



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Joseph Horwedel

SUBJECT: EVERGREEN-EAST HILLS
VISION STRATEGY
STUDY SESSION

DATE: October 13, 2006

Approved

Date

10/13/06

COUNCIL DISTRICTS: 5, 7, & 8
SNI AREAS: West Evergreen,
KONA, and
East Valley/680

OUTCOME

The study session provides the Council an opportunity to discuss the major components of the Evergreen-East Hills Vision Strategy in preparation for its upcoming consideration in December 2006. As with other study sessions, the Council is not expected to take any action, nor debate the merits of a particular proposal.

BACKGROUND

In 2003 several Evergreen area property owners/developers agreed to fund a comprehensive land use and transportation planning effort rather than pursue individual General Plan amendments and modifications to the Evergreen Development Policy in a piecemeal fashion. The property owners/developers represent the properties know as Arcadia, Pleasant Hills Golf Course, Campus Industrial and Evergreen Valley College (see map contained in Attachment 1). The property owners and/or developers also offered to finance transportation improvements (including upgrades to Highway 101 at Tully, Capitol, and Yerba Buena) and community amenities in addition to the typical requirements of development (such as fees, taxes, environmental mitigations, etc.).

The planning process began in August 2003 with the formation of a task force composed of neighborhood association leaders, Strong Neighborhood Initiative Neighborhood Advisory Committee representatives, Knight Charrette participants, business and professional representatives, school board members and administrators, and other stakeholders under the leadership of Councilmember David Cortese. The project was initially called the Evergreen

Smart Growth Strategy or Evergreen Visioning Project. The original task force adopted a set of Guiding Principles based upon an intent to create a community-based plan that balances new housing and non-residential development in infill locations with the construction of transportation improvements and community amenities (i.e., a “three legged stool”). This unique balancing act is intended to improve the overall quality of life in and around Evergreen.

In June 2005, under City Council direction, the original task force was reconfigured to have broader community representation, resulting in the current Task Force membership. At that time the Council also adopted ten Vision and Outcome statements to guide the planning effort (see Attachment 2). The Guiding Principles of the original Task Force are part of the Outcome statements.

In September 2006, staff provided a status report to the Council regarding the Evergreen-East Hills Vision Strategy effort. At that time, Council requested a study session.

ANALYSIS

As identified on the agenda (see Attachment 3), the study session will cover the major components of the Evergreen-East Hills Vision Strategy, focusing on the opportunities and challenges associated with “balancing the equation” between new housing development, quality of life considerations, and transportation improvements amenities. Staff from several City Departments and Offices will make brief presentations to provide background on key issues and will be available to participate in the discussion with the Council.

For the Council’s information, the items scheduled to come before Council in December 2006 include:

- Potential General Plan land use changes for the four opportunity sites
- Potential Evergreen Development Policy update
- An agreement between the developers and the City reflecting the developers’ voluntary offer to fund additional transportation improvements and community amenities beyond existing nexus requirements

The proposed Evergreen Development Policy update is the policy mechanism that would link the phasing of new housing development with the delivery of the transportation improvements and amenities. The Evergreen Development Policy would also identify the final list of amenities, articulate the rules for housing allocations beyond the opportunity sites, and describe the new traffic policy for the area. The Policy cannot obligate the developers to pay for the transportation improvements and amenities; therefore, a separate agreement is needed to reflect this voluntary commitment.

POLICY ALTERNATIVES

Not applicable. No decisions are being made at the study session.

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)**

The Evergreen-East Hills Vision Strategy process involves extensive community outreach through open community task force meetings, community meetings and ultimately hearings before the Planning Commission in November and the City Council in December. These public hearings will be noticed in the newspaper.

The study session agenda will be posted on the City Clerk’s website as well as on the Evergreen-East Hills Vision Strategy website. Staff will also send an email to all interested parties who have participated in the Strategy process, transmitting this memorandum and agenda once they become public documents. The study session provides an opportunity for public comment.

COORDINATION

As part of the EEHVS, Planning staff works closely with representatives of the many City Departments and Offices, including but not limited to the Public Works, Transportation, Finance, Library and Parks, Recreation and Neighborhood Services departments, along with the City Manager’s Office, Office of Economic Development, the Redevelopment Agency and the City Attorney’s Office. Staff from several City Departments and Offices will participate in the study session to respond to questions and engage in the discussion with the City Council. The preparation of this memorandum was coordinated with the Offices of the City Attorney and City Manager.

FISCAL/POLICY ALIGNMENT

Pursuant to City Council’s direction in 2003 regarding external funding sources for new long range planning activities, the Evergreen-East Hills Vision Strategy effort is funded by a group of property owners represented by the Yerba Buena Op Co. This financial support facilitates the timing of planning effort only and does not in any way commit the City to any particular outcome.

COST SUMMARY/IMPLICATIONS

The Evergreen-East Hills Vision Strategy effort is funded by the Yerba Buena Op Co. There are no cost implications of the study session.

CEQA

The study session does not constitute a "project" as defined by the California Environmental Quality Act (CEQA), Article 20 Section 15378. Therefore, no CEQA action is required.


JOSEPH HORWEDEL, ACTING DIRECTOR
Planning, Building and Code Enforcement

For questions please contact Laurel Prevetti, Deputy Director, at 408-535-7901

Attachments

1. Map
2. EEHVS Vision and Expected Outcomes
3. Study Session Agenda

EVERGREEN VISIONING PROJECT



Study Area

Key Opportunity Sites

- 1 - Arcadia
- 2 - Pleasant Hills Golf Course
- 3 - Campus Industrial
- 4 - Evergreen Valley College

EVERGREEN • EAST HILLS VISION STRATEGY
Vision and Expected Outcomes
(Approved by City Council 6-21-05)

1. Use the Guiding Principles (dated November 2003) as a basis for a vision of improved quality of life and enhanced livability by fostering vibrant commercial/business, mixed use, and residential areas linked by various transportation modes and community amenities. These Principles are incorporated by reference in their entirety in this Key Outcomes document.
2. Maintain the delicate balance of the “three legged stool” between new development, transportation improvements, and community amenities.
3. Create a financially feasible plan with the appropriate use of Community Facilities District(s), developer contributions, and other mechanisms for the completion of transportation improvements and community amenities.
4. Explore the creation of affordable and mixed income housing to meet the needs of all household types by meeting the inclusionary housing requirements on sites in Redevelopment Project Areas and through other mechanisms, such as an inclusionary requirement on lands being converted from industrial uses.
5. Create opportunities for both home-ownership and rental units throughout the study area, and ensure a balance of ownership and rental housing on the Arcadia site.
6. Explore opportunities to increase workplace density on existing industrially zoned land to create mixed-use opportunities, utilizing information provided in the “Trade-Off Analysis.”
7. Capture new retail and commercial opportunities while strengthening all existing retail including the commercial center at the Evergreen Village.
8. To the fullest extent possible, work with affected school districts to ensure adequate school capacity without sacrificing a high quality education environment.
9. Establish a ten-year supply, or “bank”, of residential unit allocations beyond the four opportunity sites to facilitate infill and reuse development in the study area.
10. Protect, enhance, and/or restore natural resources, particularly streams, watersheds, and trees, as part of all private and public development (including parks, trails, etc.).

GUIDING PRINCIPLES FOR LAND USE AND TRANSPORTATION PLANNING IN EVERGREEN

Completed 11-19-03

Note: The Guiding Principles are organized into Key Outcomes/Desired Results and related objectives/strategic approaches to achieve the Key Outcomes. The Key Outcomes are numbered to facilitate discussion; no priority is implied by the numbers. The Key Outcomes are intended to work together to provide a macro-perspective, integrated, holistic, and comprehensive systems view of Evergreen's future. The community also voiced interest in the general concepts of flexibility, adaptability, and measurable objectives. For purposes of this document, "new development" includes development on vacant land as well as the redevelopment of already built properties.

Key Outcome #1: New development should follow the "sustainability" principles of equity, environment and economic development.

Equity

- Promote diversity within neighborhoods.
- Welcome people of all ages, cultures, and socio-economic backgrounds.
- Involve the community in land use decision-making.

Environment

- Protect the environment through energy and water conservation, alternative energy sources (e.g., solar), "greenbuilding," and other sustainability approaches.
- Protect wildlife corridors and other habitats where appropriate and beneficial.
- Maintain the Greenline/Urban Growth Boundary in its existing location.

Economic Development

- Create economic development opportunities for businesses of all sizes and types, consistent with the City's overall economic development goals.

Key Outcome #2: All new development should be high quality and aesthetically pleasing.

- Ensure new development is designed with high level of architectural detail, innovative urban design, and high quality materials.
- Diversify architectural styles.
- Minimize the obstruction of views.
- Ensure new development is compatible (in terms of design, density, massing, etc.) to adjacent properties and is well-integrated with existing neighborhoods and surroundings.
- Ensure new single-family house sizes are commensurate with the size

of the lot and nearby housing developments.

- Locate (i.e., set back) buildings appropriate distances from the sidewalk to create desired neighborhood/community character, landscaping, and friendly and safe pedestrian environment.
- Coordinate and integrate land use planning between land uses (e.g., residential, civic/school/commercial, etc.) to address access, parking, pedestrian connections, and other issues.
- Maintain properties in good condition.
- Ensure new development on larger properties transitions in increasing height and density away from nearby existing lower intensity development.
- Provide adequate parking for all residents and their guests within new residential developments.
- Encourage the renovation, rehabilitation, and revitalization of commercial and residential properties.
- Create safe, well-lit places.
- Beautify the community (i.e., improve the overall aesthetics) of Evergreen through tree plantings, utility undergrounding, and other means.
- Use photo simulation and other three dimensional techniques to simulate new development and its potential impacts to neighborhoods (i.e., increases in height) and the transportation system.

Key Outcome #3: Infrastructure and services should support the planned levels of residential and commercial/retail/office development.

Schools

- Ensure adequate capacity at Evergreen schools without sacrificing a quality educational environment.
- Foster neighborhood schools.
- Institute traffic calming, especially near schools.

Auto Transportation

- Receive funding commitments to construct major transportation infrastructure, including Highway 101 improvements.
- Create a traffic policy to maintain the flow of vehicular traffic on Evergreen streets without compromising livability and other modes of travel (e.g., bicycles, pedestrians, and transit).
- Attempt to minimize auto trips by locating jobs, housing, businesses, and services within close proximity to one another.
- Foster a “reverse commute”.
- Consider a grid street system for large development sites, connecting to the surrounding street network.
- Consider roundabouts instead of traffic signals.

Bus and Rail Transit

- Determine funding mechanisms to construct light rail.

- Encourage transit service that is fast, convenient, frequent, reliable, comfortable, and safe (including the locations of stops/stations).
- Utilize existing public transit system to the greatest extent possible.

Bicycle and Pedestrian Travel

- Create a rich network of safe, well-lit and defensible pedestrian and bicycle connections across neighborhoods, along creeks, and to key destinations (including transit stations) in Evergreen.
- Ensure adequate sidewalk widths, street trees, lighting, and other features to facilitate walking.
- Minimize walking distances to services and public transportation (goal: 5 to 10 minutes).

Parks, Trails, and Open Spaces

- Establish parks, trails, community gardens, and other open spaces that provide recreation and green areas to support existing and future residents and workers.
- Preserve current open space uses to the extent possible.

Libraries and Other Community Facilities

- Provide libraries, community/youth/ senior centers, and other services to support the existing and projected population.

Key Outcome #4: Increase the overall livability of Evergreen by fostering vibrant commercial/business, mixed use, and residential areas linked by various transportation modes and community amenities.

- Add restaurants, post offices, health care facilities (e.g., emergency

rooms), and other neighborhood/commercial services to Evergreen, east of Highway 101.

- Add entertainment uses, including performance venues, in appropriate locations.
- Maintain, expand, and create Farmer’s Markets.
- Introduce mixed use development, including residential/retail or residential/office/retail in the same building.
- Create opportunities for non-profits and community-based organizations to locate in Evergreen.
- Create opportunities for people to meet and socialize in public places, businesses, recreation areas, etc.
- Promote the enjoyment of people and the aesthetics of the area.

Key Outcome #5: Create housing opportunities for a wide range of household types and income levels.

- Establish development opportunities for affordable and mixed income housing to meet the housing needs of all stages of life (single, married, family, “empty nester,” and senior).
- Create opportunities for a range of different housing types (single-family, apartments, condominiums, live/work, etc.).
- Mix housing types within a single development site.
- Create opportunities for both home ownership and rental units.

Key Outcome #6: Apply the concepts of Transit-Oriented Development near future transit stations.

- Maximize the synergy of the planned transit investment by adding high density residential, mixed use (i.e., residential/industrial/commercial/retail), and job-generating development that is oriented to the pedestrian and transit users.
- Balance the mix of uses, including a ground floor retail district oriented to transit stations and civic uses.
- Design the buildings so that residents, workers, shoppers, and others find transit convenient and attractive.
- Place buildings close to the street, consistent with Key Outcome #2, bullet 6 for non-transit areas.
- Orient the buildings and their entries to the street.

**CITY COUNCIL STUDY SESSION
on the
EVERGREEN-EAST HILLS VISIONING STRATEGY**

City Hall, Council Chambers
October 20, 2006
9:00 a.m. - Noon

AGENDA

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| 1. Opening Remarks | 9:00 – 9:15 a.m. |
| 2. Overview on the Evergreen-East Hills Vision Strategy | 9:15 – 9:50 |
| 3. Balancing the Equation between Traffic, Amount of housing, Phasing of Transportation Improvements and Amenities | 9:50 – 10:40 |
| 4. Other Potential Opportunities and Challenges of EEHVS | 10:40 – 11:30 |
| 5. Public Comments | 11:30 - Noon |
| 6. Adjourn | Noon |