowed on the properties that have front yards.

### SG-G2. Limit the number and area of freestanding signs.

No more than one freestanding sign shall be installed on any single parcel. More than one business may be identified on the sign as long as the type style and color are identical for the individual businesses. Signs should not exceed 6 square feet in area, excluding the supporting structure, which should be relatively small in scale. The maximum height of any sign should be 7 feet. Appropriate materials for supports and sign panels include wood or painted metal. Interesting icon designs are strongly encouraged.

### SG-G3. Provide soft and subtle lighting.

Because of the mix of uses in the neighborhood areas of Downtown, signage for businesses in residential areas should not intrude unnecessarily on their neighbors. Listing should be limited to the evening hours while the business remains open. Lighting, when needed, should be provided by small spot lights mounted either above the sign or at the ground level. Fixtures should be shielded to minimize light glare into surrounding areas. Fixtures should be well-designed; standard spotlights without shades are prohibited.



*Example of freestanding sign.*

## H. Plaque Signs

### SG-H1. Limit the location and size of plaque signs.

Signs should be located only on wall surfaces adjacent to tenant entries or entry passageways to off-street courtyards. Signs identifying a single business should not exceed 4 square feet in area. Directory signs for the identification of multiple second floor or courtyard tenants may be larger, but no more than 8 square feet in area.



### SG-H2. Use plaque signs for the display of restaurant menus.

A restaurant district is enhanced when customers are able to walk from one restaurant to the next to compare menus and prices. Attractive menu boxes with lighting assist in this process. Menu signs or boxes should not exceed 6 square feet in area and should have internal, indirect lighting (e.g., bulbs located in the frame to cast direct light over the menu surface) or direct lighting using decorative fixtures.



*Examples of plaque signs.*

## I. Directional Signs and Entry Features

### SG-I1. Encourage entry features and directional signs.

Encourage attractive and appropriate entry features, directional signs, and kiosks within Downtown Morgan Hill in accordance with the City-Wide Directional Sign Program. Street-spanning or other entry features should be located on Monterey Road at the intersections with Main Avenue, Third Street, and Dunne Avenue. Directional signs for motorists should be located around these areas as well. Directional signs and kiosks for pedestrians should be located in high concentration areas such as Monterey Road, Third Street, and the train station area.

### SG-I2. Encourage kiosks in strategic locations.

Kiosks should be located in strategic locations where there will be high volumes of pedestrian traffic, such as near the train station or near public parking. These signs should inform pedestrians of local businesses and events and should provide a map with key locations. These kiosks will be constructed by the City, but should be managed by either the Property Based Improvement District of the Morgan Hill Downtown Association.



*Examples of proposed designs for a directional sign and kiosk for Downtown Morgan Hill.*

**J. Monument Signs**

**SG-J1. Limit the use of monument signs.**

Larger projects, including the Morgan Hill Community and Cultural Center, may require signs to identify them to passing motorists. Signs should be limited to the project name and logo or that of a single tenant, and should not include the names of multiple tenants unless all tenant names use the same type style and color.

**SG-J2. Limit the size of monument signs.**

Signs should not exceed 60 square feet in area, 6 feet in height, and 10 feet in length.



*Examples of monument signs.*

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## Chapter 7: Infrastructure

### Overview

Morgan Hill has a variety of infrastructure services including transportation, water, sewer, storm drainage, solid waste, and energy systems to meet the demands of residents and businesses. Much of Downtown is located within the floodplain of Upper Llagas Creek. Floodplain regulations must be met by development until such time that the Upper Llagas Creek Flood Protection Project (PL566) is constructed. The development anticipated from this Specific Plan will be served by the following infrastructure improvements, some of which already exist and some of which are planned for improvement within the next five to 10 years.



*Morgan Hill Caltrain Station near Third and Depot Streets*



*VTA bus stop shelter*

## Transportation

### Existing Roadways

Regional access to Downtown Morgan Hill is provided by Monterey Road. Local access is provided by Butterfield Boulevard, Main Avenue, Dunne Avenue, and Depot Street.

Monterey Road runs north-south and is the main street in Downtown. Through Downtown it currently has four lanes with on-street parking, but is proposed for a reduction to two travel lanes (see Chapter 3: Multi-Modal Circulation and Streetscapes) so that a regional road facility does not intrude on the desired pedestrian-friendly multi-modal character desired for Downtown. To the north and south of the Downtown area, Monterey Road is a four-lane arterial roadway.

Butterfield Boulevard runs north-south and is the easternmost street in Downtown. Through the Downtown area it is a four-lane roadway.

Main Avenue runs east-west and is the northern boundary of this Specific Plan area. Through the Downtown area it is a two-lane roadway.

Dunne Avenue runs east-west and is the southern boundary of this Specific Plan area. Through the Downtown area it is a four-lane roadway, with right-of-way for six lanes.

Depot Street runs north-south and is in between the railroad tracks and Monterey Road. Through the Downtown area it is a two-lane roadway. While at one time Depot Street was proposed to be modified to remove its current connection to Dunne Avenue (by implementing a cul-de-sac at Fifth Street), this Specific Plan recommends retaining the existing connection to Dunne so that Depot remains a parallel north-south route in Downtown.

### Existing Transit Service

Bus service in Morgan Hill is operated by the Santa Clara Valley Transportation Authority (VTA). Four bus routes operate in or near Downtown:

- Route 15 is a local community bus route that provides service between Saddleback and the Morgan Hill Civic Center, with limited service to Jackson Oaks, the Centennial Recreation Center, and Watsonville Road. In Downtown, Route 15 operates on Main Avenue, Butterfield Boulevard, and Dunne Avenue. This route services the Morgan Hill Caltrain Station.
- Route 16 is a local community bus route that provides service between Burnett Avenue and the Morgan Hill Civic Center. In Downtown, Route 16 operates on Main Avenue.
- Route 68 is a regional bus route that provides service between the City of Gilroy and the San Jose Diridon Caltrain Station. In Downtown, Route 68 operates on Monterey Road and Main Avenue.
- Route 121 is an express bus route that provides service between the City of Gilroy and the Lockheed Martin Light Rail Station in Sunnyvale. In Downtown, Route 121 operates on Butterfield Boulevard and Dunne Avenue. This route services the Morgan Hill Caltrain station.
- Express Route 168 provides direct service between the Gilroy, Morgan Hill and the San Jose Diridon Transit Centers, via the recently approved HOV (carpool) lanes on Route 87.

Commuter rail service, Caltrain, is operated by the Peninsula Joint Powers Board and connects to the Cities of San Francisco and Gilroy. Caltrain provides northbound service from Morgan Hill and Gilroy during the morning commute period and southbound service to Morgan Hill and Gilroy during the evening commute period. During the 2015 to 2030 timeframe, Caltrain service is projected to increase frequency and to construct double-tracking through Morgan Hill, which will better serve a “reverse commute”.

This rail corridor also has the potential to accommodate the through route (no Morgan Hill stop is planned) of the California High Speed Rail Project. California voters will consider funding on the November 2008 ballot.

### **Existing Pedestrian and Bicycle Facilities**

Pedestrian facilities consist of sidewalks, crosswalks, and pedestrian signals. Crosswalks exist at all of the intersections on Monterey Road between Main Avenue and Dunne Avenue. Sidewalks are provided on both sides of Monterey Road.

Bicycle facilities consist of bike paths, bike lanes, “sharrow” markings (a symbol painted in the travel lane to establish a road shared by vehicles and bicycles) bike routes, bike racks and lockers. There are bicycle lanes on Main Avenue and Dunne Avenue east of Monterey Road. The Third Street Promenade includes “sharrow” markings. A more detailed discussion of bicycle facilities is included in Chapter 4 (Parking Resources Management Strategy).

Streetlights are generally provided throughout Downtown; however, lighting and safety are some of the top concerns of residents and Downtown property and business owners. Depot Street has recently received new lighting at a pedestrian scale. Although some feel this street now has too much lighting, once the trees mature this street should have proper lighting. New pedestrian-scaled streetlights will eventually be provided along Monterey Road, East Third Street, and various side streets. Pedestrian paths linking parking lots to streets will also include proper lighting either by the City or by property owners as the areas are redeveloped.

### **Transportation Projections and Improvements**

The Master Environmental Impact Report provides transportation projections and improvements for Downtown.

Monterey Road is currently being studied for the feasibility of reconfiguring the roadways to include one travel lane in each direction after other parallel route(s) exist and after a trial period, as described in Chapter 3 (Multi-Modal Circulation and Streetscapes).

Depot Street is currently being studied for the feasibility of maintaining the connection to Dunne Avenue and a study should be conducted to assess that feasibility of connecting Depot Street to Church Street via the Community and Cultural Center parking lot (see Chapter 3: Multi-Modal Circulation and Streetscapes).

To create a more pedestrian-friendly atmosphere along Monterey Road and to better connect to the train station, bus routes running along Monterey Road should be diverted to Depot Street or Butterfield Boulevard via Main Avenue and/or Dunne Avenue.

## Water Service

### Existing Water Service

The City of Morgan Hill provides potable water service to its residential, commercial, industrial, and institutional customers within the City limits. The City has 15 groundwater wells, 1 potable water storage tank, 10 booster stations, and more than 160 miles of pressured pipes that range from 2 to 14 inches in diameter. The water distribution system meets the needs of existing customers. Figure 27 shows the existing water system in Downtown.

### Water Service Projections and Improvements

The vast majority of the proposed projects in the Water Master Plan consist of new or increased capacity pipelines that are needed to extend service. Because the Downtown area is predominantly developed, improvements primarily consist of upgrading the existing pipelines to the current 8-inch City Standards. This project is not on the list for impact fees and, therefore, will be funded by the Redevelopment Agency and private development (as a potential condition of approval). Additionally, the City will be upgrading the water main from Monterey Road to Peak/Main booster Station to 12-inch per City's Water Master Plan.

The City has a program to implement these improvements and water infrastructure does not and will not act as a constraint to the intensity of development within the Specific Plan. The improvements will be paid for by the Redevelopment Agency and/or private development (as a potential condition of approval) in accordance with Chapter 3.56 (Development Impact Mitigation Fees) and Chapter 12.02 (Street and Sidewalk Development).

## Sanitary Sewer System

### Existing Sanitary Sewer System

The City of Morgan Hill has a sewer collection system that contains approximately 135 miles of 6-inch through 30-inch diameter sewers, and includes 15 sewage lift stations and associated force mains. This system also consists of trunk sewers that are generally 12 inches in diameter and larger, which convey the collected wastewater flows through an outfall that continues south to the Wastewater Treatment Facility (WWTF) in Gilroy. This WWTF is jointly owned by the Cities of Gilroy and Morgan Hill. Morgan Hill's sewer collection system meets the needs of existing customers. Figure 27 shows the existing sanitary sewer system in Downtown.

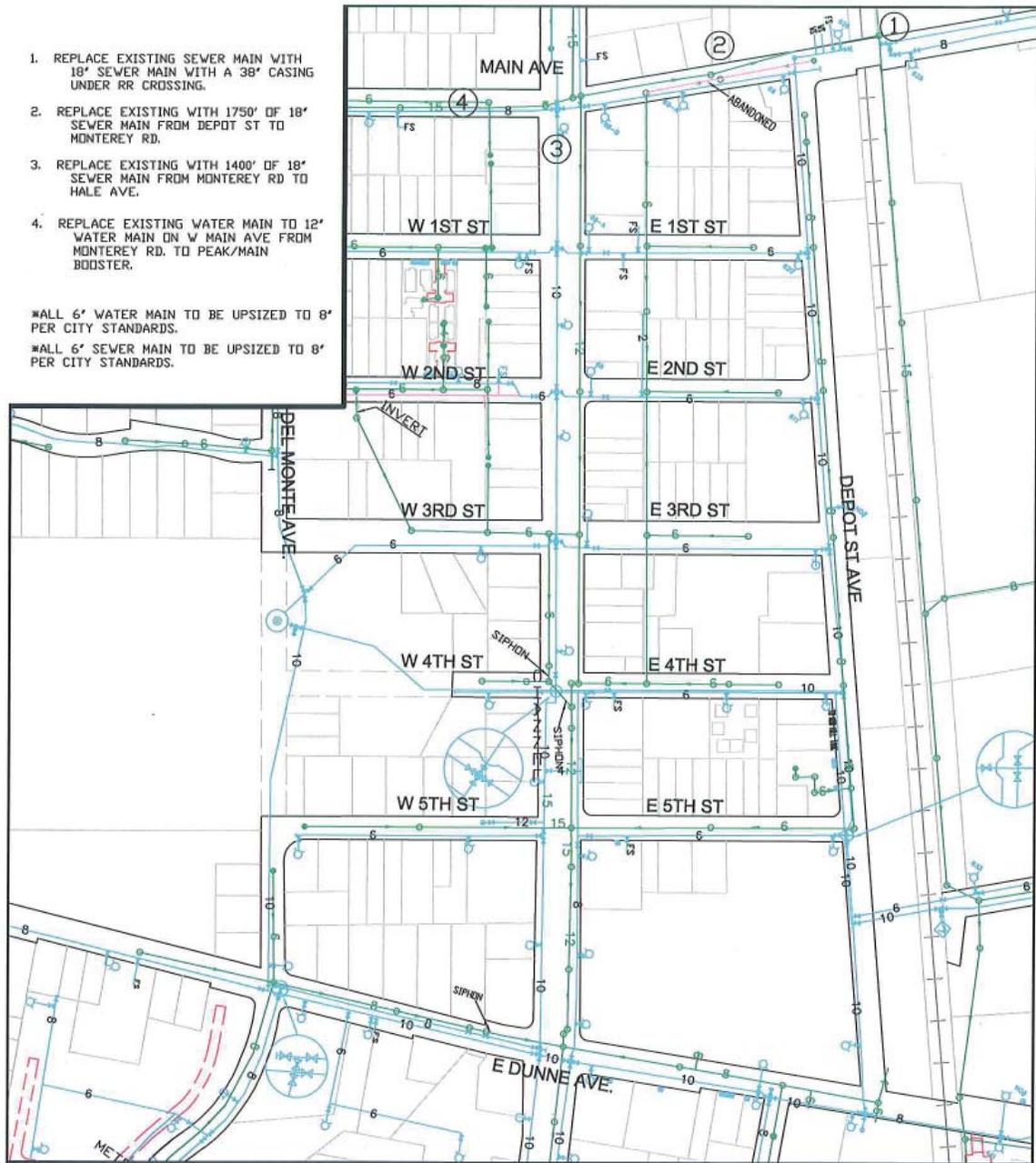
### Sanitary Sewer System Projections and Improvements

The vast majority of the proposed projects in the Sanitary Sewer Master Plan consist of new or increased capacity pipelines that are needed to extend service. Because the Downtown area is predominantly developed, improvements primarily consist of upgrading the existing pipelines to the current 8-inch City Standards. This project is not on the list for impact fees and, therefore, will be funded by the Redevelopment Agency and private development (as a potential condition of approval). Additionally, City will be upgrading the sewer main from just east of the railroad tracks on Main Avenue to Hale Avenue to 18 inches per City's Sewer Master Plan. Refer to Figure 27 for further details.

The City has a program to implement these improvements and sanitary sewer infrastructure does not and will not act as a constraint to the intensity of development within the Specific Plan. The improvements will be paid for by the Redevelopment Agency and/or private development (as a potential condition of approval) in accordance with Chapter 3.56 (Development Impact Mitigation Fees) and Chapter 12.02 (Street and Sidewalk Development).

Figure 27

Existing Downtown Sanitary Sewer and Water System



1. REPLACE EXISTING SEWER MAIN WITH 18" SEWER MAIN WITH A 38" CASING UNDER RR CROSSING.
  2. REPLACE EXISTING WITH 1750' OF 18" SEWER MAIN FROM DEPOT ST TO MONTEREY RD.
  3. REPLACE EXISTING WITH 1400' OF 18" SEWER MAIN FROM MONTEREY RD TO HALE AVE.
  4. REPLACE EXISTING WATER MAIN TO 12" WATER MAIN ON W MAIN AVE FROM MONTEREY RD. TO PEAK/MAIN BOOSTER.
- \*ALL 6" WATER MAIN TO BE UPSIZED TO 8" PER CITY STANDARDS.  
 \*ALL 6" SEWER MAIN TO BE UPSIZED TO 8" PER CITY STANDARDS.



DOWNTOWN MORGAN HILL  
SANITARY SEWER AND WATER SYSTEM



Date: 12/4/2007      Drwn by: JJ      Chkd by: JB

SCALE: 1"=300'

Source: City of Morgan Hill

### Storm Drainage System

#### Existing Storm Drainage System

The City's storm drainage system consists of curb and gutter facilities, curb inlets, underground pipelines, and bubblers. These facilities drain to the nearest creek or manmade natural retention areas that flow through the City. These are tributary to either the Monterey Bay or San Francisco Bay. The City's storm drainage system meets existing drainage needs.

#### Storm Drainage System Projections and Improvements

The City's Storm Drain Master Plan does not call for any improvements to the existing storm drain system in Downtown, except for the Upper Llagas Creek Flood Protection Project (also known as PL566). PL566 is intended to provide flood protection for the Cities of Gilroy and Morgan Hill and the unincorporated portion of Santa Clara County known as San Martin. The project will consist of a series of channels, box culverts, and bridges designed to protect the floodplain from a one-percent flood. The southerly, downstream portion has been completed which protects the City of Gilroy. The northerly upstream portion that will someday protect Morgan Hill is not complete due to a lack of funding.

The Santa Clara Valley Water District (SCVWD) is the sponsor of the project and has been working with the Corps of Engineers (COE) to prepare environmental documents and preliminary design. The COE has maintained minimal federal funding over the past five years to keep the environmental process moving forward. The SCVWD has taken on the property acquisition portion of the project and has made some progress. The overall construction cost to complete the project through Morgan Hill is approximately \$105 million. The full federal share has been authorized in the 2007 Water Resources and Development Act pending annual appropriations. Progress on the project has been limited to right-of-way acquisition and preliminary engineering.

Upper Llagas Creek winds through the Downtown area from Main Avenue to W. Dunne Avenue. The PL566 project will be comprised of open channels in this area except at locations where the creek now runs under Monterey Road and under the Shopping Center located at the SW corner of Dunne Ave and Monterey, where it will become a box culvert.

#### Floodplain Regulations

A significant portion of Downtown is in the floodplain (see Figure 28). These areas are most susceptible to flooding and will require additional measures to protect the properties from flood damage.

Development within the floodplain is required to comply with the Flood Damage Prevention ordinance (Chapter 18.42), which provides various standards for construction, subdivisions, utilities, and other issues. Standards for new developments include, but are not limited to:

- anchoring building structures;
- using appropriate materials;
- flood-proofing commercial buildings;
- providing drainage paths;
- elevating residential structures; and
- designing utilities to minimize infiltration of floodways.

Figure 28

**Downtown Floodplain**



NOTE: Map is general and approximate. Consult an engineering map for additional and more precise detail.

## Solid Waste

### Existing Solid Waste Service

Morgan Hill residents and businesses receive solid waste and recycling services from South Valley Disposal & Recycling, Inc. (SVDR). SVDR transports solid waste to the Pacheco Pass Landfill, recyclables to recycling processing facilities, and yard waste to South Valley Organics, a compost facility located at Pacheco Pass Landfill. The Pacheco Pass landfill is expected to close within the next 5 to 10 years. Santa Clara County has landfill capacity to serve the City of Morgan Hill.

### Solid Waste Projections and Improvements

## Energy

### Existing Energy Service

The City's Energy Service is being fed through overhead services. In the Downtown area, there are two locations where overhead utilities have recently been undergrounded:

- Depot Street from Main Avenue to Fifth Street; and
- Monterey Road from Main Avenue to Dunne Avenue.

### Energy Projections and Improvements

Currently, the City is working to underground overhead utilities on Third Street between Monterey Road and Depot Street. The remaining overhead utilities in Downtown will be undergrounded at the time that street improvements are made.

## Fire Service

### Existing Fire Service

Fire suppression and prevention services are provided by the Santa Clara County Fire Department.

### Fire Service Projections and Improvements

A new fire station is proposed north of the County Courthouse along Butterfield Boulevard.

A Fire and Medical Services Master Plan Update Prepared by DMG Maximus in 2002 identified the need for a station located in the area of Dune Avenue and Butterfield Boulevard (see Figure 3 in Chapter 2: Land Uses and Development Standards) to redistribute the call load (reducing the 60-percent call demand upon the El Toro Station), as well as to provide enhanced response time to approximately 30 percent of the systems present call for services. It was estimated that overall system response times would be improved by approximately 37 percent as a greater number of calls would be within a reduced travel time of a fire station and there would be a decrease in delayed responses caused by engines out of their districts providing ancillary services to the southern end of the City. The station will be constructed as operational funding becomes available (capital construction funds are available).

## Chapter 8: Implementation and Plan for Investment

### Overview

Achievement of the Downtown Morgan Hill vision will require the commitment of public and private resources and creativity over an extended period of time. Some elements of the plan (e.g., changes to governmental regulations) can be accomplished in relatively short order, and some will occur through the adoption of this Specific Plan. The City and its Redevelopment Agency can appropriate funding for a number of catalyst projects and programs over the next five to ten years. The Redevelopment Agency has indicated an intent to invest up to \$40 million in the Downtown area to construct infrastructure projects and otherwise assist with implementation of this Specific Plan. While the Agency may be able to assist private development projects that are not otherwise feasible, most projects, plan implementation activities and financial investment will be carried out by individual entrepreneurs with assistance from interested groups like the Downtown Association over a period of years.

The implementation strategy set forth in this document focuses primarily on the steps that can be taken by the public sector to encourage and facilitate those private sector initiatives. Priorities will be established by the City's Redevelopment Agency. Together the priorities and implementation tasks serve as a general road map for actions over the next five to ten years. While these are time-tested as appropriate and effective tools for Downtown revitalization, flexibility should be maintained to respond to special opportunities that may be presented. However, before significant changes in priorities or funding allocation are made, new opportunities will be evaluated as to their relative contribution to meeting the goals and vision set forth in this Specific Plan.

Figure 29 illustrates the Redevelopment Agency's Project Area.

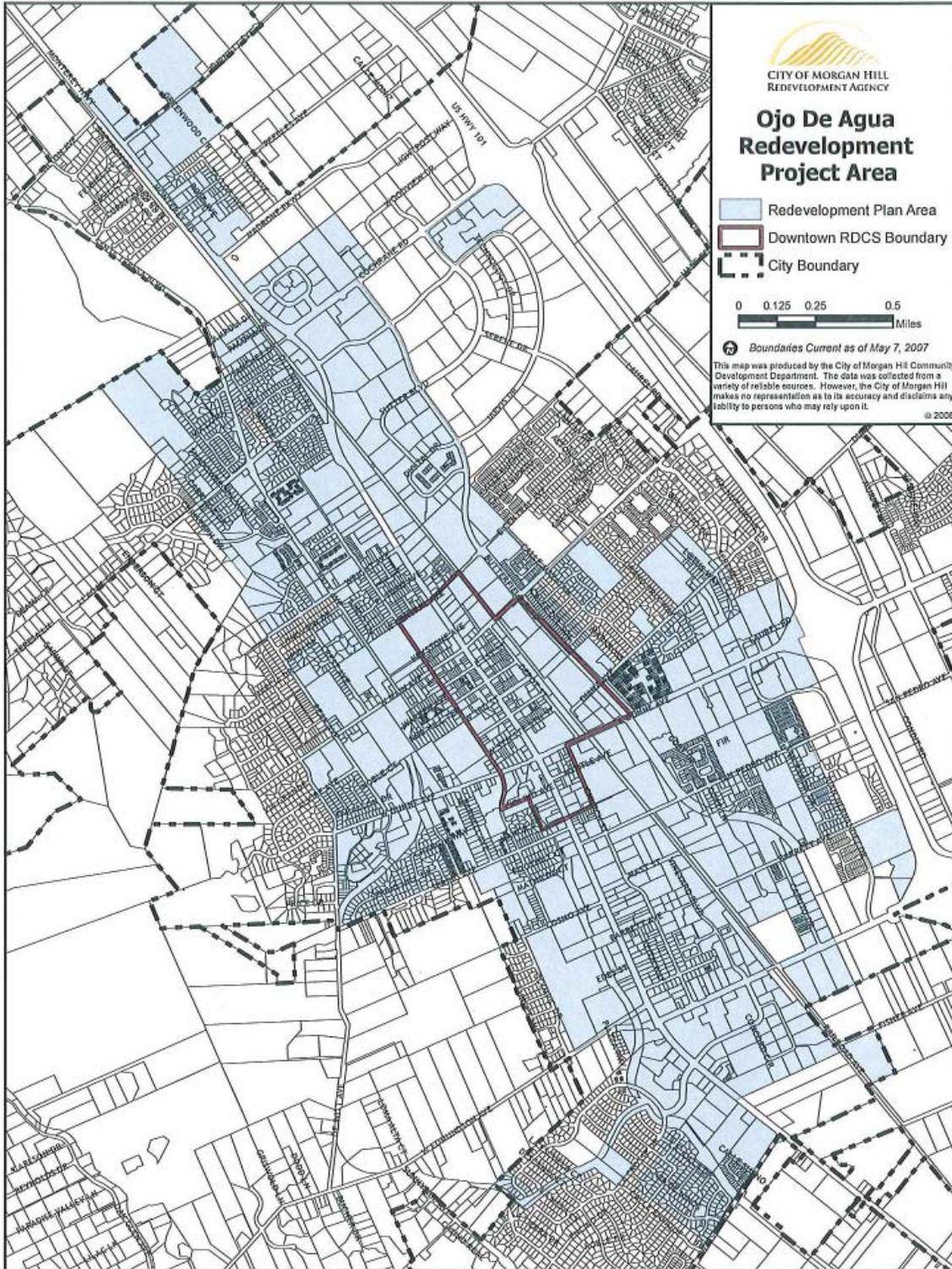


*Successful implementation will help achieve the vision for Downtown Morgan Hill.*



Figure 29

Redevelopment Agency Boundary



Source: City of Morgan Hill

### Implementation Goals

To support the land use, parking, design and infrastructure goals and objectives outlined in earlier chapters of this Specific Plan, there are many actions and activities that the city and other organizations can undertake.

### Public Actions and Assistance

- Working with the Morgan Hill Downtown Association, The Chamber of Commerce, and the Property Based Improvement District, retain existing businesses and actively recruit desirable new businesses
- Work with property owners to rehabilitate or redevelop major existing buildings
- Work with property owners of undeveloped and under developed properties to bring new investment to Downtown
- Implement PL566 flood control improvements as soon as feasible to reduce flooding
- Encourage coordination of new development among property owners
- The Redevelopment Agency will take a more active role in assembling opportunity sites and recruiting developers to build projects on those sites consistent with the objectives of this Plan.
- The Redevelopment Agency will work to minimize impacts on businesses that are impacted by street reconstruction activities during the period of construction.
- Coordinate public infrastructure improvements with private development
- The Redevelopment Agency will continue to fund existing programs such as facade improvement grants, commercial rehab loans, and housing rehab loans.

### Implementation Programs and Plan for Investment

#### 1. Redevelopment Agency Capital Improvements and Implementation Plan

The City of Morgan Hill Redevelopment Agency (“Agency”) anticipates funding a variety of projects and programs for Downtown with the goal of making Downtown a vibrant destination for residents and visitors alike. The strategy to implement this key goal as well as the other goals of the Agency is to use public investment to attract and stimulate private investment.

The Agency anticipates funding the following projects and programs in Downtown over the next five years:

- **Third Street Promenade Improvements:** The creation of pedestrian-friendly, multi-modal street and plaza as envisioned by this Specific Plan including street reconstruction, utility undergrounding, landscaping, lighting, and various pedestrian amenities. The improvements also include utility undergrounding, water, sewer, and storm drain improvements. The project also has received a \$1.7M Livable Communities grant from the Metropolitan Transportation Commission (MTC).
- **Downtown Street Revitalization Improvements:** Revitalization of various streets in Downtown including traffic calming improvements, street furniture, median improvements, pavement repair/replacement, curb, gutter and sidewalks, lighting and landscaping enhancements and improvements, and utility undergrounding.

- **Downtown Entry Features:** The design and installation of Downtown entry features to achieve the goals of this plan.
- **Courthouse Plaza Improvements:** The design and construction of a plaza connecting the Morgan Hill Courthouse to the pedestrian railroad crossing and Downtown to facilitate pedestrian traffic to the Downtown.
- **Parks and Pathways:** The design and construction of small parks or paths in or to the Downtown area as outlined in the Specific Plan.
- **Downtown Parking:** The Agency will take actions per the Downtown Parking Resources Management Strategy to develop an adequate supply of accessible and affordable public parking. These actions may include the acquisition/lease of parcels to preserve or expand existing parking and the design and construction of surface and structured parking to provide the needed spaces.
- **Sewer Improvements:** The Agency has funded Downtown development's share of sewer plant improvements. As a result, sewer impact fees for residential and commercial properties in Downtown are eliminated, thus, removing a potential barrier to development.
- **Historic Preservation:** Provide loans/grants to preserve historic resources in Downtown, such as the Morgan Hill United Methodist Church property.
- **Downtown Business Improvement and Assistance Programs:** The Agency will continue to fund existing programs such as the Facade Improvement Grant and the Commercial Rehabilitation Loan programs. The Agency may also develop programs to assist businesses during the construction of public improvements. These programs could include such tasks as signage, advertising, and direct mailings to inform the community that Downtown is open during construction.

The Agency may also provide assistance to those businesses deemed to be to incompatible uses in Downtown. The Agency's assistance would be to facilitate the businesses' relocation so that the properties could be redeveloped to highest and best use.

The Agency will also consider the creation of new programs to stimulate private investment and to create and resurrect retail/entertainment space including the redevelopment and opening of a movie theater in Downtown.

## 2. Capital Improvement Program

Other capital improvements will be included from time to time in the Capital Improvement Program that is adopted as part of the annual budget for the City of Morgan Hill and Redevelopment Agency. Certain of these projects, even those located outside of the Specific Plan boundaries, have the potential to assist with achievement of Specific Plan goals and objectives.

### **3. Facade Improvement Program**

The Morgan Hill Redevelopment Agency's Facade Improvement Program provides financial rebates for projects within the CBD Zoning District of the Downtown (as well as outside of Downtown in the City's commercial districts).

Eligible applicants may receive up to \$4,000 reimbursement for architecture/design costs, full reimbursement for City architecture review fees, and up to 50-percent reimbursement for eligible exterior improvements, maximum \$45,000.

The program may be modified from time-to-time as dictated by market conditions.

### **4. Downtown Commercial Rehabilitation Loan Program**

The Commercial Rehabilitation Loan Program offers low interest loans, up to \$100,000, to small businesses within the Property-Based Improvement District boundary area, which is the same as the Specific Plan Boundary. The program is designed to assist property owners and tenants with funding to rehabilitate existing commercial buildings, allowing new businesses to locate in the Downtown or existing Downtown businesses to expand, thereby increasing the vitality of the Downtown entertaining and shopping district. Funding for this program comes from the Morgan Hill Redevelopment Agency.

### **5. Housing Rehabilitation Grant and Loan Programs**

The Morgan Hill Redevelopment Agency also has several housing rehabilitation grant and loan programs that are available for residential properties in the Downtown. The Housing Rehabilitation Loan Program provides low interest loans to income qualified single-family owner occupants. Loans are also available to owners of multi-family housing with income-qualified tenants.

Loans of up to \$40,000 can be approved administratively while loan requests over \$40,000 require Redevelopment Agency Board approval. The Senior Housing Repair Program provides income eligible seniors with grants of up to \$5,000 for minor home repairs.

### **6. Business Retention and Attraction**

The Morgan Hill Downtown Association will take the lead to identify the needs of existing businesses and find ways to help them. It will also work to identify and attract specific businesses that would help to create a vital Downtown entertainment and shopping district. Business attraction and retention targets will be identified and a plan developed to meet those targets. Additional help in this effort will be provided by the City's Business Assistance and Housing Services Department.

### 7. Morgan Hill Downtown Association

City governments are good mechanisms to initiate Downtown revitalization activities, provide some initial seed capital, and support private efforts through targeted funding assistance and public improvements. In the long run it will be the Downtown property and business owners that will provide the bulk of the funding and creative energy to make Downtown a success.

Implementation activities should support the Downtown Association, and work toward an increased level of autonomy and self-funding of the Morgan Hill Downtown Association, including the retention of the Property-Based Business Improvement District.

### 8. Develop RDA Assistance Criteria

There will be situations when desirable development may need some form of public assistance (e.g., low interest loans) to make implementation feasible. The Morgan Hill Redevelopment Agency (RDA) will be the primary source of assistance to the private sector in revitalizing the Downtown area. This is in addition to the facade improvement program.

RDA will carefully evaluate every request and channel assistance to projects that will contribute most to the realization of the vision set forth in this Downtown Specific Plan. To guide the Agency's decisions and to assist property owners in understanding the City's priorities, the Agency will establish and publish criteria to guide the City's use of resources. The RDA's criteria will take into account the:

- likelihood that the project will attract new retail, restaurant or entertainment uses to Downtown;

- ability of the project to activate Downtown with new vitality and visitors;
- contribution the project makes to the strengthening of the primary Monterey Road and Third Street commercial frontages;
- project ability to add new residential units to Downtown (the Redevelopment Agency's housing set-aside funds may assist developments in exchange for affordable covenants);
- degree to which the renovation of an existing building will substantially improve the exterior attractiveness of the streetscape;
- degree to which the project increases the critical mass of uses (e.g., three story new development versus one story infill);
- relative amount of private investment that can be leveraged with public funds; and
- degree it meets the City's Business Attraction Program and Economic Development Strategy.

### 9. Public Art Program

A Public Art Program should be established to encourage public art throughout the Downtown area. The encouragement of public art is another way that cities have found to enrich their downtown environments. Public art can be used as a part of entry identity features, integrated into the design of street furniture, included as a part of special sidewalk and street paving, or any number of other ways. Some communities fund such improvements in public areas. Others require or encourage public art as a part of private development projects.



*Existing murals on a recycle bin and wall*

### Phasing Plan

#### PHASE 1 (0 TO 3 YEARS)

##### 1. Additional New Parking Lots

New or improved parking facilities will be needed to accommodate additional businesses and residences Downtown. The Parking Resources Management Strategy (see Chapter 4 for a summary and Appendix D for the entire strategy) provides greater detail to the location and size of facilities.

##### 2. Third Street Urban Design Improvements and Focal Point

This area represents the future heart of Downtown activity and new investment, and is important to the overall vitality of Downtown. Design plans for this streetscape are already being created and should be implemented as soon as possible. Redevelopment of sites on Blocks 3 and 4 can be managed to not adversely impact the completed improvements of the private development.

##### 3. Upgraded Downtown Entry Features

Entry features help establish a sense of arrival into a district. Entry features at the intersections of Monterey Road and Main and Dunne Avenues would better establish the edges of Downtown on the Monterey Road corridor. Entry features in these locations would not only serve as a welcome to visitors and residents, but would also alert motorists that this area is a pedestrian-oriented district. Entry features could include monument gateways, distinct landscaping, pavers, banner poles, public art/sculpture, or other elements that identify the edge of Downtown.

#### **4. Railroad Pedestrian Crossing and Courthouse Plaza**

In addition to the recently completed pedestrian crossings at the train station, the City is constructing a plaza between the County Courthouse on Butterfield Boulevard and the pedestrian crossing east of the Depot Street/Third Street intersection. Designed to facilitate pedestrian travel from the Courthouse into Downtown, the Plaza is scheduled to be completed in January 2009. The Plaza will also serve as a demonstration site for sustainable design and landscaping techniques.

#### **5. Facade and Private Signage Improvements**

The City should emphasize improving the appeal of existing buildings to attract new customers and signal a resurgence of commitment to Downtown.

#### **6. Downtown Logo and Identity Elements**

A brand for Downtown will help the Downtown Association and business owners market it as a unified district. Downtown promotion is a crucial step to attracting more businesses and people to visit, shop, and dine in Downtown.

#### **7. Public and Directional Signage Improvements**

A unified design for Downtown signage and directional signage leading to Downtown will add to the other improvements noted above to establish a stronger sense of Downtown as a major community focal point. Signs directing motorists from U.S. Highway 101 will be especially important in attracting tourists and residents from surrounding communities. Improved signage will be linked closely with the Downtown Logo and Identity programs.

### **PHASE 2 (3 TO 5 YEARS)**

#### **1. Additional New Parking Lots and/or Parking Structures**

New or improved parking facilities will be needed to accommodate additional businesses and residences Downtown. The Parking Resources Management Strategy (see Chapter 4 for a summary and Appendix D for the entire strategy) provides greater detail to the location and size of facilities.

#### **2. Other Streetscape Improvements for Downtown Streets**

Other streets in Downtown will transition over time from their existing development to new uses and developments. As redevelopment occurs, these streets should be improved with wider sidewalks (as feasible) and landscaping. Each street will have different uses and building types so the layout for each may vary slightly.

#### **3. Neighborhood Streets Landscaping and Urban Design Improvements**

Property improvements will occur in areas away from Monterey Road and Third Street over an extended period of time. These improvements will provide visual unity. Improvements should include regularly spaced shade trees, sidewalk improvements, and other improvements to enhance the urban design of these streets.

### PHASE 3 (6 or More Years)

#### 1. Additional New Parking Lots and/or Parking Structures

New or improved parking facilities will be needed to accommodate additional businesses and residences Downtown. The Parking Resources Management Strategy (see Chapter 4 for a summary and Appendix D for the entire strategy) provides greater detail to the location and size of facilities.

#### 2. Monterey Road Narrowing and Streetscape Improvements

Monterey Road could be narrowed from four lanes to two lanes to accommodate larger sidewalks and perhaps angled parking. The traffic study in the Master EIR for this Specific Plan will assess the impacts of narrowing the roadway. Narrowing would likely only occur after improvements to other north-south corridors are completed. Features such as entry point treatments, special banner signage, median landscaping and tree lighting, special crosswalks, speed humps, and bike routes should also be considered for Monterey Road. Chapter 3 (Multi-Modal Circulation and Streetscapes) provides more details on Monterey Road narrowing and streetscape improvements.

#### 3. North and South Monterey Road Streetscape Improvements

Street trees, improved sidewalks and landscaped medians on Monterey Road north and south of Downtown will provide attractive linkages to Downtown, and assist in calming the traffic since the street would no longer visually resemble a highway.

#### 4. Upper Llagas Creek Flood Control Improvements

This will be an on-going process that will take some time given the number of agencies involved and the limited funding currently available.

#### 5. Upper Llagas Creek Landscaping and Bicycle Paths

Improved linkages with Downtown will enhance its role as the social heart of the City and encourage greater use of the commuter rail system. If feasible, landscaping improvements and creek path should be constructed through Downtown in conjunction with flood control improvements.

#### 6. Railroad Corridor Landscaping

Landscaping along the railroad corridor is encouraged to provide a more aesthetically pleasing atmosphere along the corridor and to shield views of and reduce noise from passing trains. These improvements will become more important as the County Courthouse and other development occurs along Butterfield Boulevard.

#### 6. Dunne Avenue Urban Design Improvements

Design improvements along Dunne Avenue will provide attractive visual linkages to Downtown and will likely be implemented in the context of larger City beautification actions.

### 7. Grade-Separated Railroad Crossing

The feasibility of a grade-separated railroad crossing should be studied, and if feasible, constructed. The crossing should accommodate pedestrians and bicyclists and, if feasible, emergency vehicle access. If the California High Speed Rail is constructed above the existing railroad tracks, an underground crossing may be more feasible. If determined feasible and if funding is secured, this crossing could be constructed concurrently with the future fire station.

### Subsequent Development Entitlements and Permits

Proposed projects that meet the overall intent but do not meet the development standards of this Specific Plan will need to file an application for a rezoning as a planned development pursuant to Chapter 18.30 (Planned Development District) of the Zoning Ordinance. The Planned Development (PD) process allows for exceptions to standard requirements.

Encroachment permits are required for any property that places an object within the public right-of-way pursuant to Chapter 12.04 (Sidewalk Encroachment) of the Municipal Code.

Conditional Use permits are required for uses or development proposals listed as conditional uses in the district regulations in Chapter 2 (Land Uses and Development Standards) of this Specific Plan or elsewhere in the Zoning Ordinance. Chapter 18.54 (Conditional and Temporary Use Permits) of the Zoning Ordinance provides more details and regulations for conditional use permits.

Temporary Use Permits are required for uses of a temporary nature on private property for a specified length of time. Chapter 18.54 (Conditional and Temporary Use Permits) of the Zoning Ordinance provides more details on Temporary Use Permits.

Downtown Administrative Use Permits are required to permit commercial, professional and medical office, live/work, and personal services uses to locate on the ground floor of parcels within the Ground Floor Overlay (see Chapter 2: Land Uses and Development Standards, of this Specific Plan or Chapter 18.23: GF Downtown Ground Floor Overlay District, of the Zoning Ordinance).

Design review will be provided by the Architecture Review Board for all projects located within the City, including Downtown (see Chapter 18.74: Design Review, of the Zoning Ordinance), except that for City/public projects the City Council is the decision-maker.

Entertainment Permits would be required from the Chief of Police for any establishment providing entertainment or dancing in conjunction with the selling of food and/or alcoholic beverages (see Chapter 5.28: Amusement and Entertainment Premises, of the Municipal Code).

### **Key Opportunities for Public/Private Redevelopment and Improvements**

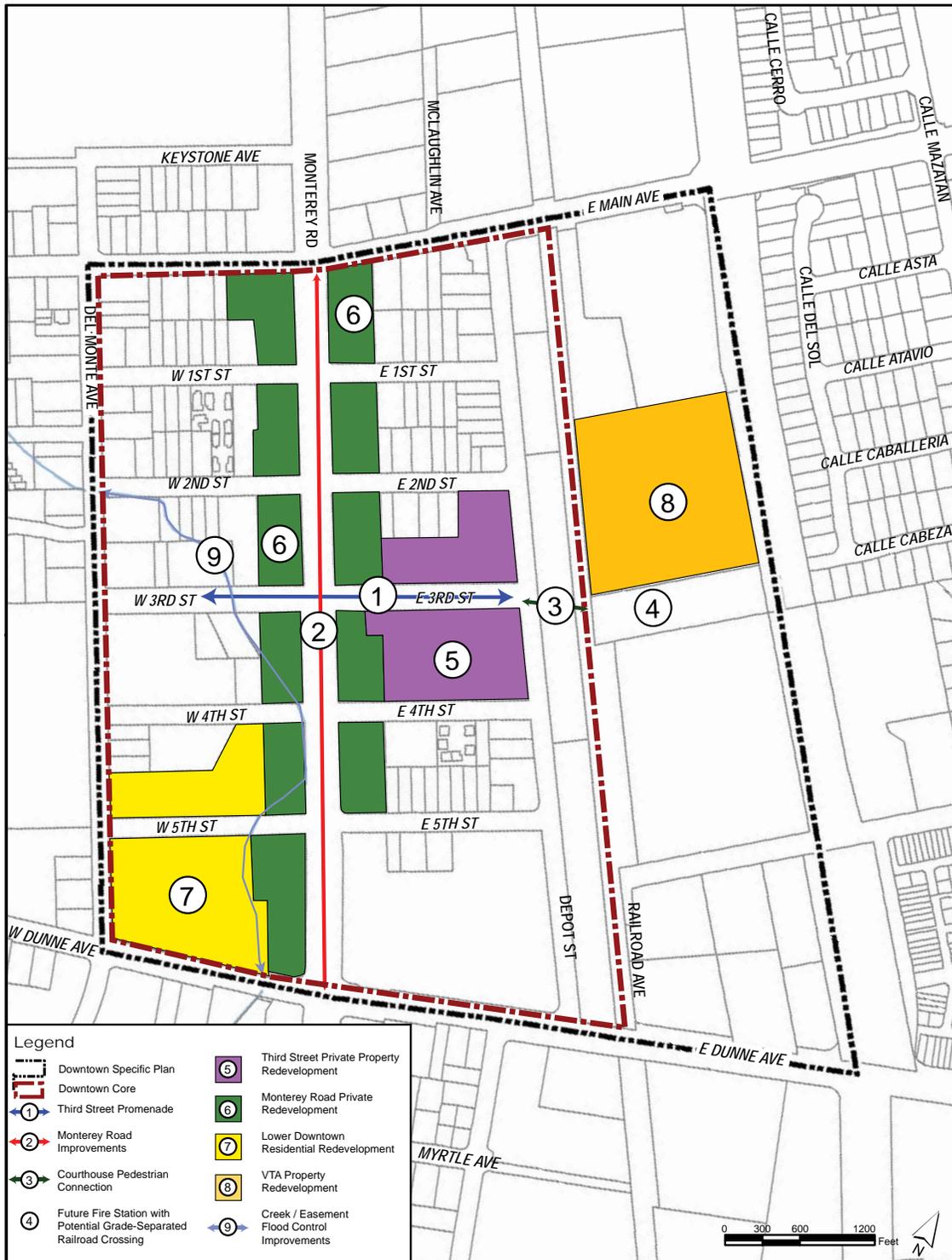
Figure 30 shows key opportunities for public and private redevelopment areas and improvements. The process for several of these has already begun. These opportunities are described below.

#### **1. Third Street Promenade**

The City received a grant for streetscape improvements along this corridor. Development along this corridor will enhance the pedestrian environment and take advantage of the nearby train station. It will also provide a public plaza to accommodate public events and activities.

#### **2. Monterey Road Improvements**

Monterey Road is a major regional road and is the main street through the Downtown Core. The street is designed currently with on-street parallel parking, two travel lanes in each direction, and a wide median. This corridor could be reduced to one travel lane in each direction to accommodate on-street parking (which could be either angled and/or parallel) and wider sidewalks. This could increase the parking supply and would help create a more pedestrian friendly environment. A future streetscape planning process with public participation opportunities will determine the use of the right of way and design of improvements.



Key Opportunities for Public/Private Redevelopment & Improvements

Figure 30

### 3. Courthouse Pedestrian Connection

The City is constructing a plaza between the County Courthouse on Butterfield Blvd. and the Pedestrian Railroad Crossing just east of the corner of Depot and 3rd Ave. Designed to facilitate pedestrian travel from the Courthouse into Downtown, the Courthouse Plaza is scheduled to be completed in June, 2008. The Plaza will also serve as a demonstration site for sustainable design and construction techniques.

### 4. Future Fire Station with Potential Grade-Separated Railroad Crossing

The feasibility of a grade-separated railroad crossing should be studied, and if feasible, constructed. The crossing should accommodate pedestrians and bicyclists and, if feasible, emergency vehicle access. If the California High Speed Rail is constructed above the existing railroad tracks, an underground crossing may be more feasible. If determined feasible and if funding is secured, this crossing could be constructed concurrently with the future fire station.

### 5. Third Street Private Property Redevelopment

Several property owners along Third Street have expressed an interest in redeveloping their properties. The largest site along the corridor, the Sunsweet site, has preliminary plans and the City adopted a PUD for the site in 2005, however, that PUD zoning will be superceded by the standards in this Specific Plan with the adoption of this Specific Plan.

### 6. Monterey Road Private Redevelopment and Public/Private Partnerships

Monterey Road is the main street through the Downtown Core and several property owners have expressed an interest in redeveloping their properties. The City of Morgan Hill has also purchased several Downtown properties and intends to seek one or more developers to enter into public/private partnership to develop the sites.

### 7. Lower Downtown Residential Redevelopment

This Specific Plan proposes changing the General Plan land use designation and Zoning Code classification for several properties at the southwest corner of the Specific Plan area. Properties include select parcels west of Monterey Road and along Fourth Street, Fifth Street, and Dunne Avenue. Allowed density for these parcels would increase to up to 21 dwelling units per acre.

### 8. VTA Property Redevelopment

This site would accommodate a residential transit-oriented development with up to 40 dwelling units per acre. The Parking Resources Management Strategy (see Chapter 4 for a summary and Appendix D for the entire strategy) describes the process for shared parking.

### 9. Creek / Easement Flood Control Improvements

The Santa Clara Valley Water District and the City have created preliminary plans for flood control improvements along Upper Llagas Creek through the Downtown area. Due to the right-of-way constraints, providing a Downtown trail may not be feasible from Second Street to Fourth Street, Fifth Street to Dunne Avenue, and along Monterey Road. Right-of-way widths to the north and south of these points in the Downtown area are less restrictive and a trail may develop in these areas. If a trail connection through Downtown is not feasible along the creek, signs should be posted at the north and south of Downtown at the trailheads to direct pedestrians and bicyclists to use the sidewalks and bike lanes through Downtown, and then connect to the other trailheads.

### Relationship to the General Plan

The Morgan Hill General Plan was adopted by the City Council in 2001 and amended in 2005. The Morgan Hill Downtown Specific Plan is consistent with the General Plan, with adoption of General Plan amendments to reflect the land use and circulation policies of the Specific Plan. The General Plan references the 2003 Morgan Hill Downtown Plan and identifies the Downtown area as a unique planning area.

The General Plan identifies a series of goals, policies, and actions within seven elements: Community Development, Economic Development, Circulation, Open Space and Conservation, Public Health and Safety, Regional Coordination, and Housing. These goals, policies, and actions cover a variety of topics such as ensuring that Morgan Hill remains a unique place that is safe, has active businesses, and supports a range of transportation options. The Morgan Hill Downtown Specific Plan is consistent with and reinforces the goals and policies of the General Plan. The Specific Plan builds on the existing General Plan goals and policies and tailors them to the Downtown area. The General Plan will be amended as needed to reflect this Specific Plan.

### CEQA Compliance

Adoption of this Specific Plan constitutes a project under the California Environmental Quality Act (CEQA). A Master Environmental Impact Report (EIR) will be prepared in accordance with CEQA to provide appropriate impact and mitigation analysis for the improvements proposed by the Specific Plan, including the amount of development that has been projected for the year 2030.

### Subsequent Projects

Projects proposed subsequent to city adoption of this Specific Plan that are consistent with the Plan and within the descriptions of public projects and within the “development envelope” of projected development to 2030 will be able to use the Master EIR as their CEQA document for at least 5 years, and possibly longer, if the required findings for use of a Master EIR can be met.

### Relationship with Other City Policies and Programs

#### Residential Development Control System (RDSCS)

The Morgan Hill City Council has proposed a ballot measure to exempt residential development within the boundaries of this Specific Plan from the RDSCS process. If passed, development in Downtown would be permitted as described in this Specific Plan. Only a Design Permit would be required for projects consistent with the development standards presented below. If a project proposes to vary from applicable development standards, a Planned Development (PD) rezoning process would be required and the PD would need to be determined consistent with the overall intent of this Specific Plan.

As an alternative (or if the ballot measure is not approved by voters), the City Council may continue under the existing RDSCS to set aside a significant number of allotments for the Downtown competition, as needed to ensure the desired and projected redevelopment of Downtown.

See Chapter 2 (Land Uses and Development Standards) for additional information.

### Administration of the Specific Plan

The Morgan Hill Downtown Specific Plan represents a long-term plan for the Downtown area. Buildout will be monitored by City Staff to ensure that added development does not exceed projections included in this Specific Plan. Once development projections are exceeded, it will be necessary to prepare/update the Master EIR in accordance with CEQA.

It may be necessary to modify certain components of the Specific Plan either to reflect changing conditions or to update the City’s goals and policies. Modifications to the Morgan Hill Downtown Specific Plan should:

- be consistent with and strengthen the elements of the General Plan;
- be consistent with the goals, objectives, and policies of the General Plan and the Morgan Hill Downtown Specific Plan;
- maintain compatibility of land uses within the Downtown Core and surroundings; and
- be consistent with other applicable City policies and programs.

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