Agenda

• Overview
  • Introductions - Who are we?
  • Purpose - Why are we here?

• Background
  • Past - What has been done already?
  • Present - What is going on now?
  • Future - What is happening next?

• Activity

• Wrap up
Overview
Introductions

City of Morgan Hill
John Baty, Principal Planner

Lisa Wise Consulting, Inc.
Lisa Wise, AICP, President
Jen Daugherty, AICP, Senior Associate
Spencer Johnson, CNU-A, Associate
Purpose

Monterey Corridor

• Long-term vision

• Guiding Principles

• Future Specific Plan
Background
Background

General Plan Update (2016)
- Mixed Use Flex Land Use
- Monterey Corridor- Vibrant, walkable mixed-use

- Mixed Use Flex (MU-F) Zone

Land Use and Market Analysis (2017-2018)
- Land Use Inventory
- Market Analysis
- Recommendations
Land Use and Market Analysis

Key Findings

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

- Office
  - Cool/stable office market

- Residential
  - Residential is most highly favored

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

* Based on a relatively stable future market
Land Use and Market Analysis

Conclusions

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

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Council Recommendation

**BLOCK LEVEL MASTER PLAN (SHORT-TERM)**
- City-led effort with developer/property owner buy-in
- Work towards long-term goal of a specific plan and form-based code

**SPECIFIC PLAN (LONG-TERM)**
- Develop vision, goals, policies, and implementation measures
- Includes a form-based code
- CEQA clearance for future projects
- Community buy-in

*Note: Limitations of RDCS applies to development in the Mixed Use Flex designation*
BLOCK LEVEL MASTER PLAN (In Progress)

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

Workshop #1
Sept 2018

Frontage and Commercial Analysis
Oct 2018

Workshop #2
Oct 2018

Draft Block Level Master Plan Ordinance
Nov 2018

Final Ordinance
End 2018
Monterey Corridor Specific Plan

SPECIFIC PLAN (Future)

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

3 Activity Stations

1. Northern
2. Central
3. Southern

*20 minutes per station

* Visit in any order

3 Questions for Each Station

1. What do you like best (want to preserve/enhance) about this part of Monterey Corridor?

2. What do you like least (want to improve/fix) about this part of Monterey Corridor?

3. What is your ideal vision for this part of Monterey Corridor?
Wrap Up
Wrap up

✓ Final Comments
✓ Activity Station Report-Out
✓ Discussion
✓ Turn in Activity Cards
Questions or Comments?
Contact John Baty, Principal Planner
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Email: John.Baty@morganhill.ca.gov