



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Planning Commission

SUBJECT: SEE BELOW

DATE: May 2, 2007

COUNCIL DISTRICT: 6
SNI AREA: Winchester

SUBJECT: GP06-06-02. GENERAL PLAN AMENDMENT REQUEST TO CHANGE THE GENERAL PLAN LAND USE DESIGNATION FROM MEDIUM LOW DENSITY RESIDENTIAL (8 DU/AC) TO GENERAL COMMERCIAL ON A 0.4-ACRE SITE AT THE NORTHEAST CORNER OF WINCHESTER BOULEVARD AND WILLIAMS ROAD (960 AND 990 SOUTH WINCHESTER BOULEVARD).

RECOMMENDATION

The Planning Commission voted 5-0-1 (Platten absent) to recommend approval of the subject General Plan amendment request.

OUTCOME

If the City Council approves the proposed General Plan amendment request, the General Commercial land use designation will allow consideration of development proposals for various commercial uses such as retail, offices, and restaurants on the subject site.

BACKGROUND

On April 25, 2007, the Planning Commission held a public hearing to consider the proposed General Plan amendment. The Director of Planning, Building and Code Enforcement recommended approval. The item was considered as a consent item.

ANALYSIS

The requested change to the General Plan Land Use/Transportation Diagram designation will facilitate implementation of several Major Strategies in the General Plan including Economic Development, Urban Conservation/Preservation, and Sustainable City Strategies, as well as the Winchester Strong Neighborhoods Initiative Neighborhood Improvement Plan. New commercial opportunities on major arterials served extensively by several modes of transit can promote new economic growth, provide nearby residents with greater neighborhood-serving commercial uses in

walking distance of their homes, allow for less automobile congestion, and minimize the capital investment needed for the expansion of city services and infrastructure.

The Winchester Strong Neighborhoods Initiative Neighborhood Improvement Plan envisions Winchester Boulevard, because of its nature as a major arterial, as a primarily commercial street, with mixed residential and commercial uses as an option for larger sites. The proposed General Plan land use designation change to General Commercial on these parcels can help realize this goal.

POLICY ALTERNATIVES

Not applicable.

PUBLIC OUTREACH/INTEREST

- Criteria 1:** Requires Council action on the use of public funds equal to \$1 million or greater. **(Required: Website Posting)**
- Criteria 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(Required: E-mail and Website Posting)**
- Criteria 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach. **(Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)**

Although this item does not meet any of the above criteria, staff followed Council Policy 6-30: Public Outreach Policy. In accordance with the Public Outreach Policy, a community meeting was held on February 21, 2007 at the monthly Winchester Neighborhood Advisory Committee meeting at the International Christian Center, 3275 Williams Road. Several concerns were raised during the community meeting, which had an attendance of approximately 22 individuals from the public. These concerns included potential building heights, irregular setbacks, and potential street dedication along Winchester Boulevard, landscaping, and building massing of potential developments. In response to these concerns, staff indicated that, upon application for development permits, future development will be required to follow development standards in the Zoning Ordinance and be designed to be compatible with existing neighboring uses. Additionally, community members were advised of various opportunities for public input and comment on proposed projects. A joint notice of the public hearings to be held on the subject General Plan amendment before the Planning Commission on April 25, 2007 and City Council on May 22, 2007 was published, posted on the City's web site and distributed to the owners and tenants of all properties located within 1,000 feet of the project site. Staff has been available to discuss the proposal with members of the public. This General Plan amendment request is subject to the State of California Tribal Consultation Guidelines and was referred to Tribal Representatives in January 2007. As of April 30, 2007, Planning staff has not received any comments from Tribal Representatives.

COORDINATION

This project was coordinated with the Department of Public Works, Transportation, Fire Department, Department of Parks, Recreation, and Neighborhoods Services, Valley Transportation Authority, the Santa Clara Valley Water District, and the City Attorney's Office.

FISCAL/POLICY ALIGNMENT

This project is consistent with applicable General Plan policies as discussed in the attached staff report.

COST SUMMARY/IMPLICATIONS

Not applicable.

BUDGET REFERENCE

Not applicable.

CEQA

Mitigated Negative Declaration, File No. GP06-06-02, adopted on April 25, 2007.

JOSEPH HORWEDEL, SECRETARY
Planning Commission

For questions please contact Licinia McMorrow in Planning, Building and Code Enforcement at 535-7800.