

MEMORANDUM

TO: STEERING COMMITTEE CHAIRPERSON AND MEMBERS

FROM: RODNEY HORTON, PLANNER III
Development and Resource Management Department

DATE: January 16, 2019

SUBJECT: AGENDA ITEM #3: AMENDMENTS TO THE DRAFT GUIDING PRINCIPLES

For the information of the members, you have received the guiding principles at the November 28, 2018 meeting. City staff provided a brief presentation at that meeting in which no decisions were made. In order to maintain a clean and orderly flow of the meeting, agenda item #3 will be broken up into the following seven (7) sections:

3-i. Amendments to the agriculture section of the DRAFT Guiding Principles

3-ii. Amendments to the retail section of the DRAFT Guiding Principles

3-iii. Amendments to the housing section of the DRAFT Guiding Principles

4-iv. Amendments to the parks and trails section of the DRAFT Guiding Principles

5-v. Amendments to the catalytic corridors' section of the DRAFT Guiding Principles

6-vi. Amendments to the transportation section of the DRAFT Guiding Principles

7-vii. Amendments not pertaining to a section of the DRAFT Guiding Principles

You will want to come prepared with your recommended changes prior to the meeting. As you are aware, all amendments require a second from another Steering Committee member. The draft guiding principles will be attached to this memorandum for you to review prior to the January 16, 2019 meeting.



WEST AREA SPECIFIC PLAN

DRAFT - The Community's Guiding Principles

The guiding principles are designed to form the direction of the West Area Specific Plan, and how the Plan can best benefit the future of the West Area. The guiding principles incorporate input received from community members and formal recommendations of the Steering Committee.

Agriculture

- Incorporate elements of agriculture in future parks by planting a mixture of native drought-tolerant vegetation, shrubs, and trees that can serve to provide shade and enhance the streetscape.
- Encourage and provide land use opportunities for agri-tourism ventures to occur in the West Area.
- Encourage the development of harvest – producing community gardens located close to and partnered with non-profit organizations.

Retail

- Attract desired and needed large-scale and small-scale retail establishments to serve the needs of the West Area community. Such establishments include grocery stores, bakeries, restaurants other than fast food places, department stores, boutiques, and convenience stores.
- Discourage the expansion of undesirable retail establishments such as liquor stores, tobacco and vapor stores, short-term loan and pawn shops, and adult stores.
- Encourage the development of retail establishments along commercial corridors.

Housing

- Encourage the development of housing to accommodate multi-generational households.
- Encourage multi-family dwelling units to be located along corridors and streets that have access to transit and commercial goods.
- Discourage the expansion of detach-single-family starter homes.

Parks and Trails

- Provide for the location a Regional Park in the Plan Area that has components of the Plan Area's agricultural history through the planting of drought – resistant vegetation or trees, and the creation of public art that exhibits the Plan Area's contribution to the agricultural industry.
- Create parks that are within existing and planned neighborhoods that are easily accessed by community members using pedestrian and bicycle pathways, transit services, or motor vehicle.
- Maintain the vision of the General Plan and the Active Transportation Plan for class I bicycle lanes, and class II bike lanes planned for in the West Area.

Catalytic Corridors

Encourage the orderly and consistent development of civic, parkland, retail and commercial, mixed-use, and multi-family uses along West Shaw Avenue, West Ashlan Avenue, Veterans Boulevard, West Shields Avenue, West Clinton Avenue, and Blythe Avenue.

Transportation

- Accommodate and improve roadway access and mobility among all modes of transportation.
- Accommodate planned transit services in the West Area by locating routes near or adjacent to the community centers, schools, parks, and retail centers.
- Provide a complete, safe, and well-maintained sidewalk network from residential neighborhoods to commercial centers, schools, parks, and community centers.
- Provide a complete, safe, and well-maintained roadway network that allows for efficient and smooth access from the West Area to other sections of the city and region.

