



City of San Juan Bautista

The "City of History"

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AGENDA

REGULAR PLANNING COMMISSION MEETING

CITY HALL COUNCIL CHAMBERS

311 Second Street

San Juan Bautista, California

TUESDAY ~ JUNE 12, 2018

In compliance with the American with Disabilities Act, if you need special assistance to attend or participate in the meeting, please call the City Clerk's Office at (831) 623-4661, extension 13 at least 48 hours prior to the meeting.

Any writings or documents provided to a majority of the City Council regarding any item on this agenda will be made available for public inspection at the meeting and in the City Clerk's office located at City Hall, 311 Second Street, San Juan Bautista, California during normal business hours.

**1. Call to Order
Roll Call**

6:00 PM

2. Public Comment

3. Informal Project Review

Any potential and/or future project applicant may present his project to the Commission during Informal Project Review for the purpose of gaining information as preliminary feedback only. No formal application is required and no action will be taken by the Commission on any item at this time.

4. Consent Items

All matters listed under Consent may be enacted by one motion authorizing actions indicated for those items so designated. There will be no separate discussion of these items unless requested by a member of the Planning Commission, a staff member, or a citizen.

A. Approve Affidavit of Posting Agenda

B. Approve Affidavit of Posting Public Hearing Notice

5. Public Hearing Items

A. Consider an Application for a Minor Subdivision of a 12.5 acre parcel at 830 Mission Vineyard Road (APN 002-550-009-0). The property is zoned Industrial (I). The applicant is Dale Coke.

i. Consider Resolution 2018-XX – Approving the Parcel Map at 830 Mission Vineyard (APN 002-550-009-0)

6. Action Items

A. Consider Sign Design Review for San Juan Bautista Fire Department at 24 Polk Street

7. Discussion Items

- A. Provide a Report on the Timeline of Past Amendments to the General Plan**
- B. Report from Planner on Current and Upcoming Projects**
- C. Parks Strategic Plan Report**

8. Comments and Reports

- A. Planning Commissioners**
- B. City Planner**
- C. City Manager**

9. Adjournment

AFFIDAVIT OF POSTING

I, TRISH PAETZ, DO NOW DECLARE, UNDER THE PENALTIES OF PERJURY THAT I AM THE DEPUTY CITY CLERK IN THE CITY OF SAN JUAN BAUTISTA AND THAT I POSTED THREE (3) TRUE COPIES OF THE ATTACHED PLANNING COMMISSION AGENDA. I FURTHER DECLARE THAT I POSTED SAID AGENDA ON THE 6th DAY OF JUNE 2018, AND I POSTED THEM IN THE FOLLOWING LOCATIONS IN SAID CITY OF SAN JUAN BAUTISTA, COUNTY OF SAN BENITO, CALIFORNIA.

1. ON THE BULLETIN BOARD AT CITY HALL, 311 SECOND STREET.
2. ON THE BULLETIN BOARD AT THE CITY LIBRARY, 801 SECOND STREET.
3. ON THE BULLETIN BOARD AT THE ENTRANCE TO THE UNITED STATES POST OFFICE, 301 THE ALAMEDA

SIGNED AT SAN JUAN BAUTISTA, COUNTY OF SAN BENITO, CALIFORNIA,
ON THE 6TH DAY OF JUNE 2018.



TRISH PAETZ, DEPUTY CITY CLERK

AFFIDAVIT OF POSTING

I, TRISH PAETZ, DO NOW DECLARE, UNDER THE PENALTIES OF PERJURY THAT I AM THE DEPUTY CITY CLERK IN THE CITY OF SAN JUAN BAUTISTA AND THAT I POSTED THREE (3) TRUE COPIES OF THE ATTACHED PLANNING COMMISSION PUBLIC HEARING NOTICE. I FURTHER DECLARE THAT I POSTED SAID NOTICE ON THE 1st DAY OF JUNE 2018, AND I POSTED THEM IN THE FOLLOWING LOCATIONS IN SAID CITY OF SAN JUAN BAUTISTA, COUNTY OF SAN BENITO, CALIFORNIA.

1. ON THE BULLETIN BOARD AT CITY HALL, 311 SECOND STREET.
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SIGNED AT SAN JUAN BAUTISTA, COUNTY OF SAN BENITO, CALIFORNIA,
ON THE 6th DAY OF JUNE 2018.



TRISH PAETZ, DEPUTY CITY CLERK

NOTICE OF PUBLIC HEARING CITY OF SAN JUAN BAUTISTA

Pursuant to Government Code Section 65090, the Planning Commission of the City of San Juan Bautista gives notice of a public hearing on **June 12, 2018** at 6:00 p.m. in the Council Chambers at San Juan Bautista City Hall, 311 Second Street. During the public hearing, the following items will be discussed:

- Review and Consider Approval of a Minor Subdivision at 830 Mission Vineyard Road (APN 002-550-009-0), a 12.5 acre parcel zoned Industrial (I) into four parcels with a conveyance for Public Utility Purposes (Subdivision Map Section 66426.5). Approval of the Minor Subdivision is exempt from the California Environmental Quality Act pursuant to Article 19, Section 15300.2 and 15315 of the California Environmental Quality Act.

Staff reports and the full text of all items to be discussed will be available for public review at City Hall on **June 5, 2017**. All members of the public are encouraged to attend the meeting and may address the Planning Commission on the issue during the public hearing. Written comments may be hand delivered or mailed to City Hall (311 Second Street, P.O. Box 1420, San Juan Bautista, CA 95045), or e-mailed to cityplanning@san-juan-bautista.ca.us, not later than **5:00 p.m., June 11, 2018**.

If a challenge is made on the action of the proposed project, pursuant to Government Code Section 65009 court testimony may be limited to only those issues raised at the public hearing described in this notice or in written correspondence delivered to the City at or prior to the public hearing.

Posted: June 1, 2018

CITY OF SAN JUAN BAUTISTA

PLANNING COMMISSION

STAFF REPORT

DATE: June 12, 2018

SUBJECT: Minor Lot Subdivision/Parcel Map PM 2018 - 101

APPLICANT: Dale Coke - Coke Farms

APN: 002-550-009-0

LOCATION: 830 Mission Vineyard Road

LOT SIZE: 12.5 ACRES

GENERAL PLAN: Industrial

ZONING: I - Industrial

DETAILS: The property owner is requesting a parcel map approval for a four parcel minor subdivision with a remainder parcel for public utility purposes from the existing 12.5 acre parcel. The proposed minor subdivision would extend from Old San Juan-Hollister Road southeasterly to front with Mission Vineyard Road. The current zoning classification and General Plan Designation is Industrial. The existing land use is agricultural and farming is actively taking place. The resulting parcels would comply with the current Industrial zoning standards with at least 100 foot widths and at least 10,000 square feet in size.

The property owner intends to continue to farm the land, but would like to record a parcel map as attached. There are no plans to develop the parcels beyond the current use at this time.

City Staff including Engineering has been involved with the review of this proposal. The proposed parcel map as shown is in compliance with engineering standards including the State Subdivision Map Act. Since this proposal will create a remainder parcel to be used for public utility purposes, the next steps in this process include the following.

The Lot for City Well 6 Site could be created in fee title as a Conveyance for Public Utility Purposes (Subdivision Map Section 66426.5). Once the Parcel Map is approved by Planning Commission, approved by the City Engineer, and signed by all parties, the map documents would be presented for recording at the County Recorder in the following sequence:

1. City staff records a Conveyance for Public Utility Purposes to create the City Well 6 site in fee title. The recorded document number is added to the Parcel Map Mylar.
2. City staff records Parcel Map

CEQA: Every project is required to be analyzed to determine potential environmental effects on the surrounding area and environment. Staff reviewed the project and cross checked it with the guidelines from the California Environmental Quality Act (CEQA). It was concluded from the review that the project can be categorically exempt from CEQA review. The project meets the guidelines for exemption under CEQA, Article 19, Sections 15300.2, 15301, 15315.

Findings:

1. The proposed project would create four standard lots and a remainder parcel for Public Utility Purposes, with no change in the current zoning; thus, it is consistent with the General Plan and Zoning District of the City of San Juan Bautista.
2. The proposed project is consistent with the standards and requirements of the San Juan Bautista Municipal Code.
3. The proposed project would not adversely affect the surrounding neighborhood and would not be detrimental to the health and welfare of the residents living and working in the area, because no new development is proposed with this project.

Action:

1. Planning Commission open and conduct the Public Hearing
2. Received Oral comments, written communications, electronic communications and public input and testimony.
3. Close the Public Hearing
4. Planning Commission discuss the project
5. Planning Commission deliberate and make the determination to deny, modify, approve or continue the application to a date certain.
6. Consider adoption of Resolution 2018-xx, a resolution of the Planning Commission of the City of San Juan Bautista approving the parcel map for PM 2018-101 with conditions of approval.

Attachments:

Draft Resolution
Parcel Map
Record of Survey

RESOLUTION 2018 - xxx

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF SAN JUAN BAUTISTA APPROVING THE PARCEL MAP 2018-101 AT 830 MISSION VINEYARD (APN 002-550-009-0)

WHEREAS, the Planning Commission conducted a public hearing on June 12, 2018 for Parcel Map 2018-101, and

WHEREAS, the Planning Commission received oral comments, written correspondence, electronic communication and public testimony at the public hearing, and

WHEREAS, the Planning Commission acknowledges that notices were sent to property owners within 300 feet of the project boundaries as listed on the latest equalized assessment roll, and

WHEREAS, the Planning Commission reviewed the staff report for the project together with findings that the proposed parcel map is categorically exempt from CEQA review, and

NOW, THEREFORE, BE IT RESOLVED, that the Planning Commission of the City of San Juan Bautista hereby approves the Parcel Map attached herewith and made a part hereof.

PASSED AND ADOPTED by the Planning Commission of the City of San Juan Bautista at a regular meeting held on June 12, 2018 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:

Darlene Boyd, Chairperson

Trish Paetz, Deputy City Clerk

BASIS OF BEARINGS

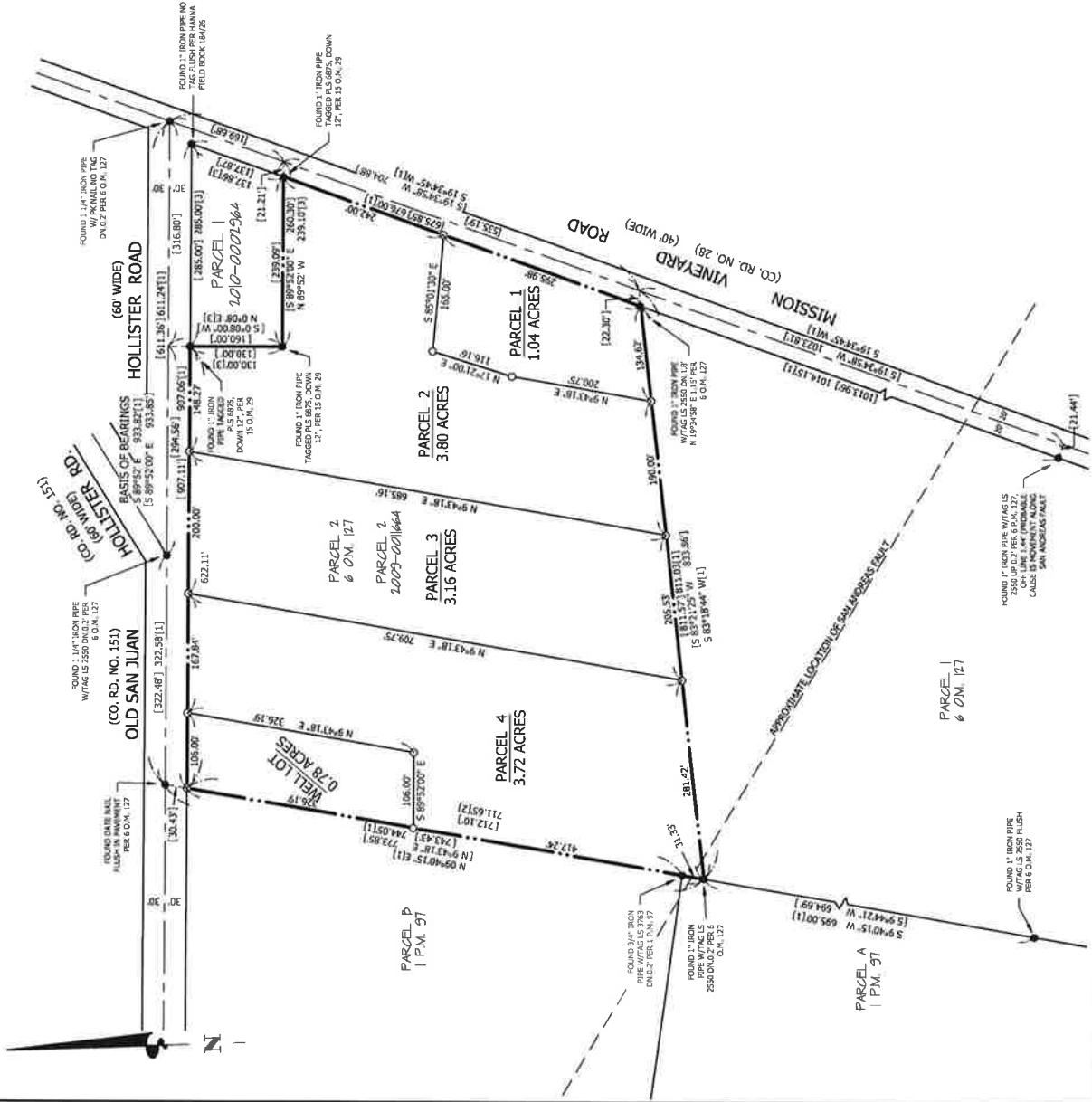
THE BEARINGS ON THIS MAP ARE BASED ON THE CENTERLINE OF OLD SAN JUAN HOLLISTER ROAD AS FOUND AND MONUMENTED AND RECORDED AS S 89°52'00" E IN BOOK 6 OF MAPS, PAGE 127, SAN BENITO COUNTY RECORDS.

LEGEND

- DENOTES SET 1 INCH IRON PIPE TAGGED LS 8875 UNLESS OTHERWISE INDICATED
- DENOTES FOUND MONUMENT AS NOTED
- (1) DENOTES RECORD DATA PER VOLUME 6 OF MAPS, PAGE 127, SAN BENITO COUNTY RECORDS.
- (2) DENOTES RECORD DATA PER VOLUME 10 OF PARCEL MAPS, PAGE 27, SAN BENITO COUNTY RECORDS.
- (3) DENOTES RECORD DATA PER RECORDS FILE NO. 2013-001664, SAN BENITO COUNTY RECORDS.
- () DENOTES RECORD DATA PER VOLUME 15 OF MAPS, PAGE 29, SAN BENITO COUNTY RECORDS.
- DENOTES CENTERLINE
- DENOTES DISTINCTIVE BOUNDARY
- ALL DISTANCES SHOWN ARE IN FEET AND DECIMALS THEREOF UNLESS OTHERWISE INDICATED.

EASEMENTS:

1. AN EASEMENT FOR DOMESTIC WATER AND INCIDENTAL PURPOSES, RECORDED JUNE 15, 1966, IN VOLUME 319 OF OFFICIAL RECORDS, PAGE 500, AFFECTS THE SUBJECT PARCEL, THE EXACT LOCATION OF WHICH CANNOT BE DETERMINED FROM THE RECORD.



PM NO. 2018-??? PARCEL MAP

A SUBDIVISION IN THE INCORPORATED TERRITORY
OF THE CITY OF SAN JUAN BAUTISTA, COUNTY OF SAN BENITO
STATE OF CALIFORNIA

A PORTION OF SECTION 3

T. 13 S., R. 4 E., M.D.B.&M.

MAY, 2018

SCALE: 1" = 100'

SAN BENITO ENGINEERING & SURVEYING, INC.

502 MONTEREY STREET

HOLLISTER, CALIFORNIA 95023

(831) 637 - 2763

JOB NO. 118031
DRAWING NO. 18031-PM
SHEET 2 OF 2 SHEETS

BOOK _____ OF PARCEL MAPS, PAGE _____

CITY OF SAN JUAN BAUTISTA

PLANNING COMMISSION/HISTORIC RESOURCES BOARD

STAFF REPORT

Date: June 12, 2018

To: Planning Commission/Historic Resources Board

From: Todd Kennedy, Associate Planner

Through: Joe Guevara, Public Works Supervisor

Through: Michael LaForge, City Manager

Subject: **New sign Installation/Replacement Proposal for Fire Station 4**

BACKGROUND:

Staff is proposing to install a new sign in front of Fire Station 4 located at 24 Polk Street next to City Hall the building above the 2nd Street bay doors. This new proposal is a replacement of a previous sign "Volunteer Fire Department", which was removed when Hollister Fire took over the fire protective service.

This case is being proposed to both Planning Commission and Historic Resources Board for two reasons.

1. This location is within the Historic District Area of the City and this has been determined as a Minor Historic Review per staff review. Staff determined this case be presented to the Board.
2. It was brought to staff's attention that previous sign and/or design reviews of similar nature were a concern and Commission requested these types of reviews be heard for discussion and decision.
3. There is no significant for Station 4 currently.

ANALYSIS:

This proposed sign would be in line with the character of the building and have a rustic design that compliments the theme of the community and design guidelines. The sign would not encroach beyond the roof line and be less than

12 square feet and have a clearance of more than 7.5 feet above grade that is in compliance with Section 11-10-070 of the Sign Ordinance. Furthermore, the sign is being produced in-house, which is beneficial for the City and Fire District alike. If approved, the sign would be required to comply with applicable building codes during the installation process.

ACTION:

Staff recommends the Planning Commission and Historic Resources Board approve the proposed sign.

ATTACHMENTS:

Draft Resolution

Sketch of the proposed sign

Photos of the proposed sign location at the Fire Station

Sign production photos

Previous Sign

RESOLUTION 2018 - xxx

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF SAN JUAN BAUTISTA APPROVING THE SIGN DESIGN REVIEW FOR FIRE STATION 4 AT 24 POLK STREET WITHIN THE HISTORIC DISTRICT

WHEREAS, the Historic Resources Board has reviewed the proposed sign for Fire Station 4 at 24 Polk Street within the Historic District and forwarded a recommendation to the Planning Commission, and

WHEREAS, the Planning Commission has considered the recommendation from the Historic Resources Board and makes the following finding to approve the Sign Design Review request.

1. That the proposed Sign Design Review request is compatible with the historic context of the downtown area Historic District and that it complies with the Sign Design Guidelines and the historic context of the Historic District and the character of the community.

NOW, THEREFORE, BE IT RESOLVED, that the Planning Commission of the City of San Juan Bautista hereby approves the Sign Design Review for Fire Station 4 located at 24 Polk Street.

PASSED AND ADOPTED by the Planning Commission of the City of San Juan Bautista at a regular meeting held on June 12, 2018 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Darlene Boyd, Chairperson

ATTEST:

Trish Paetz, Deputy City Clerk

CITY OF SAN JUAN BAUTISTA

PLANNING COMMISSION

STAFF MEMO

DATE: June 12, 2018

Item 6A. **Timeline of Past Amendments to the General Plan**

DISCUSSION: The San Juan Bautista General Plan is in affect and was adopted by Council on February 16, 2016 by the following resolutions.

- **Resolution 2016-09 - Approving the Background Report**
- **Resolution 2016-10 - Approving the Final Environmental Impact Report**
- **Resolution 2016-11 - Approving and adopting the 2035 General Plan**

Planning Commission heard and reviewed the General Plan. They recommended adoption of the 2035 General Plan on January 5, 2016.

- **Resolution 2016-07 - Recommending to City Council Adoption of the 2035 General Plan**

BACKGROUND: The current General Plan was updated from the previous General Plan last updated in 1998. By making this update, there were several areas of the city that received different General Plan Designations/Zoning Classifications in the 2016 document than in the 1998 document. Both General Plan Maps are attached.

Based on staff research and findings, the update to the General Plan began in the fall of 2013. California Polytechnic State University, College of Architecture and Environmental Design was contracted by the City to manage the update. Students from the Graduate Studio Planning Team were tasked with managing and completing the update process. This process began with community visioning and initial studies. From 2014 through 2015 is when community outreach took place. This included community meetings that involved

members of the public and committee members. Community input was received and incorporated into the drafts.

Although there was general support of the amendment and recommendations made, there was opposition to some of the changes. A letter was submitted to Planning Commission in August of 2014 from a concerned citizen and that is attached. Furthermore, input and comments were received from various agencies including the State Clearinghouse, Caltrans, and the State Department of Conservation. All this information was gathered leading up to the Planning Commission Hearing held on January 5, 2016.

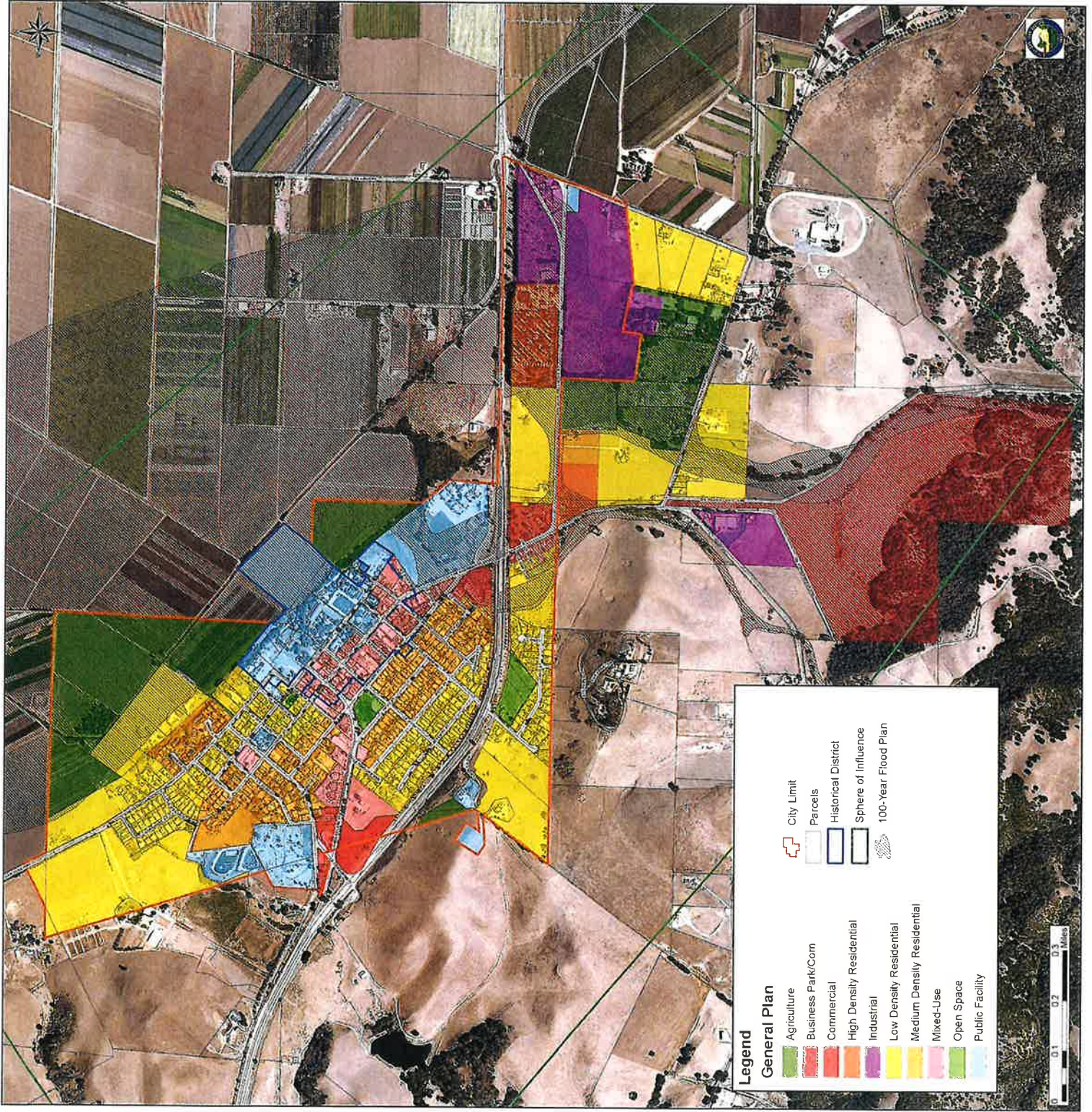
Previous activity that took place before 2013 included a General Plan/Zoning Amendment for a parcel located on The Alameda going towards State Hwy 156. The parcel number is 02-50-5 and the amendment changed the zoning from Mixed - Use to Public/Quasi Public. The reason for this change was because the parcel is school district property. Furthermore, Specific Plans were studied in the area along the San Juan Canyon Road corridor and Mission Vineyard Road. One study took place in 2000 and the other took place in 2007. There is no record found that any of those plans were officially adopted by the City.

ACTION:

No Action necessary. Update for Commission from the May 1, 2018 Hearing.

Attachments:

1. Current 2016 General Plan Map
2. Official Resolution 2016-11
3. Official Resolution 2016-10
4. Official Resolution 2016-09
5. Staff Report to City Council
6. Official Resolution 2016-07
7. Letter from San Juan Bautista Resident
8. 1998 General Plan Map and document
9. Draft 2007 Specific Plan Study
10. 2000 Specific Plan Presentation



RESOLUTION 2016-11

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN JUAN BAUTISTA ADOPTING THE 2035 GENERAL PLAN

WHEREAS, State law requires each City to adopt a General Plan in accordance with Government Code 65300 et. seq., and

WHEREAS, the City of San Juan Bautista initiated the preparation of a comprehensive long range General Plan that will guide the growth and development of the City to the year 2035, and

WHEREAS, the 2035 General Plan was present and circulated for public participation, input, discussion and development at several community meetings, public hearings, public forums and workshops, and

WHEREAS, the 2035 General Plan includes the required elements to establish the vision, policies, goals, objectives and programs to guide the City for future expansion and development, and

WHEREAS, the City Council held a public hearing on February 16th, 2016 to accept public input, comments and testimony on the 2035 General Plan, and

WHEREAS, the City Council has reviewed the 2035 General Plan, received comments, public input and testimony and, in light of the whole record before them, make the following findings to support the adoption of the 2035 General Plan.

1. The 2035 General Plan was prepared in compliance with the State of California Government Codes and all applicable guidelines.
2. The public hearing allows the City Council to received public input, review and identify potential significant environmental impacts, provide mitigation measures to minimize potential impacts to a less than significant level.
3. The 2035 General Plan will provide the vision and guidance to the City for future growth, development and expansion to the year 2035.
4. The adoption of the 2035 General Plan will be consistent with the goals, vision and objectives of the community and its residents.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of San Juan Bautista does hereby accept the recommendation from the Planning Commission and adopts the 2035 General Plan.

PASSED AND ADOPTED by the City Council of the City of San Juan Bautista on the 16th day of February, 2016 by the following vote.

AYES: Edge, Lund, Boch, West, Martorana

NOES: None

ABSENT: None

ABSTAIN: None



Mayor Rick Edge

ATTEST:



City Clerk Connie Schobert

RESOLUTION 2016-10

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN JUAN BAUTISTA APPROVING THE FINAL ENVIRONMENTAL IMPACT REPORT FOR THE 2035 GENERAL PLAN

WHEREAS, State law requires local agencies to prepare and adopt a comprehensive and long-range general plan for the physical development and growth, and

WHEREAS, the City of San Juan Bautista entered into an agreement with Cal-Poly University to prepare and development a General Plan that will extend to the year 2035, together with an environmental impact document that identifies the potential impacts and mitigation measures to render the General Plan to have a less than significant effect on the community, and

WHEREAS, the notice of preparation was filed and the environmental impact report was circulated to the community at large, the State Clearing House, and agencies within San Benito County and the region for input and comments as required by the CEQA guidelines, and

WHEREAS, the Draft Environmental Impact Report was presented to the public for review, comments, input and public participation at several public hearings, public forums and workshops, and

WHEREAS, the Final draft of the Environmental Impact Report for the 2035 General Plan was presented to the public for input and comments on December 1st, 2015, and

WHEREAS, the City Council reviewed the final EIR, accepted the public input, comments, and recommendation from the Planning Commission and, in light of the whole record before them, make the following findings.

1. The environmental impact report for the 2015 General Plan was prepared in compliance with the California Environmental Quality Act Guidelines.
2. The hearing of the Final Draft of the EIR allows the City Council and public to review and identify potential significant environmental impacts of the 2035 General Plan and provide mitigation measures for avoiding those impacts to a less than significant level to the community.
3. The 2035 General Plan will provide the vision and guidance to the City for future growth, development and expansion to the year 2035.
4. The adoption of the final draft of the EIR for the 2035 General Plan will be consistent with the goals and objectives of the community and its residents.

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of San Juan Bautista hereby approves the final draft of the Environmental Impact Report for the 2035 General Plan.


PASSED AND ADOPTED by the City Council of the City of San Juan Bautista on this 16th day of February, 2016 by the following vote.

AYES: Edge, Lund, Boch, West, Martorana

NOES: None

ABSENT: None

ABSTAIN: None



Mayor Rick Edge

ATTEST:



City Clerk Connie Schobert

RESOLUTION 2016-09

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN JUAN BAUTISTA
APPROVING THE 2035 GENERAL PLAN BACKGROUND REPORT**

WHEREAS, the City of San Juan Bautista prepared a General Plan in accordance with State of California Government Code requirements, and

WHEREAS, the Background Report for the 2035 General Plan provides a detailed description of a wide range of topics within the City that address the unique early California living and history of San Juan Bautista, and

WHEREAS, the Background Report allows the City Council, the public and citizens with purpose and context for making decisions that will meet the vision, goals, objectives, policies and programs contained in the 2035 General Plan, and

WHEREAS, the Background Report serves as the pretext of the environmental setting for the environmental impact report prepared for the approval and adoption of the 2035 General Plan.

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of San Juan Bautista does hereby approve the Background Report for the 2035 General Plan.

PASSED AND ADOPTED by the City Council of the City of San Juan Bautista on this 16th day of February, 2016 by the following vote:

AYES: Edge, Lund, Boch, West, Marforana

NOES: None

ABSENT: None

ABSTAIN: None

ATTEST:


City Clerk Connie Schobert


Mayor Rick Edge

CITY OF SAN JUAN BAUTISTA

CITY COUNCIL

STAFF REPORT

DATE: February 16, 2016

SUBJECT: Adoption of 2035 General Plan, Final Environmental Impact Report, and Background Report

Discussion: Staff has assembled the final version of the General Plan, Environmental Impact Report, and the Background Report for approval and recommendation to the City Council. Cal Poly's general plan team, together with the city staff, held numerous public hearings and community meetings along with extensive public outreach to the community for their input. There have been some minor corrections and typographical editing of the final version that reflects the vision, goals, objectives and policies for the City's future growth, development and expansion. The 2035 General Plan will provide guidance and purpose to the City for the next 20 years.

Recommendation: The Planning Commission adopted the Background Report, Final Environmental Impact Report, and 2035 General Plan and recommend approval by the City Council.

The adoption of a general plan must follow the procedures specified by the Government Code §65350. The Planning Commission conducted a public hearing and adopted the 2035 General Plan with a recommendation. The City Council is required to conduct a public hearing and approve by resolution the general plan. The approval must be made by an affirmative vote of not less than a majority of its total voting members, not just a majority of members present. Government Code §65354, §65356.

Excerpts from the Government Code:

§65350 Cities and counties shall prepare, adopt, and amend general plans and elements of those general plans in the manner provided in this article.

§65354 The Planning Commission shall make a written recommendation on the adoption or amendment of a general plan. A recommendation for approval shall be made by the affirmative vote of not less than a majority

of the total membership of the commission. The planning commission shall send its recommendation to the legislative body.

§65356 The legislative body shall adopt or amend a general plan by resolution, which resolution shall be adopted by the affirmative vote of not less than a majority of the total membership of the legislative body. The legislative body may approve, modify, or disapprove the recommendation of the Planning Commission, if any. However, any substantial modification proposed by the legislative body not previously considered by the Planning Commission during its hearings, shall first be referred to the Planning Commission for its recommendation. The failure of the Commission to report within 45 calendar days after the referral, or within the time set by the legislative body, shall be deemed a recommendation for approval.

The Background Report serves as a reference to provide context and purpose to the community of the information which was used to establish the goals, objectives, policies and programs of the General Plan. The Background Report provides information from 2013 -2014 of essential elements and information obtained during that period to prepare the general plan. It does not have approval authority over the general plan.

The Final Environmental Impact Report is the legal document enabling the General Plan to be approved. It addresses the potential environmental effects that may result from the goals, objectives, policies and programs of the 2035 General Plan. It must be consistent with the guidelines and requirements of CEQA.

Upon completion of approval of all three documents, the Background Report and Environmental Impact Report will be filed and referenced from time to time as needed. The one document which will be used on a daily basis on every project, capital improvement program, resolution or ordinances considered by the Commission or Council will be the General Plan goals, objectives, policies and programs. Another key component of the 2035 General Plan is Section 18, the Strategic Plan. This section will help guide the Strategic Planning Committee in its effort to search, investigate, find and recommend various funding sources for implementation of the programs identified in the document.

1. Open the Public Hearing
2. Review the Staff Report

3. Receive public input, comments and public testimony.
4. Close the Public Hearing, bring the discussion to the Council.
5. Council Members articulate, discuss and make comments.
6. Consider Adoption of Resolution 2016-XX approving the Background Report.
7. Consider Adoption of Resolution 2016-XX approving the Final Environmental Impact Report.
8. Consider Adoption of Resolution 2016-XX approving the 2035 General Plan.

RESOLUTION 2016-07

**A RESOLUTION OF THE PLANNING COMMISSION OF THE
CITY OF SAN JUAN BAUTISTA RECOMMENDING TO THE CITY COUNCIL THE
ADOPTION OF THE 2035 GENERAL PLAN**

WHEREAS, State law requires each city to adopt a General Plan in accordance with Government Code 65300 et. seq., and

WHEREAS, the City of San Juan Bautista initiated the preparation of a comprehensive long range General Plan that will guide the growth and development of the City to the year 2035, and

WHEREAS, the 2035 General Plan was present and circulated for public participation, input, discussion and development at several community meetings, public hearings, public forums and workshops, and

WHEREAS, the 2035 General Plan includes the required elements to establish the vision, policies, goals, objectives and programs to guide the City for future expansion and development, and

WHEREAS, the Planning Commission conducted a public hearing on December 1st, 2015 to provide input, comments and discussion on the 2035 General Plan.

NOW, THEREFORE , BE IT RESOLVED that the Planning Commission of the City of San Juan Bautista does hereby approve and recommend to the City Council adoption of the 2035 General Plan.

PASSED AND ADOPTED by the Planning Commission of the City of San Juan Bautista on the 5th day of January, 2016 by the following vote.

AYES: Franco, Guibert, Medeiros, Gredassofoff

NOES: None

ABSENT: None

ABSTAIN: None


Chairperson Ernest J. Franco

ATTEST:


Deputy City Clerk Trish Paetz

Ref 2/21/14
RF

August 29, 2014

Dear Planning Commission.

My name is Darlene Anger and I am writing about concerns to the proposed new General Plan. Down property that would effect this change at 21 Ahwahnee Street.

I prefer that we stay with the current General Plan and do not change the Urban Growth Boundary and Land Use designation from Agricultural to Low Density Housing in regards to the proposed Rancho Vista Development. I would prefer expansion on the other side of San Juan as designated in the original plan.

I am very concerned about:

- water
- Police and Fire protection
- Sewer system
- Traffic

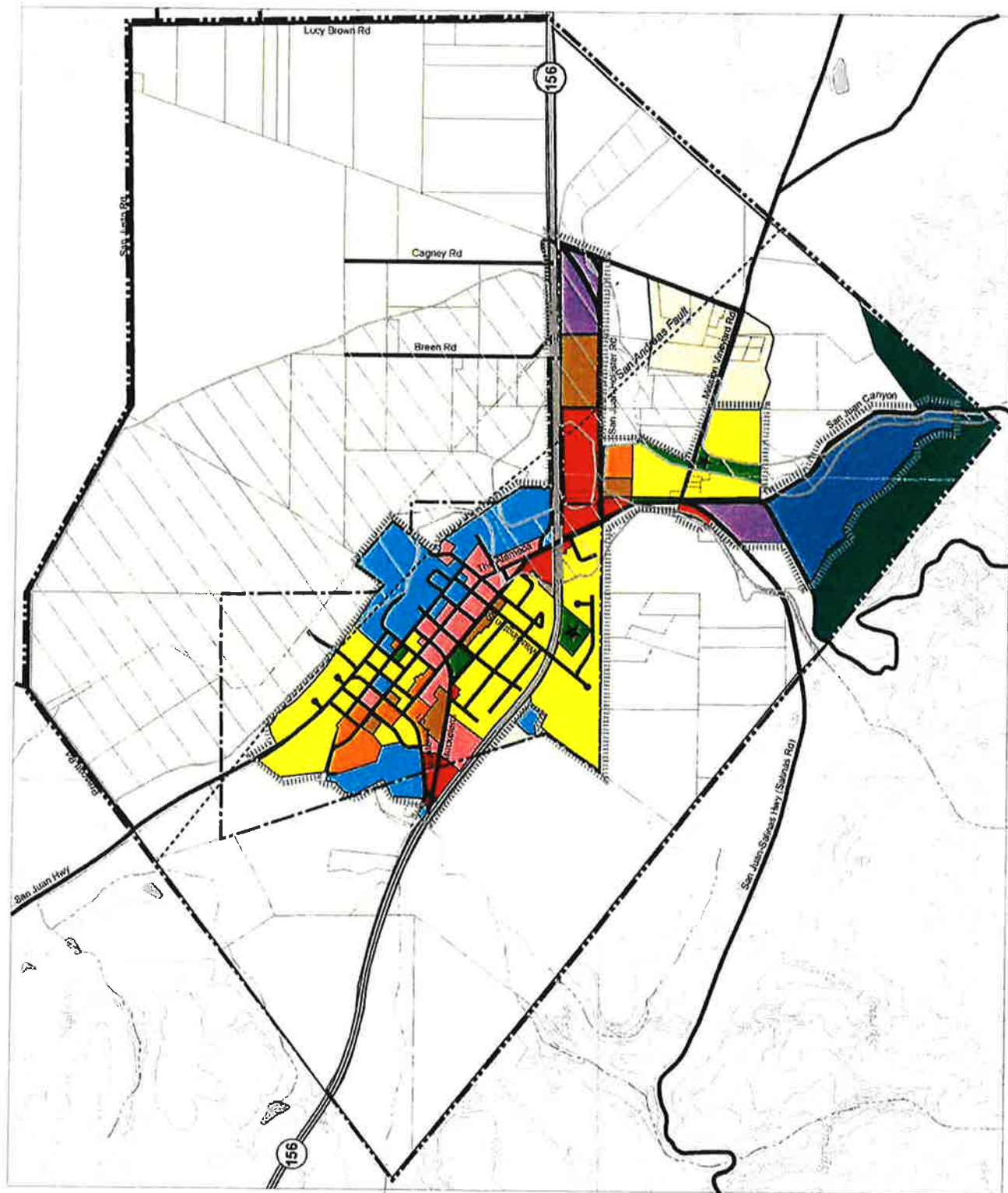
When I purchased my property I was under the impression that the land behind me was zoned Agricultural with no proposed development. I would not have bought knowing there might be a large housing development behind me.

I don't think any changes should be made without a public vote affecting the residents of San Juan.

Thanking you for your time.

Darlene R. Anger
mailing address: 1121 Anzar Road
San Juan Bautista, CA
95045

**Figure 2-4:
Land Use
Diagram -
Planning Area**



SAN JUAN BAUTISTA
GENERAL PLAN

City of
San Juan Bautista, California

Adopted September 29, 1998

What is the General Plan?

The San Juan Bautista General Plan contains the City's official policies on land use, transportation, housing, open space and conservation, safety, public services, community design, and historic preservation. Its policies apply to both public and private properties. Its focus is on the physical form of the City.

At its most basic level, the Plan is the primary tool for guiding San Juan Bautista's future development. Its preparation is explicitly required by the State, as it is in all cities and counties in California. Yet even if it were not required, having a plan for San Juan Bautista's future makes sense. The City is faced with tough choices about growth, transportation, water, schools, and neighborhood improvement on a daily basis. A General Plan provides a guide for making these choices by describing long-term goals for the City's future and setting policies for day-to-day decisions.

The Plan is used by the Planning Commission and City Council to evaluate land use changes and to make funding and budget decisions. It is used by City Staff to regulate building and development and to make recommendations on projects. It is used by private citizens to understand the City's long-range plans for different areas. The Plan provides the basis for the City's zoning regulations.

The General Plan is a legal document and must meet specific State requirements for content. Seven mandatory topics, or "elements," must be included. Cities can organize their elements as they please, develop their own formats, and add optional elements to address subjects of local concern. In addition to the mandatory elements, San Juan Bautista's General Plan contains optional elements addressing Public Services, Community Design, and Historic Preservation.

The State of California requires that the General Plan must be comprehensive, long-range, and internally consistent. The "comprehensive" requirement applies to the Plan's geographic area as well as the topics it covers. This Plan's policies apply to a 3,000 acre "planning area" that includes the City and surrounding rural lands and open space (see the box on the next page for a description of the different geographic areas referenced by the Plan). The "long-range" requirement usually means the plan must look 10 or 20 years into the future. This Plan looks towards a horizon year of 2015. The "consistency" requirement means that the Plan must not contain contradictory statements or policies. The maps must be consistent with the text, and the Elements must support one another.

San Juan Bautista is a community of diverse character, a place where history lives against the backdrop of the hills and farms of San Benito County. All of us, from those who were born here to the newest arrivals, share a common belief that the best qualities of this town are its small size, its quiet streets and safe neighborhoods, its attractive historic buildings, and the abundant agriculture and open space that surround it. This General Plan strives to protect these qualities for ourselves, our children, and future generations.



Geographic areas referenced in the General Plan

☛ City of San Juan Bautista refers to the area within the existing (1998) city limits. The City encompasses about 450 acres. About 300 acres of that area are developed.

☛ The Sphere of Influence is intended to include all land that will eventually be annexed to the City. It is used by the San Benito County Local Agency Formation Commission (LAFCO) to evaluate the City's annexation requests. San Juan Bautista's sphere encompasses about 2,000 acres of land.

☛ The Planning Area is the area covered by the General Plan. It includes all land within the City limits as well as any land outside the City limits that bears relation to the City's planning. The Planning Area includes the City, the entire Sphere of Influence, and another 1,000 acres of farmland, for a total of 3,000 acres. This area extends to Lucy Brown Road on the east, San Justo Road on the north, the mouth of San Juan Canyon on the south, and the Nyland Ranch on the west.

☛ The Plan also identifies an Urban Growth Boundary, or UGB. This is the area planned for urban uses during the lifetime of this General Plan. It encompasses about 325 acres within the City limits and another 145 acres to be annexed and provided with urban services by the year 2015.

These boundaries are shown in Figure 1-1. San Juan Bautista's location in the region is shown in Figure 1-2.

How to Use The General Plan

San Juan Bautista's General Plan is intended for use by all members of the community. It is intended to be an overall vision for the future and can be consulted for information about a particular geographic area in or near the City, or a particular topic of interest.

The Plan is intended to guide private development. If you own land in or around San Juan Bautista or are interested in purchasing land, you can use the Plan to review the City's development policies. The Plan's Land Use Diagram shows the different uses permitted in each part of town. Although the Diagram is a useful starting point, it is important to review maps and policies throughout the document to get the full perspective on how and where development may take place.

The Plan is to be used as a tool for making local government decisions. It is used by the Planning Commission and City Council to evaluate development proposals, prioritize capital improvements, and initiate annexations. It is also intended to guide San Benito County as it makes land use decisions in the San Juan Valley, and to assist State agencies like Caltrans in planning and funding

transportation improvements. Just as the Plan provides guidance in how to spend local funds, it is also intended to provide the documentation necessary for obtaining certain state and federal grants.

The Plan is also a tool for making change happen. It identifies more than 200 actions the City can take during the next few years to help achieve its goals. Some of these actions are simple, like reprinting a walking tour brochure or installing a new sign. Others, like updating the zoning ordinance or replacing water lines, are more expensive and will take longer to implement.

Finally, the General Plan is an informational and educational tool. It is a resource document for San Juan Bautista residents and businesses and contains useful data on the City and the Planning Area.

Format and Organization of the Plan

Each of the elements of the General Plan shares a common format and organization. Every element includes the following sections:

- An "Introduction" which summarizes the purpose of the element and its contents.
- "At This Point In Time" describes conditions as they are in 1998. This section provides background data to make the Plan more useful as a reference document and to provide the technical basis for its policies and programs.
- "Looking Towards 2015" describes the major concepts and changes envisioned during the future for each element topic.
- "Goals, Policies, and Programs" are included in each element. The goals are broad statements that describe ideal future conditions for a particular topic like air quality or traffic. Policies provide more guidance on decisions relating to the goals and indicate a general direction that the City will follow in the future. Programs have been developed for some of the policies. Each program is an action, activity, or strategy to be carried out in the future.

The document contains nine chapters, including this Introduction and eight elements. Following this chapter, the Land Use Element describes existing land uses in the City and presents concepts for the City's future development. The Transportation Element addresses roads, pedestrians, bicycles, trucks, transit, and parking. The Housing Element explores demographic and housing conditions in the City and develops policies and programs to meet current and future housing needs. The format of the Housing Element is different from the other Elements since it must respond to specific State requirements for content. It is longer than the other Elements and contains more background data. Within the body of the Element, a funding source, responsible agency, and timeline is included for each program.

This General Plan contains the following eight elements:

- Land Use
 - Transportation
 - Housing
 - Open Space and Conservation
 - Safety
 - Public Services
 - Community Design
 - Historic Preservation
-



of current residential growth control measures, only a portion of this development will occur by 2015.

During late 1996 and early 1997, the Advisory Committee met five more times to discuss the specific policies to be included in the new Plan. The City Council and Planning Commission were briefed on the Committee's progress. A first draft of the Plan was written during Spring 1997, with an Administrative Draft published in June 1997. This document was revised to consolidate policies and programs, eliminate potential inconsistencies, and respond to CAC and Staff concerns.

A Public Review Draft was published in March 1998. The document was made available to the general public and was circulated to government agencies, including the School District and the County. The City Planning Commission held public hearings on the Plan and EIR in April, May, and June 1998. Both written comments and oral testimony were considered and a number of changes were recommended by the Commission. The Planning Commission forwarded the Plan to the City Council on July 15, 1998. The Council held two additional public hearings and adopted the Plan on September 29, 1998.

The City did not start this process from scratch. In fact, San Juan Bautista's first General Plan was prepared in 1965. A major update of that Plan took place from 1978 to 1983, with dozens of meetings and hundreds of residents participating. By 1995, it became apparent that a new Plan was needed to guide the City into the 21st century. This document is the product of that effort.

Implementing and Amending the Plan

State law requires that local governments implement their General Plans after they are adopted. Each Element of the Plan includes specific implementation programs. These are summarized in the appendix at the end of the document. Some of the more critical programs are revision of the zoning ordinance, updating of the City's subdivision standards, preparation of a Specific Plan for the area south of San Juan-Hollister Road, application for grants, and development of a capital improvement program. The General Plan is also implemented on a day to day basis, through the decisions of Staff, the Planning Commission, and the City Council. Their decisions and actions must be consistent with the Plan.

Once adopted, the General Plan does not remain static. State General Plan guidelines recommend regular one-year and five-year reviews of all General Plan Elements and include provisions for amending the Plan. State law permits up to four amendments each year, but any number of changes can be included in each of the four amendments. Both the Plan diagrams and the Plan text may be



Diversifying the Economic Base

The General Plan emphasizes the importance of tourism to the local economy and includes policies and programs to enhance the City's appeal to visitors. It also includes policies to attract new business and industry to the City, particularly those which are agriculturally-related. The Plan strives to create jobs for San Juan Bautista residents, tax revenues to improve local services, and an increased customer base for local businesses.

Providing New Housing Opportunities

The shortage of housing, particularly rental housing, is known to everyone in San Juan Bautista. The Plan's Housing Element includes measures to increase the supply of affordable housing and provide new housing opportunities for San Juan's young families and senior citizens. It emphasizes the development of "mixed use" projects which incorporate housing over retail or office uses, and provides opportunities for "live-work" studios or cottages where local artisans and craftspeople can earn their living from home.

Protecting Historic Resources

The Plan renews the City's commitment to protecting the historic buildings, sites, and places that make San Juan Bautista unique. The Historic Preservation Element establishes policies and programs to achieve this goal. The Plan also includes a Community Design Element, which recommends that new development areas incorporate some of the traditional qualities of San Juan's older neighborhoods.

Plan Authority Outside the City Limits

The box at the top of Page 1-2 describes the different geographic areas covered by the General Plan, including the *City*, the *Sphere of Influence*, the *Planning Area*, and the *Urban Growth Boundary*. Only about 15 percent of the area covered by the Plan lies within the current City limits. The balance of the area is in unincorporated San Benito County. **The County will retain planning and building authority over these areas until and unless they are annexed by San Juan Bautista.** The policies in this document and the designations on the Land Use Diagram are intended to assist the County as it considers development applications in the unincorporated parts of the Planning Area, and to identify which areas will eventually be annexed by the City. This General Plan has been structured to be consistent with the County Plan to avoid future conflicts between County actions and the City's policies for these areas.



INTRODUCTION

The Land Use Element presents a vision for the future that will guide local development decisions during the lifetime of the General Plan. Although all of the General Plan Elements are equal in terms of the weight they carry, this Element more than any other is the centerpiece of the document. Its focus is on the future form of the City, including policies on growth and urban service provision, the location of new housing and employment areas, and conservation of farmland in the San Juan Valley. These policies provide a framework for the policies and maps in the other elements. The Land Use Element, and the accompanying Land Use Diagram, also serve as the basis for zoning and subdivision controls.

The requirements for the Land Use Element are spelled out in Government Code Section 65302 (a). The Element designates the general distribution, location, and extent of land used for housing, business, industry, open space, education, public buildings and lands, and waste disposal facilities. It includes text, tables, graphs, and maps to help the reader understand the City's intentions. It also includes a "Land Use Diagram" depicting the general extent and type of development envisioned by the year 2015. While the Diagram is one of the most essential parts of the Plan, it must be considered in conjunction with policies and text to truly understand the City's development objectives.

The Element is organized into three major sections. The first section provides a snapshot of where San Juan Bautista stands today. It describes the community's setting, profiles existing land uses and trends, and highlights current land use issues. The second section provides a vision for where the City is going. It describes the overall concept for the City's growth, a map showing the land uses to be allowed in the future, and definitions of these land uses. The third section presents goals, policies, and programs to guide the City's development. The policies provide a "road map" for achieving the City's vision.

The Land Use Element includes a special section not previously included in the San Juan Bautista General Plan. The "Extra-territorial Jurisdiction" section includes policies and programs for conserving agricultural land and open space in northwestern San Benito County, particularly on the San Juan Valley floor. Although most of this area is outside the City's planning jurisdiction, the City's hope is that the County will consider local sentiments, values, and input as it plans for this area. The City regards the San Juan Valley as a Statewide resource that must be carefully managed and conserved as the County's population grows.

"The Land Use Element presents a vision for the future that will guide local development decisions during the lifetime of the General Plan."



AT THIS POINT IN TIME...

On this, its 200th anniversary, San Juan Bautista has about 1,660 residents and covers 450 acres of land (about 7/10 of a square mile). The City is located at the south edge of the San Juan Valley, seven miles west of Hollister and 17 miles northeast of Salinas. Downtown San Jose lies about 45 miles to the north. San Juan lies in the midst of a highly productive agricultural area. It is surrounded on the north and east by farms producing a wide array of vegetable and orchard crops. To the west and south, rolling pastureland gives way to steeper, more wooded terrain, quickly rising to elevations above 3,500 feet in the nearby Gabilan Mountains.

San Juan Bautista epitomizes the best elements of California living: fine weather, picturesque scenery, proximity to major metropolitan areas, quiet residential neighborhoods, and a charming downtown comfortable for pedestrians. The City is renowned for its fairs and festivals and for cultural institutions like El Teatro Campesino and the historic Mission. It is still small enough that one can stand almost anywhere in town and see the countryside beyond. Nearby, the San Juan Valley contains some of the most productive and valuable farmland in California. The valley is small in comparison to the nearby Salinas and Santa Clara Valleys, but is very important to the economy of San Benito County. It is a defining element of San Juan Bautista's character.

Putting the Future in Perspective

Despite San Juan Bautista's small population and physical size, its history is anything but small. For centuries, the area was home to Native American tribes living in small villages and settlements. When the Mission San Juan Bautista was established in 1797, the United States was barely 20 years old and California was still 50 years away from statehood. Throughout the early to mid-1800s, growth was fueled by the City's central location on the El Camino Real, mining activity in the Diablo Range, and the California gold rush. By the time of the Civil War, San Juan Bautista had some 3,000 residents and was one of the largest towns in the region.

The loss of the railroad to Hollister in 1869, coupled with a smallpox epidemic and fire, brought an end to the City's growth. By 1900, San Juan Bautista's population dwindled to about 400 people. Although the City has grown steadily since 1910, it remains a small town today. Much of the City looks very much the way it did 50 or 60 years ago. Few cities in California--particularly within an hour's drive of major metropolitan areas--can make this claim.

*A more detailed
summary of local
history may be found
in the Historic
Preservation Element
of this Plan.*



By the late 1970s, it appeared that San Juan Bautista had been "discovered" by the rest of California. In April, 1977, the City received proposals for 220 additional housing units--enough to increase the City's population by 50 percent. By June of that year, the City Council appointed a Citizen's Committee to rewrite the General Plan and explore the possibility of a growth management system. The Committee determined that the number of housing units in the City should be allowed to double no sooner than the year 2000, and that development allocations should be awarded based on merit rather than chance. A Residential Development Control System (RDCS) was adopted on November 7, 1979. The RDCS determined that the annual growth rate between 1980 and 2000 should not exceed 3 percent--or 420 units. However, the adopting ordinance estimated that 200 units would be constructed on infill lots or in projects that were "grandfathered," meaning the actual growth rate from units subject to the evaluation criteria would be about 1.5 percent a year.

In the 18 years following its adoption, the three percent rate was never reached and the point rating system was never used. Only a few of the "grandfathered" projects were actually built. New home starts during the 1980s dropped to just 3 or 4 units a year. Ironically, the City's greatest growth was at Mission Farms RV Park, approved in 1978 with an explicit restriction that occupants could not reside there year-round. That restriction was lifted in 1987. The Census reported that the proportion of San Juan Bautista households in mobile homes increased from 2 percent in 1980 to 14 percent in 1990.

Ultimately, problems at the sewer plant proved to be a greater inhibitor of development than the growth control system. New construction was slowed by declining capacity during the 1980s and was effectively halted by the Regional Water Quality Control Board from 1988 to 1991 when effluent quality from the plant failed to meet State standards. Although the water quality problems have been corrected, the Plant's capacity is still exceeded during wet weather and segments of the sewer collection and water distribution system are in need of replacement. Sewer capacity continues to be a serious constraint to the City's growth.

Despite the slow pace of development, the City finds itself buffeted by the forces of growth today more than ever in recent memory. This is largely due to its location in one of the fastest growing counties in California. San Benito County added about 8,000 residents between 1990 and 1997, including 6,500 in Hollister alone. Countywide, the most obvious effect of this growth is that more farmland has been converted to urban uses. Locally, it is the indirect effects that are most visible. To handle increased traffic demand, Highway 156 in San Juan Bautista was widened to four-lanes in 1995 and sound walls were constructed in 1996. A new high school was recently built three miles north of San Juan Bautista. A new golf course has been built four miles to the east. Large luxury home communities have been proposed in the hills south and west of the City. Completely new towns have even been proposed on farms in northwest San

Our town is like a canvas on which generations of artists have painted. Some of their brush strokes were bold, some were delicate, but they worked together to form a pleasing composition. I do not want to see that composition obliterated by the strokes of a giant roller."

*--Luis Moreno,
San Juan Bautista, 1977*



Benito County. These changes, and others that are pending, are among the main reasons the General Plan update has become a top priority in San Juan Bautista. The City must position itself to face the future.

Existing Land Use Mix

The San Juan Bautista Planning Area includes the City of San Juan Bautista and surrounding lands in unincorporated San Benito County. Existing Land Use in the City and in the Planning Area is shown in Figures 2-1 and 2-2, at the end of this chapter. Tables 2-1 and 2-2 provide a summary of the acres in each land use in the City and Planning Area. The data is summarized in the charts on Page 2-6.

City of San Juan Bautista

Within the City limits, the land use pattern reflects the historical role of the Mission San Juan Bautista. The Mission is a cultural, religious, recreational, and historic center for the community. A well-defined compact downtown lies to the south of the Mission, covering about eight blocks and containing mostly tourist-oriented retail and service uses. The mix of architectural styles, false front facades, and historic buildings evoke the image of a traditional small Western downtown, particularly along Third Street.

To the west of Muckelemy Street, a mostly residential neighborhood extends about six blocks west and four blocks north and south. Housing of varied architectural styles, representing many eras of California history, are present. Densities vary from single family homes on large lots to "motel-style" apartment complexes. There are a handful of old agricultural warehouses in this area, and public uses like the library, a community center, and small neighborhood park. At the edge of town along First Street, the newer Mission Vista townhouses provide a contrast to the older housing stock south of First Street. The cemetery and sewer plant define the edge of this area on the west, while open fields and the San Andreas Fault define the northern edge.

South of Fourth Street, another neighborhood extends about four by four blocks to Highway 156. The area is solidly residential, with mostly single family homes built after 1920. East of this area, Alameda Plaza shopping center anchors the east entrance to the City, along with San Juan School. Highway 156 provides a strong demarcation between "old" San Juan and the newer development to the south in Mission View Estates. The latter has a suburban character that is very different from the rest of the community. Likewise the "panhandle" on the south side of 156, which includes Mission Farms RV Park, is physically detached from the rest of the City and has a character of its own.



Table 2-1: Existing Land Use - City of San Juan Bautista, 1998

Land Use	Acreage	% of Total	Units/Sq Ftg.	Density
Residential	88.8	19.8	594 DU	
Single Family Detached	68.3	15.2	396 DU	5.8 UPA
Single Family Attached (Townhome/Duplex)	5.0	1.1	45 DU	8.9 UPA
Multi-family (Three or more units)	3.2	0.7	70 DU	21.8 UPA
Mobile Homes	12.3	2.8	83 DU	6.7 UPA
Commercial	18.2	4.1	260,365 SF 10 DU¹	
Light Industrial	6.2	1.4	75,200 SF	
Public/Quasi-Public	66.9	14.9		
Parks	2.0	0.4		
Agriculture	137.4	30.6		
Agriculture-Residential	29.7	6.6	17 DU	
Vacant	17.7	3.9		
Streets	83.0	18.3		
TOTAL	448.9	100.0	621 DU 335,565 SF	

DU = Dwelling Unit; SF = Square Feet; UPA = Units per acre

Table 2-2: Existing Land Use - San Juan Bautista Planning Area, 1998

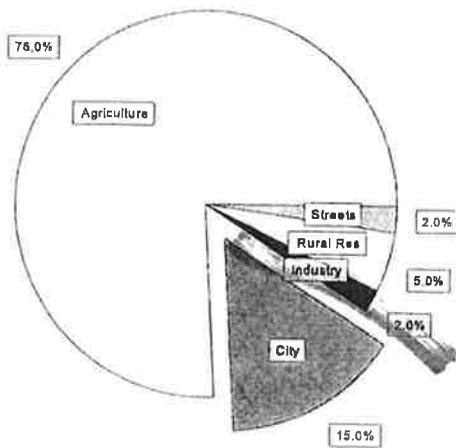
Land Use	Acres	% of Total
City of San Juan Bautista	448.9	15.0
Agriculture	2,301.4	76.7
Industry	12.2	1.4
Rural Residential	143.1	4.8
Public/Quasi Public	3.9	0.1
Streets	61.0	2.0
TOTAL	3000.5	100.0

Sources: (Tables 2-1 and 2-2): Aerial Photos, Windshield Survey, San Benito County Assessor, November 1995

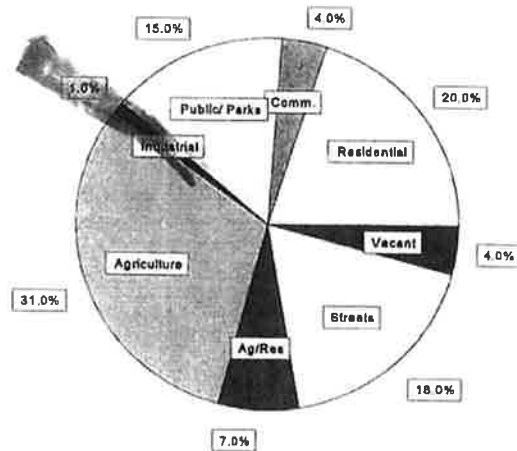
¹ The mixed use dwelling units are generally apartments above retail stores or restaurants.



Existing Land Use - 1997



Within the Planning Area



Within the City Limits

About 20 percent of the City's land area is residential, and most of this area contains single family homes. The median lot size is 7,000 square feet. Lots tend to be smaller in the older parts of town and are larger in newer areas like Lang Street. Commercial uses encompass about 4 percent of the City, with about half of this area Downtown. There are about 260,000 square feet of commercial floor space in the City. Industrial uses are just over one percent of the City's land area and consist of metal warehouse buildings. Total floor space is over 75,000 square feet.

Public uses and parks in San Juan Bautista include San Juan School, City Hall, the Mission and State Park, the Cemetery, and City-owned land. These uses encompass 15.3 percent of the City's area. Another 18 percent of the City consists of streets. Rural residences comprise 7 percent of San Juan Bautista's area, and 4 percent of the City consists of vacant land. The remaining 31 percent of the City consists of agriculture, including orchards, pasture, and row crops.

San Juan Bautista Planning Area

The San Juan Bautista Planning Area encompasses about 3,000 acres, including the 449 acres within the City limits. Agriculture is by far the predominant use, covering 81 percent of the total area. Agricultural uses include row crops, orchards, dryland farms, grazing and rangeland, pasture, and fallow fields. Row crops include broccoli, onions, cabbage, garlic, and cauliflower. The main orchard crop is apples, with the major concentration along Lucy Brown Road.



The remaining 19 percent of the Planning Area consists of development within the City limits, agricultural industry (two seed companies and a mushroom spawning plant), a PG&E substation, and about 90 rural residences. Most of the rural residences are located along Mission Vineyard Road, Salinas Road, and Breen and Cagney Roads. The Area also contains the former Ideal Cement plant, which has been dormant since the 1970s. Some remnants of the manufacturing operation remain on the site.

Issues

Probably the greatest land issue confronting San Juan Bautista today is how to preserve the town's small town atmosphere in the face of tremendous growth pressure. Nearly 75 percent of the residents responding to a 1995 household survey said that small town atmosphere was San Juan's best quality. The other qualities most often mentioned as assets also related to life in a small town --- friendly people, peace and quiet, low crime, and a rural setting. Nearly all San Juan Bautista residents would like to see these qualities retained and protected. Some would like the City to stay just as it is today, with very little growth or expansion. Others believe that some development is desirable, as long as it is well managed and attractively designed.

Despite these differences of opinion, there is consensus around a number of topics. First, *conservation of the agricultural land and hillsides around San Juan Bautista must be a priority.* Because most of this land is in the County and is beyond the City's jurisdiction, the City must engage in greater communication with the County and become a more active participant in County planning.

Second, it is acknowledged that San Juan Bautista's historic buildings and sites are the central focus of its tourist industry, as well as a fundamental element of the City's character. *Historic resources must be protected, and new development must be designed to respect the character and integrity of the old.*

Third, *it is acknowledged that the City cannot sustain significant growth until infrastructure problems--particularly sewer, water, and drainage problems--are resolved.* It is also agreed that the residents of San Juan Bautista should not have to bear the costs of improvements which benefit new development. **Consequently, if the City does grow, it must enact impact fees and create benefit assessment districts as a means of paying for improvements.**

The issue of growth and expansion was debated throughout the General Plan Update process. In 1983, the General Plan had identified a 368-acre area generally lying south of Highway 156 and east of San Juan Canyon Road as the City's "Development Reserve." At that time, none of the Reserve was designated for urban uses, but the area was targeted for eventual annexation and development.



Members of the 1997 General Plan Citizens Advisory Committee felt that the time had come to designate at least a portion of the Reserve for urban uses. However, it was agreed that before allowing development in this area, the City should focus on filling in the vacant gaps within the City limits.

Beyond the boundaries of the Development Reserve, the issue of agricultural preservation cannot be emphasized enough. Loss of the San Juan Valley to suburban sprawl would not only diminish the County's agricultural income, it would change the character of San Juan Bautista forever. The City recognizes that San Benito County is a high growth area and will continue to urbanize in the future. This growth should be accommodated in and around existing communities in the County--or on marginal soils--rather than on prime farmland in the San Juan Valley. Moreover, growth should not occur if resources like water are not available, and if schools, transportation facilities, and other services cannot keep pace. Residents of San Juan Bautista would like to see agricultural and open space uses retained on the perimeter of the City--and an "urban separator" that ensures that Hollister and San Juan do not blend together.

Some members of the Citizens Advisory Committee believed that the City should annex as much land as possible to gain greater local control over land use decisions. Unfortunately, this is not feasible given the costs of providing City services to rural property owners, and the limited benefits of annexation provided to farmers and ranchers. However, annexation of areas planned for City expansion is feasible and will be pursued as development of those areas is proposed.

The patchwork pattern of homes, small apartments, shops, and warehouses in San Juan Bautista creates a distinct, even eclectic, community character. The mix is part of what makes San Juan unique and is an important contributor to the charm and image of the town. While San Juan Bautista recognizes the value of planning, the City does not wish to take on the feel of a "planned community." Large shopping centers, apartment complexes, and big housing developments -- "big" development in general -- are inconsistent with the town's character. New development should be small, incremental, and designed to blend with the community. In housing areas, variety in density, building type, and price range are an important part of the formula.

Simply put, residents would like to retain the pace and scale of country living with some of the benefits of urban life. The sense of community shared by residents in San Juan Bautista grows from its identity as a small, compact town with a diverse population. Whatever course the City takes in the future, this should be retained.



LOOKING TOWARD 2015

The San Juan Bautista Land Use Diagram is presented at the end of this chapter in Figures 2-3 and 2-4. The Diagram provides a vision for the City's development pattern in the Year 2015. It depicts a community of about 3,000 residents, with new neighborhoods and employment centers that complement the existing mix of uses in San Juan Bautista. The City will be about 1.5 times its current size.

The Plan establishes an Urban Growth Boundary--or UGB--on the perimeter of San Juan Bautista. The UGB is a parcel-specific boundary that marks the limit of where urban development may occur during the life of the General Plan. Its intent is to reduce urban sprawl and preserve a permanent area of agriculture and open space around the City. There is a sufficient amount of vacant land within the UGB to accommodate projected growth and to provide choices for the real estate market during the planning period. In addition to the existing urban area, the UGB encompasses about 145 acres of land that will need to be annexed in the future. All of this land is located within the "Development Reserve" identified on the 1983 General Plan Map.

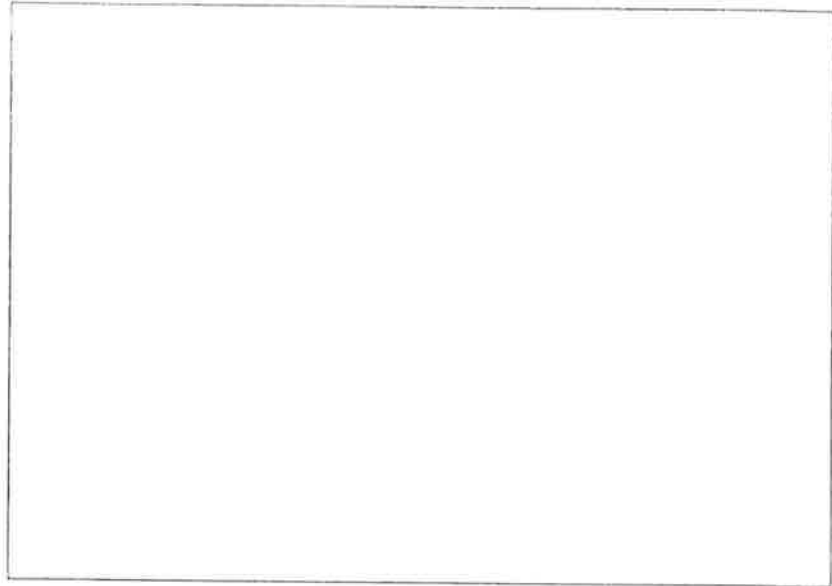
San Juan Bautista in 2015

Key aspects of the vision for San Juan's future are:

- Retention of agricultural and open uses around the perimeter of the City
- Conservation of existing residential neighborhoods, and reinvestment in the City's housing stock
- A vital, healthy pedestrian-oriented downtown, with activities that meet the needs of residents as well as tourists
- Enhancement of the City's image as a cultural and arts center
- "Infill" development that is compatible with its surroundings in terms of density, architecture, and use
- Preservation and rehabilitation of the City's historic buildings
- Attractive development of the City's "gateways" on Muckelemi Street and The Alameda
- New visitor-serving development on the South side of Highway 156 between the San Juan Inn and Mission Farms RV Park
- A new residential neighborhood of about 220 housing units, built at a wide range of densities, on the south side of San Juan Hollister Road
- Redevelopment of the former Ideal Cement Plant with a low-intensity business campus, or visitor-oriented use, providing jobs for San Juan residents and revenue for the City
- Continuation of the City's growth management program, with a limit on the number of new housing units that may be built each year



An Urban Growth Boundary has been established so that areas like these to the south of the City can remain in long-term agricultural use.



Within the UGB, the Plan supports the continued use of growth management to guide development. A comprehensive review of the Residential Development Control System is recommended before it expires in the year 2000. A three percent average annual growth rate appears to remain a valid target for the future based on infrastructure constraints, public service constraints, natural resource limitations, natural hazards, and historic trends. If the City were to grow at a three percent annual rate, there would be approximately 450 new housing units by the Year 2015.

Diversifying and strengthening the local economy is a priority for the City. Presently, San Juan has a tourist-based economy. Historically, tourism has been one of the strongest sectors of the California economy and it provides San Juan Bautista with amenities not ordinarily found in cities its size. Nonetheless, the City would like to create opportunities for more highly-skilled, higher wage jobs. The designation of commercial and industrial sites on the Land Use Diagram is intended to provide such opportunities, and to ensure that San Juan Bautista does not become a "bedroom community" to the region's employment centers.

The Vision

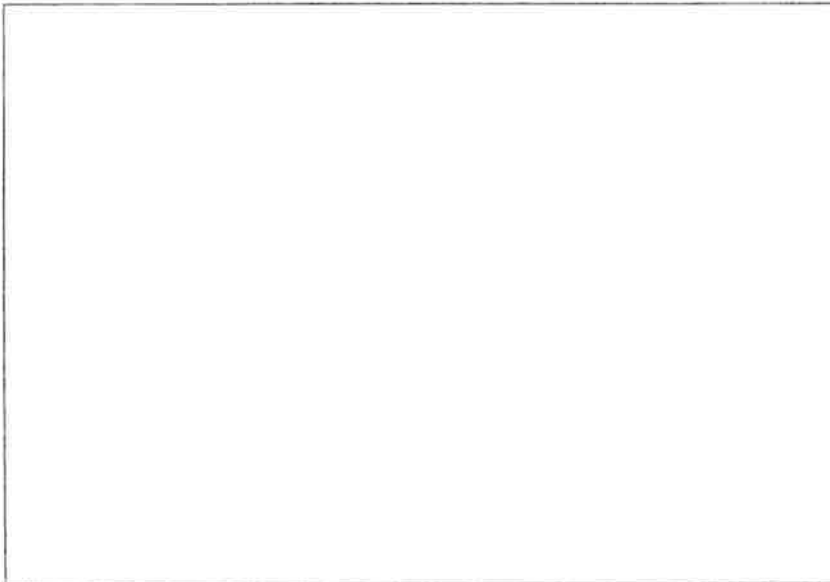
Figures 2-3 and 2-4 (at the end of this chapter) present a two-dimensional picture of San Juan Bautista's land use pattern in 2015. This section of the Land Use Element adds a third dimension to that perspective by describing the kind of place that San Juan Bautista will be in 2015.



Downtown

Downtown San Juan Bautista--the area bounded by Second Street, Fourth Street, Muckeleini and Franklin--will remain the heart of the City. The remaining vacant parcels in the Downtown will be developed with attractive mixed use projects -- perhaps small apartments above new shops and restaurants -- and existing buildings will be retained and adapted for contemporary uses. Small, locally-owned businesses serving both tourists and residents will occupy the ground floors of buildings. On-street parking will remain, but the street will be pedestrian-oriented. New parking areas will be developed on the perimeter of Downtown, on the grounds of the Mission and possibly on underutilized sites along Fourth Street or The Alameda.

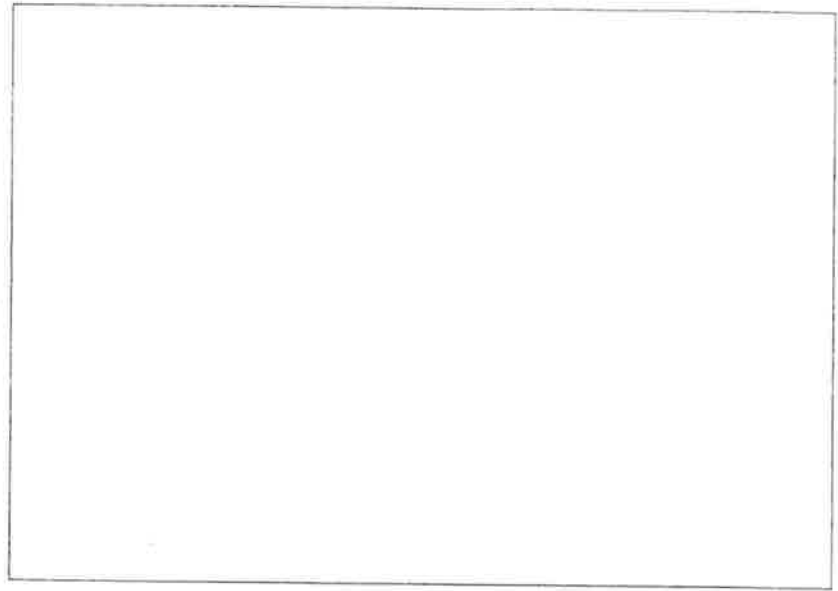
The Mission, State Park, and Downtown will be the nucleus of a major regional destination for visitors. At the State Park, new amenities will be provided for visitors, possibly including a restored early 19th century settlement at the end of Franklin Street. Better signage and sidewalks will be provided to guide motorists and pedestrians through the area. Beyond the Mission and collection of buildings around the historic Plaza, the old Rodeo Grounds and other State and church-owned land will remain permanent open space.



Third Street will remain the "heart" of San Juan Bautista in the future.



The area along Muckelemi Street (lower center) is a major gateway to the City and is envisioned as a mixed use development site.



The “Gateways”

The most immediate opportunities for change in San Juan Bautista are at the western and eastern gateways to Downtown. On the west, the gateway consists of land along Muckelemi Street between Highway 156 and Third Street. Muckelemi is the principal entrance to the City from the west and most of the street frontage is vacant. The Plan envisions this area as an extension of Downtown, with new mixed use and housing development on both sides of the street. Development would be slightly less intense than along Third Street and would include a greater number of housing units mixed in. Artist live-work studios, crafts shops with residences, offices, “cottage” commercial uses, and specialty shops are among the types of uses envisioned. The Mixed Use area would also extend along the south side of Fourth Street from Muckelemi as far west as El Teatro Campesino.

The western gateway also includes a commercial development site at the corner of Highway 156 and Muckelemi, and a high-density residential site on the north side of Muckelemi Street. Performance standards will be included in the zoning ordinance to ensure that projects throughout this area are compatible with nearby residences. Design guidelines will further ensure that development is pedestrian-oriented and attractively laid out.

The eastern gateway includes a handful of privately owned vacant parcels on the west side of The Alameda and a large area owned by the School District on the east side of The Alameda between Pearce Lane and Highway 156. The wider street, higher traffic volumes, and greater distance from residences suggest a stronger emphasis on commercial uses here than in the western gateway.



The emphasis should still be on attractive, pedestrian-oriented development that is compatible with Downtown. The area has been designated as Mixed Use on the Land Use Diagram. Alameda Plaza will continue to anchor the eastern gateway to the City at Highway 156.

West of Downtown

West of Muckelemy Street and north of the Gateway, the Plan conserves existing residential areas and promotes infill of the remaining vacant lots. Room for additional residential development is provided at the end of Third Street and along the south side of First Street at the edge of town. The Nyland Warehouse (3rd and Monterey) has been designated for Mixed Use, consistent with its existing use. The warehouse should be retained but its use should be managed to avoid adverse impacts on the surrounding area. The cemetery and sewer plant will continue to define the western edge of this area. Although the General Plan recommends that relocation options for the sewer plant be studied, the assumption on the Land Use Diagram is that the use will remain for the long-term.

South of Downtown

As in the area west of Downtown, the Plan conserves the residential area south of Fourth Street and east of Muckelemy. Parcels along Fourth Street between Polk and Franklin are designated for high density residential uses. With one exception at the end of Mission Street, the balance of the area is designated for low density uses. There are a handful of infill lots, but most of the blocks are already built out.

South of Highway 156, the Plan identifies development opportunities on the west side of Washington Street just west of the underpass, and between the two "dead ends" on Lang Street. Both areas are designated "Low Density Residential." A 3-acre neighborhood park site has been identified on land recently purchased by the City between Lang Street and Highway 156. Further east, the Plan identifies the south corners of Highway 156 and The Alameda for Commercial uses.

The "Panhandle"

The Panhandle refers to the area between San Juan Hollister Road and Highway 156, east of The Alameda. The 14-acre gap between the San Juan Inn and Mission Farms RV Park will be annexed to the City and developed with commercial uses. The intent is not to develop a conventional shopping center here, but rather to develop a unique visitor-serving project that complements (rather than competes with) Downtown. East of this commercial site, Mission Farms RV Park has been designated "High Density Residential." The RV Park is not only important for visitor accommodations, but is a potential affordable



About 145 acres south of San Juan-Hollister Road would ultimately be annexed to the City. Generally, annexation would not occur until more detailed plans for this area have been prepared, and specific development proposals have been made.

housing resource for the community. Policies in the Housing Element of the General Plan direct the City to support opportunities for year-round housing within the RV Park. Further east, the walnut orchard and adjacent auto wrecking yard are designated for industrial uses, consistent with the previous General Plan.

South of San Juan Hollister Road

As mentioned above, the greatest changes envisioned by the General Plan are in the City's Sphere of Influence, south of San Juan Hollister Road. A new residential area with the potential for 220 housing units is shown on the Land Use Diagram. A Specific Plan is recommended to provide more detailed direction in the development of this area (see p. 2-29). Although the Land Use Diagram shows higher density housing along San Juan Hollister Road, the possibility of mixing this housing with the lower density uses, consistent with the established pattern in the City, should also be explored. The intent is to create a community that blends with the area north of Highway 156 rather than one which stands apart.

The residential area includes a neighborhood commercial site at the corner of San Juan Canyon Road and San Juan-Hollister Road. It also includes a neighborhood park along Mission Vineyard Road and a trail along San Juan Creek. The boundaries of the area have been set to avoid the siting of development within the 100-year flood plain of San Juan Creek. However, drainage and flooding have been problems in the past; simply avoiding the flood plain will not resolve downstream drainage issues as the area develops. Capital improvements will be required and creation of an assessment district is likely before development takes place.

Much of the new residential area is contained within an antiquated subdivision of 40' x 140' lots called Tremaine Park. The parcels were never recorded and have since been joined into larger agricultural and rural residential parcels. Although Tremaine Park was never developed, it is worth noting that San Juan Bautista's expansion in this direction was initially planned many decades ago.

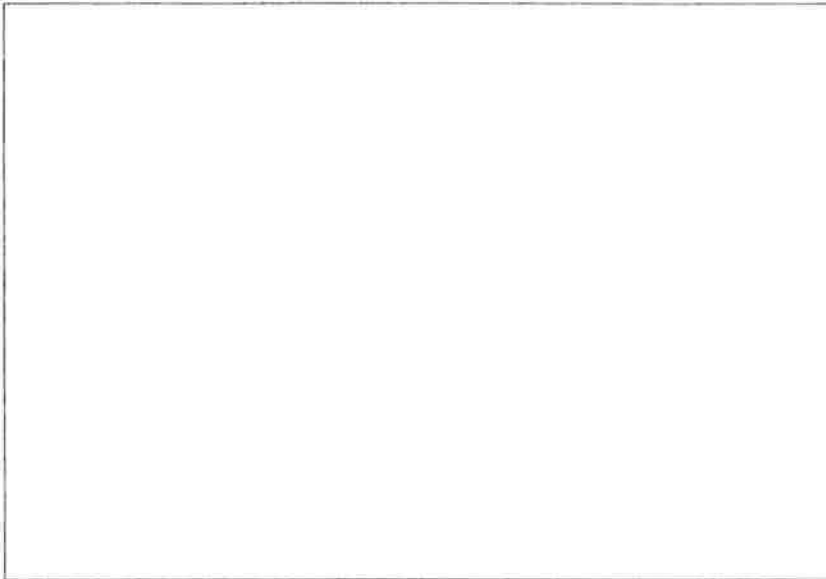
The Ideal Cement Site

The General Plan designates a 65-acre opportunity site on the location of the former Ideal Cement plant. For more than half a century, that site was one of the major employment centers in the City. It has been dormant for two decades. Redevelopment of the site would accommodate growth without using up prime farmland. The natural beauty of the site provides an ideal setting for a golf course, hotel/ conference center, or outdoor performance and festival area. Such activities could enhance San Juan Bautista's role as a regional center for arts and leisure and could provide secondary benefits to Downtown businesses. The site is also well suited for a low-intensity campus-style employment center or



business park, accommodating high-technology industry, research and development facilities, agri-business, and bio-sciences. Either type of use has been deemed appropriate for this site, although development on the site would be subject to more detailed planning and environmental assessment.

Redevelopment of this site is not without challenges. Clean-up of contaminated soil will be required and substantial investment in road and infrastructure improvements will be needed. Re-design of the San Juan Canyon/ Salinas Road/ Old Stagecoach Road intersection is envisioned. San Juan Canyon Road will be widened from this point north to Highway 156, and a landscaped buffer will be developed on the east side of the road to avoid impacts on the future residential area. The Specific Plan process (see p. 2-29) will be used to identify the full range of capital improvements needed as well as a plan for financing their construction.



Approximately 80 percent of the Planning Area is designated for agricultural and rangeland uses.

Mission Vineyard Rural Residential Area

The Plan designates a small Rural Residential area along Mission Vineyard Road east of the Urban Growth Boundary. Most of this area is already developed with estate housing and small horse ranches. Continued infilling of this area with these uses will be allowed, with densities not to exceed one unit per two acres. It is envisioned that these areas will remain unincorporated for the duration of the Planning Period.



Agricultural and Rangeland Areas

Beyond the areas described above, land in the Planning Area is designated for agriculture and rangeland uses. Development is discouraged in this area, although some on-site agricultural processing facilities and limited rural homesites may be appropriate. Approximately 2,400 acres in the Planning Area are designated for agricultural uses on the Land Use Diagram. At 80 percent of the total Planning Area, this is the largest single category on the map.

Table 2-3: Land Use Diagram Designations in the Planning Area

Land Use	Acres within City Limits	Acres outside City Limits	Total Acres
Low Density Residential	101.7	31.8	133.5
Medium Density Residential	13.0	4.0	17.0
High Density Residential	19.3	2.0	21.3
Commercial	10.5	18.7	29.2
Mixed Use	24.0	0	24.0
Industrial	11.0	8.5	19.5
Business Park/ Commercial Recreation	0	65.0	65.0
Public/ Quasi-Public	66.9	2.8	69.7
Parks	5.0	(*)	5.0 (*)
Area in street rights-of-way	76.0	9.6	85.6
TOTAL AREA WITHIN URBAN GROWTH BOUNDARY	327.4	142.4	469.8
Rural Residential	0	33.5	33.5
Agriculture	115.5	2,249.1	2,364.6
Rangeland	0	75.2	75.2
Area in street rights-of-way	6.0	51.4	57.4
TOTAL AREA OUTSIDE URBAN GROWTH BOUNDARY	121.5	2,409.2	2,530.7
GRAND TOTAL	448.9	2,551.6	3,000.5

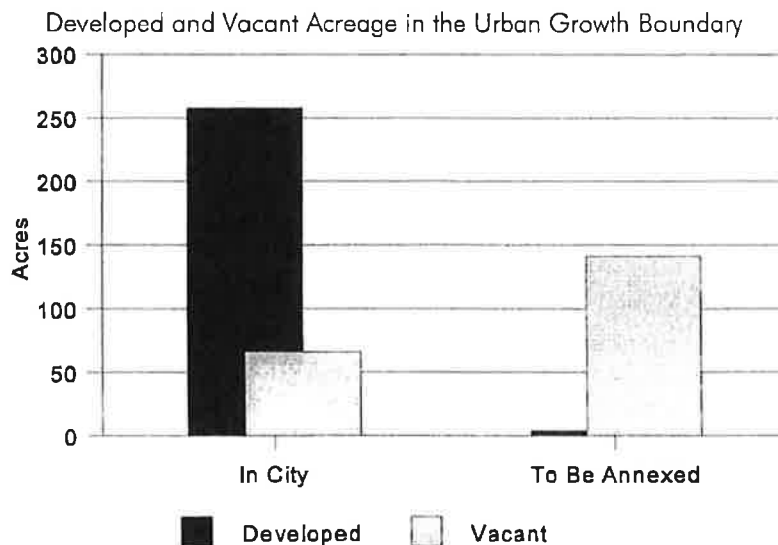
(*) Future parks are included within Low Density Residential and Business Park/ Commercial Recreation areas and will be dedicated at the time of development. Park area along San Juan Creek is depicted on the map but not included in acreage.



How Many People, How Many Jobs?

Table 2-3 summarizes the acreage in each land use category. About 470 acres, or 15 percent of the Planning Area, is contained within the Urban Growth Boundary. Just over a third of this area is planned for residential use. Another third is planned for commercial, industrial, and mixed use, and the final third consists of public uses and streets. Outside the Urban Growth Boundary, there are about 34 acres of rural residential land; the balance of the area is planned for agriculture and rangeland.

The development potential of San Juan Bautista Planning Area is shown in Table 2-4. This potential is equal to the number of people and jobs that would be present if all areas shown on the Land Use Diagram for urban uses were developed.² The actual amount of development that occurs is likely to be substantially less than what is shown in the table. For residential uses, the City's Residential Development Control System will continue to limit increases in the City's housing stock based on a variety of factors, including infrastructure and public service availability, historic trends, and natural resource constraints, as documented in the General Plan Environmental Impact Report. For non-residential uses, the private market is not likely to absorb all of the land designated for commercial, industrial, and business park uses by 2015. Infrastructure constraints will continue to limit both residential and non-residential development. It is also unlikely that all of the land designated for growth will develop at the maximum intensity allowed.



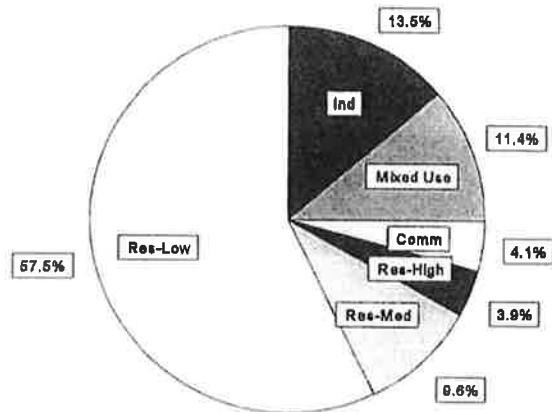
The General Plan designates 469 acres for urban uses. About two thirds of this area is already developed. Most of the vacant land is outside the City limits.

² In this General Plan, the term "urban uses" is used to describe residential, commercial, mixed use, business park/ commercial recreation, and industrial development, and associated public facilities, neighborhood parks, and streets.

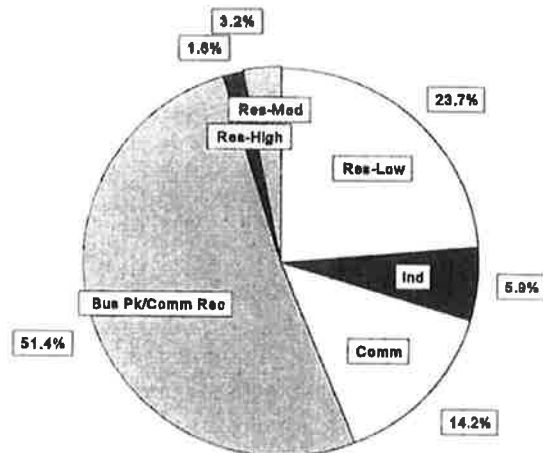


Designation of Vacant Land Within the Urban Growth Boundary

Inside the City Limits



Outside the City Limits



There are 172 acres within the Urban Growth Boundary designated for residential use, including 85 acres of vacant land. The vacant land has the potential for 280 additional units within the City limits and 220 units in the area to be annexed, or a total of 500 units. Some additional potential, about 76 units, is estimated within Mixed Use areas.³ Adding the new development to existing development, the total potential of the General Plan is about 1,200 units. Assuming 2.8 persons per household and assuming a 5 percent vacancy rate, the population capacity is about 3,200. About 450 units would be added by 2015 if the City sustained an average annual growth rate of 3 percent. Added to the existing population base this would yield a total of about 3,000 people.

The Urban Growth Boundary has 138 acres designated for employment land uses, namely Commercial, Industrial, Mixed Use, and Business Park/Commercial Recreation. Of this total, 111 acres are vacant. The vacant land includes 22 acres within the City limits and 89 acres to be annexed. Table 2-4 estimates the development potential of the vacant land to be 1.6 million square feet of floor space, which could accommodate more than 2,200 employees. This is six times the commercial and industrial space that exists in the City now and nearly triple the current employment base.

³ See p. 4-37 and 4-38 of the Housing Element.



It is unlikely that all of this space could be absorbed by 2015. A more reasonable assumption, and one that is more consistent with the General Plan's goals, is that a better balance between jobs and housing will be achieved in the future. Assuming 1.5 jobs per household (the approximate ratio today), this would yield about 900 new jobs by the year 2015. This is slightly more than double the current number of jobs.

Table 2-4: General Plan Development Potential⁴

Category	Existing Development	Vacant Acres	Potential New Development	Total Development at Buildout	Total Population at Buildout	Total Employment at Buildout
Low Density Residential	366 DU	68.3	286 DU	652 DU	1,733	--
Medium Density Residential	60 DU	10.2	99 DU	159 DU	423	--
High Density Residential	155 DU	6.1	115 DU	270 DU	718	--
Mixed Use	40 DU 170,000 SF	7.5	66 DU 170,000 SF	106 DU 340,000 SF	308	980
Commercial	90,000 SF	21.4	325,000 SF	415,000 SF	--	650
Industrial	75,000 SF	15.5	357,000 SF	432,000 SF	--	350
Business Park/ Commercial Rec	--	65.0	762,000 SF	762,000 SF	--	1,000
Public/Quasi-Public	--	--	--	--	--	200
Total	621 DU 335,000 SF	194.0	576 DU 1,614,000 SF	1,197 DU 1,949,000 SF	3,182	3,180

















DU = Dwelling Unit; SF = Square Feet

⁴ Existing housing units, square footage, and vacant acreage counts are based on 1995 Existing Land Use Survey and aerial photographs. Mobile homes were counted as "High Density Residential." Potential new residential development was estimated by applying the top end of the allowable density range to the vacant land supply on a site by site basis, except on Parcel 02-54-5, where 0.2 units per acre were assumed due to slope and infrastructure constraints. 29 additional mobile homes (1.5 acres) were assumed at Mission Farms RV Park. See Housing Element for Mixed Use assumptions. Population estimates assume 5 percent vacancy rate and 2.8 persons per household. Potential new square footage was estimated based on current City average FAR of 0.7 Downtown, FAR of 0.5 on other Mixed Use and Industrial sites, 0.3 on Commercial and Business Park/ Commercial Rec. sites, applied to the vacant land supply on a site by site basis. Assumed employment densities are as follows: Mixed Use: 1 employee/ 350 SF; Commercial in City, 1 employee/ 400 SF; Commercial outside City, 1 employee/500 SF; Industrial: 1 employee/ 1000 SF; Business Park: 1 employee/ 750 SF. Public employment based on 1990 number of residents employed in Public and Education sectors, pro-rated to Buildout population.



Figure 2-4:
Land Use
Diagram -
Planning Area

Legend

-  Rural Residential
-  Low Density Residential
-  Medium Density Residential
-  High Density Residential
-  Mixed Use
-  Commercial
-  Business Park/Commercial Recreation Flex
-  Industrial
-  Public/Quasi-Public
-  Park
-  Agriculture
-  Rangeland
-  Urban Growth Boundary
-  100-year flood plain
-  Potential Park site
-  Planning Area Boundary



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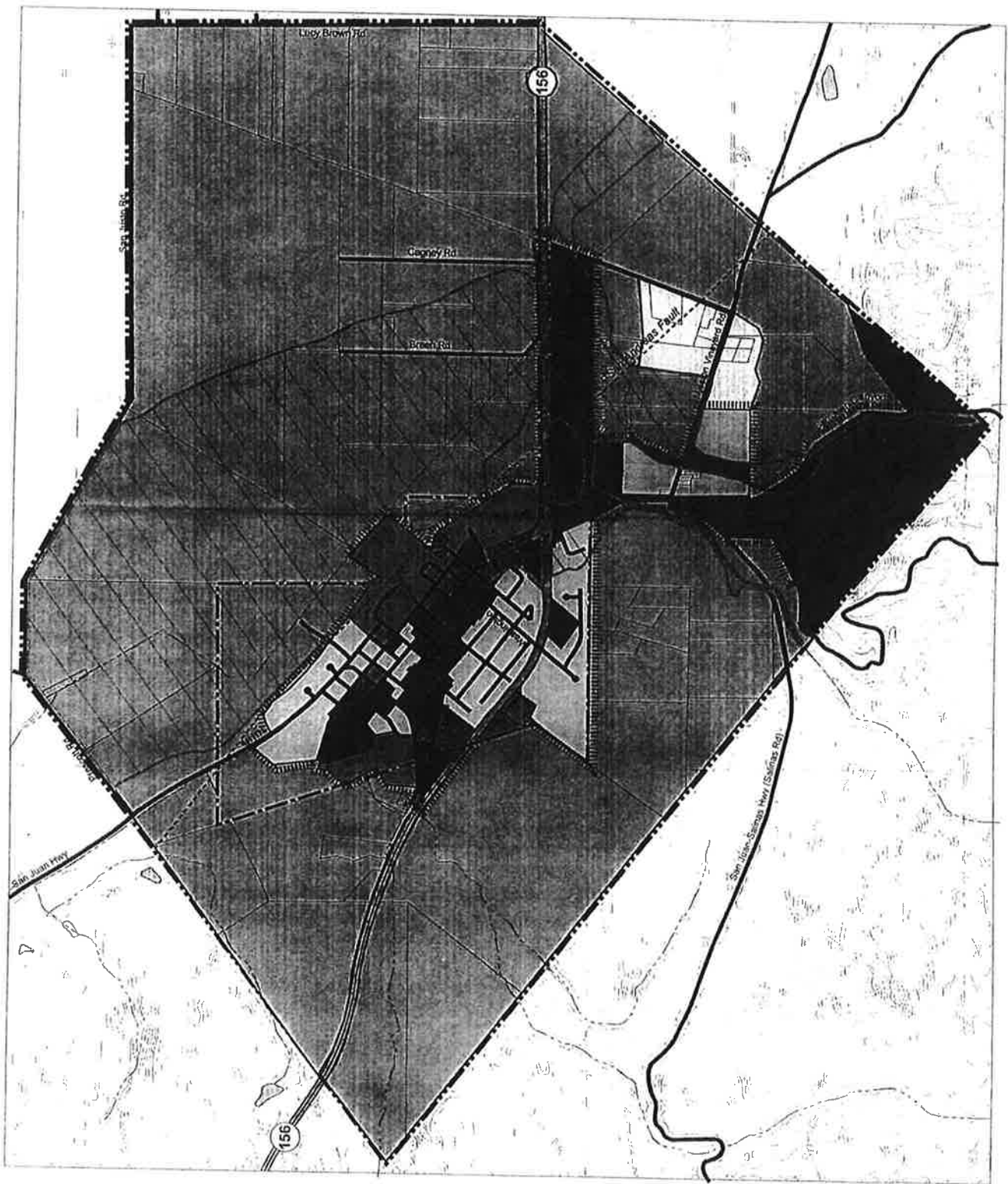



















Figure 2-4:
Land Use
Diagram -
Planning Area

Legend

-  Rural Residential
-  Low Density Residential
-  Medium Density Residential
-  High Density Residential
-  Mixed Use
-  Commercial
-  Business Park/
-  Commercial Recreation Flex
-  Industrial
-  Public/ Quasi-Public
-  Park
-  Agriculture
-  Rangeland
-  Urban Growth Boundary
-  100-year flood plain
-  Potential Park site
-  Planning Area Boundary

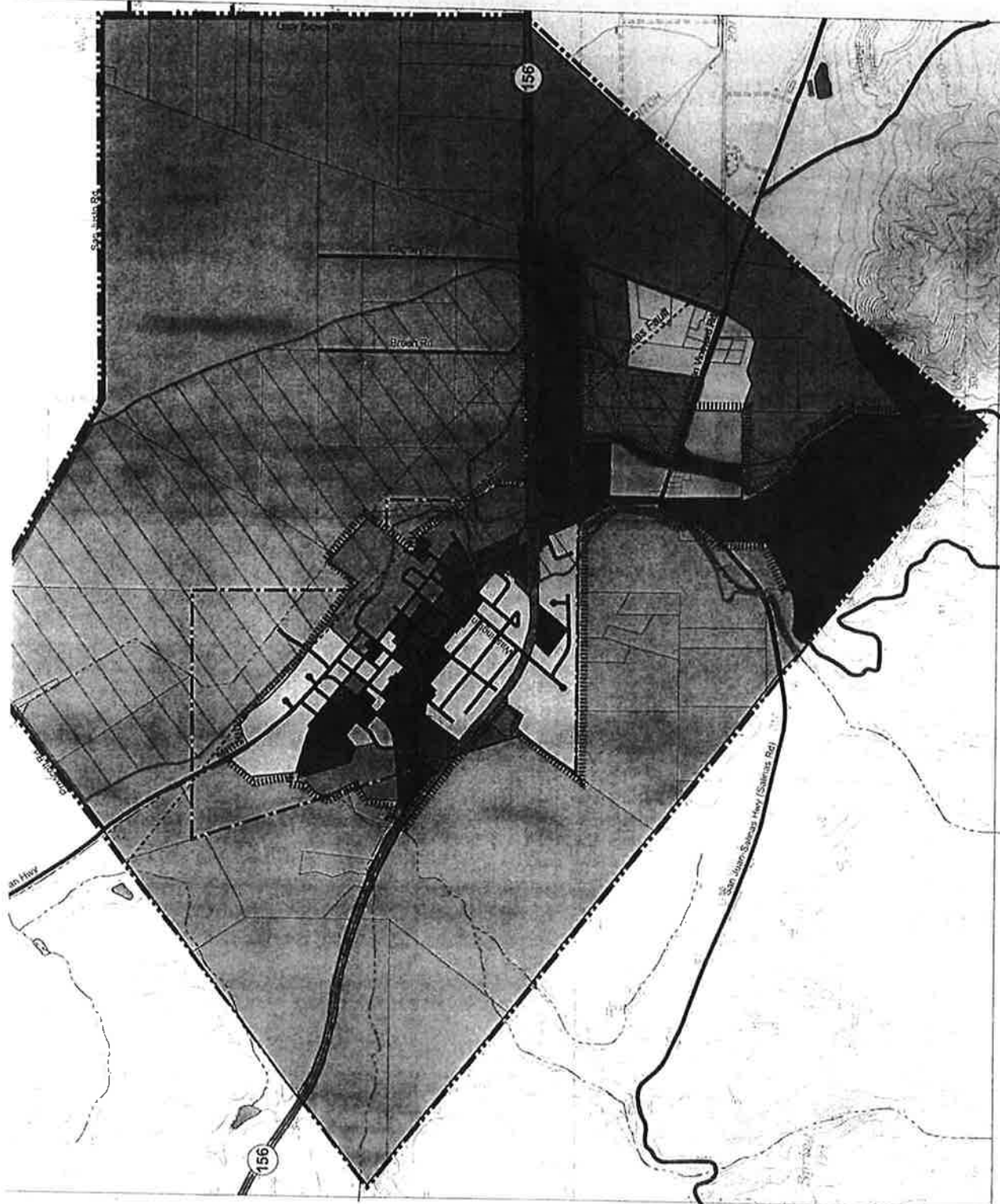


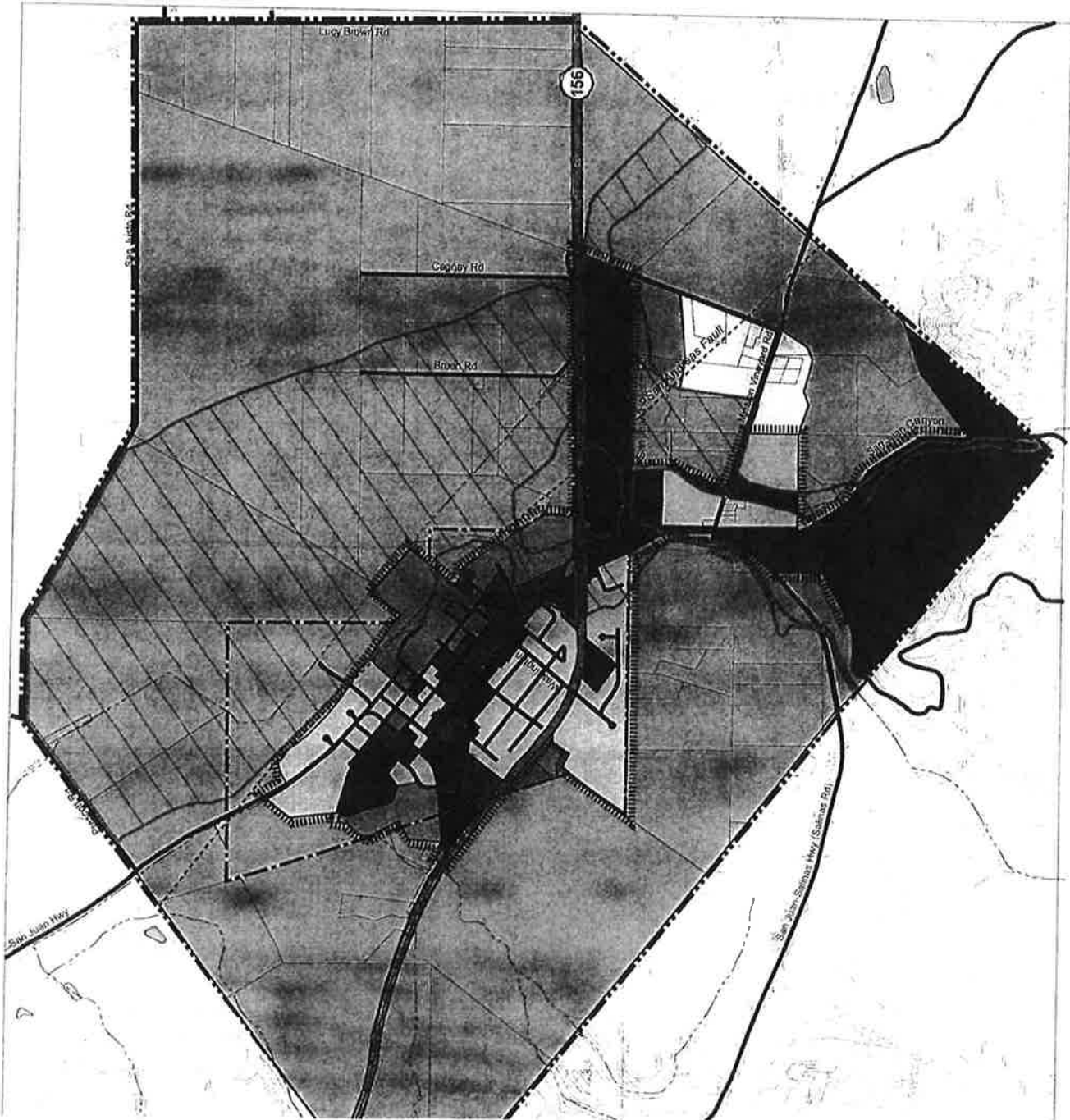
Figure 2-4:
Land Use
Diagram -
Planning Area

Legend

	Rural Residential		Public/ Quasi-Public
	Low Density Residential		Park
	Medium Density Residential		Agriculture
	High Density Residential		Rangeland
	Mixed Use		Urban Growth Boundary
	Commercial		100-year flood plain
	Business Park/ Commercial Recreation Flex		Potential Park site
	Industrial		Planning Area Boundary

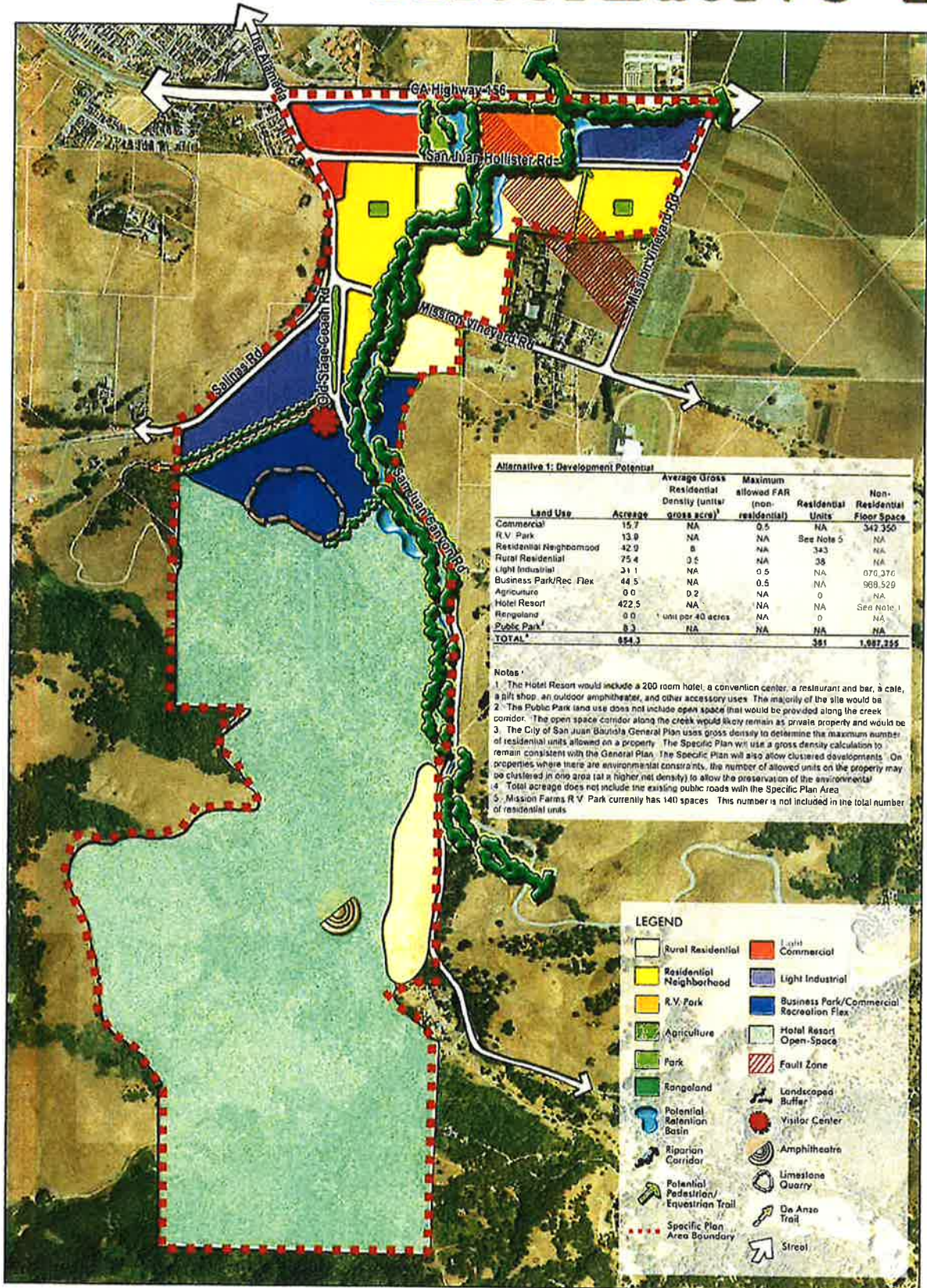


0 2000 ft





Alternative 1



Alternative 1: Development Potential

Land Use	Acreage	Average Gross Residential Density (units per gross acre) ¹	Maximum allowed FAR (non-residential)	Residential Units	Non-Residential Floor Space
Commercial	15.7	NA	0.5	NA	342,350
R.V. Park	13.9	NA	NA	See Note 5	NA
Residential Neighborhood	42.9	8	NA	343	NA
Rural Residential	75.4	3.5	NA	38	NA
Light Industrial	31.1	NA	0.5	NA	070,376
Business Park/Rec. Flex	44.5	NA	0.5	NA	969,529
Agriculture	0.0	0.2	NA	NA	0
Hotel Resort	422.5	NA	NA	NA	See Note 1
Rangeland	0.0	1 unit per 40 acres	NA	0	NA
Public Park ⁴	8.3	NA	NA	NA	NA
TOTAL⁵	654.3			381	1,982,255

Notes:

1. The Hotel Resort would include a 200 room hotel, a convention center, a restaurant and bar, a cafe, a gift shop, an outdoor amphitheater, and other accessory uses. The majority of the site would be a corridor.
2. The Public Park land use does not include open space that would be provided along the creek corridor. The open space corridor along the creek would likely remain as private property and would be consistent with the General Plan. The Specific Plan will use a gross density calculation to determine the maximum number of residential units allowed on a property. The Specific Plan will also allow clustered developments. On properties where there are environmental constraints, the number of allowed units on the property may be clustered in one area (at a higher net density) to allow the preservation of the environmental.
3. The City of San Juan General Plan uses gross density to determine the maximum number of residential units allowed on a property. The Specific Plan will use a gross density calculation to remain consistent with the General Plan. The Specific Plan will also allow clustered developments. On properties where there are environmental constraints, the number of allowed units on the property may be clustered in one area (at a higher net density) to allow the preservation of the environmental.
4. Total acreage does not include the existing public roads within the Specific Plan Area.
5. Mission Farms R.V. Park currently has 140 spaces. This number is not included in the total number of residential units.

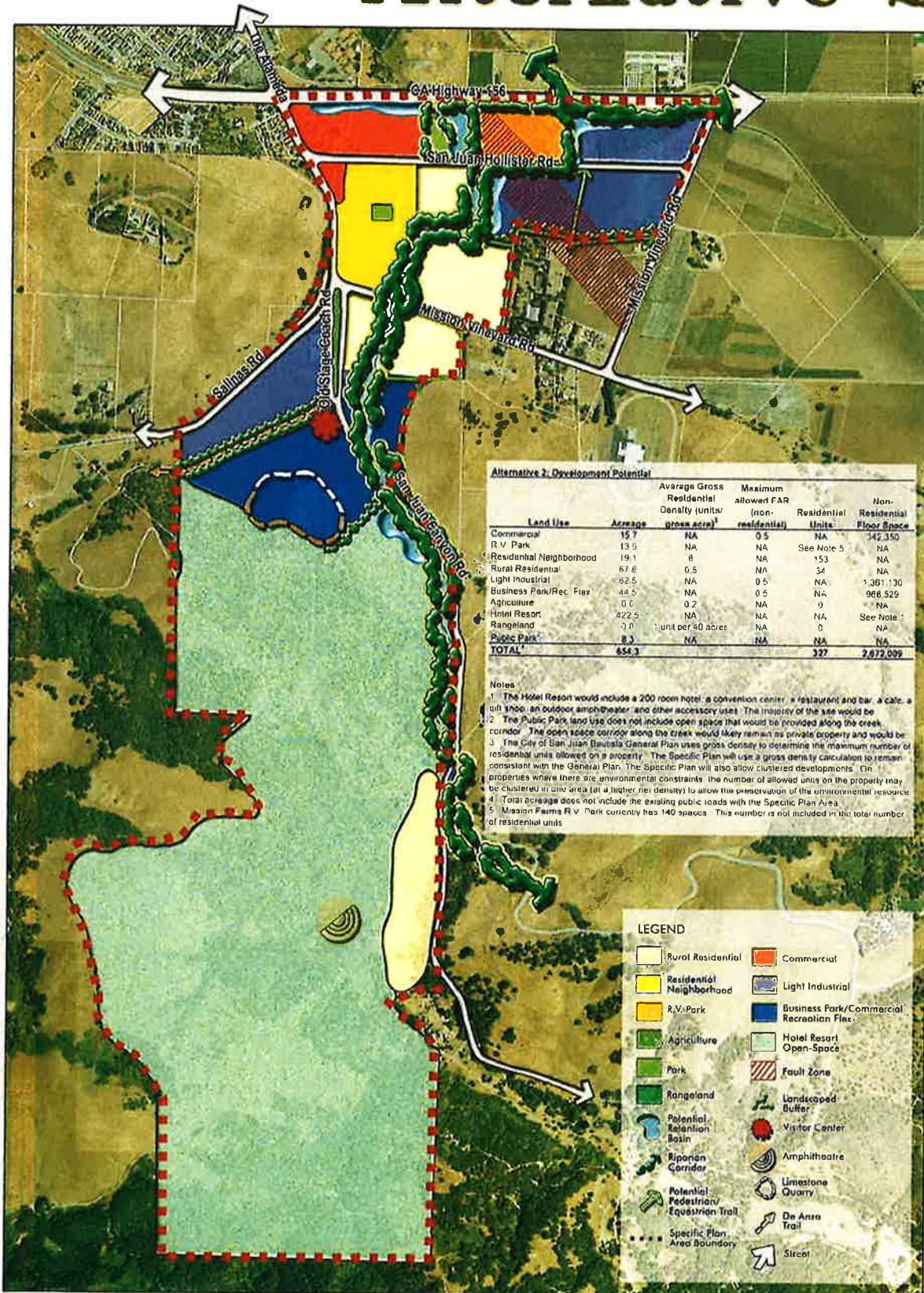
LEGEND

- Rural Residential
- Residential Neighborhood
- R.V. Park
- Agriculture
- Park
- Rangeland
- Potential Retention Basin
- Riparian Corridor
- Potential Pedestrian/Equestrian Trail
- Specific Plan Area Boundary
- Light Commercial
- Light Industrial
- Business Park/Commercial Recreation Flex
- Hotel Resort Open-Space
- Fault Zone
- Landscaped Buffer
- Visitor Center
- Amphitheatre
- Limestone Quarry
- De Anzo Trail
- Street

0 500 1,000 2,000 Feet



Alternative 2



Alternative 2: Development Potential

Land Use	Acreage	Average Gross Residential Density (units/ gross acre) ¹	Maximum allowed FAR (non-residential)	Residential Units	Non-Residential Floor Space
Commercial	15.7	NA	0.5	NA	142,350
R.V. Park	13.5	NA	NA	See Note 5	NA
Residential Neighborhood	19.1	8	NA	153	NA
Rural Residential	67.8	0.5	NA	34	NA
Light Industrial	62.5	NA	0.5	NA	1,361,130
Business Park/Rec. Flex	44.5	NA	0.5	NA	966,529
Agriculture	0.0	0.2	NA	0	NA
Hotel Resort	222.5	NA	NA	NA	See Note 1
Rangeland	0.0	1 unit per 50 acres	NA	0	NA
Public Park	8.3	NA	NA	NA	NA
TOTAL	654.3			327	2,672,009

Notes

1. The Hotel Resort would include a 200 room hotel, a convention center, a restaurant and bar, a cafe, a gift shop, an outdoor amphitheater, and other accessory uses. The majority of the site would be landscaped.
2. The Public Park land use does not include open space that would be provided along the creek corridor. The open space corridor along the creek would likely remain as private property and would be consistent with the General Plan. The Specific Plan will use a gross density calculation to remain consistent with the General Plan. The Specific Plan will also allow clustered developments on properties where there are environmental constraints. The number of allowed units on the property may be clustered in one area (at a higher net density) to allow the preservation of the environmental resources.
3. Total acreage does not include the existing public roads with the Specific Plan Area.
4. Mission Farms R.V. Park currently has 140 spaces. This number is not included in the total number of residential units.

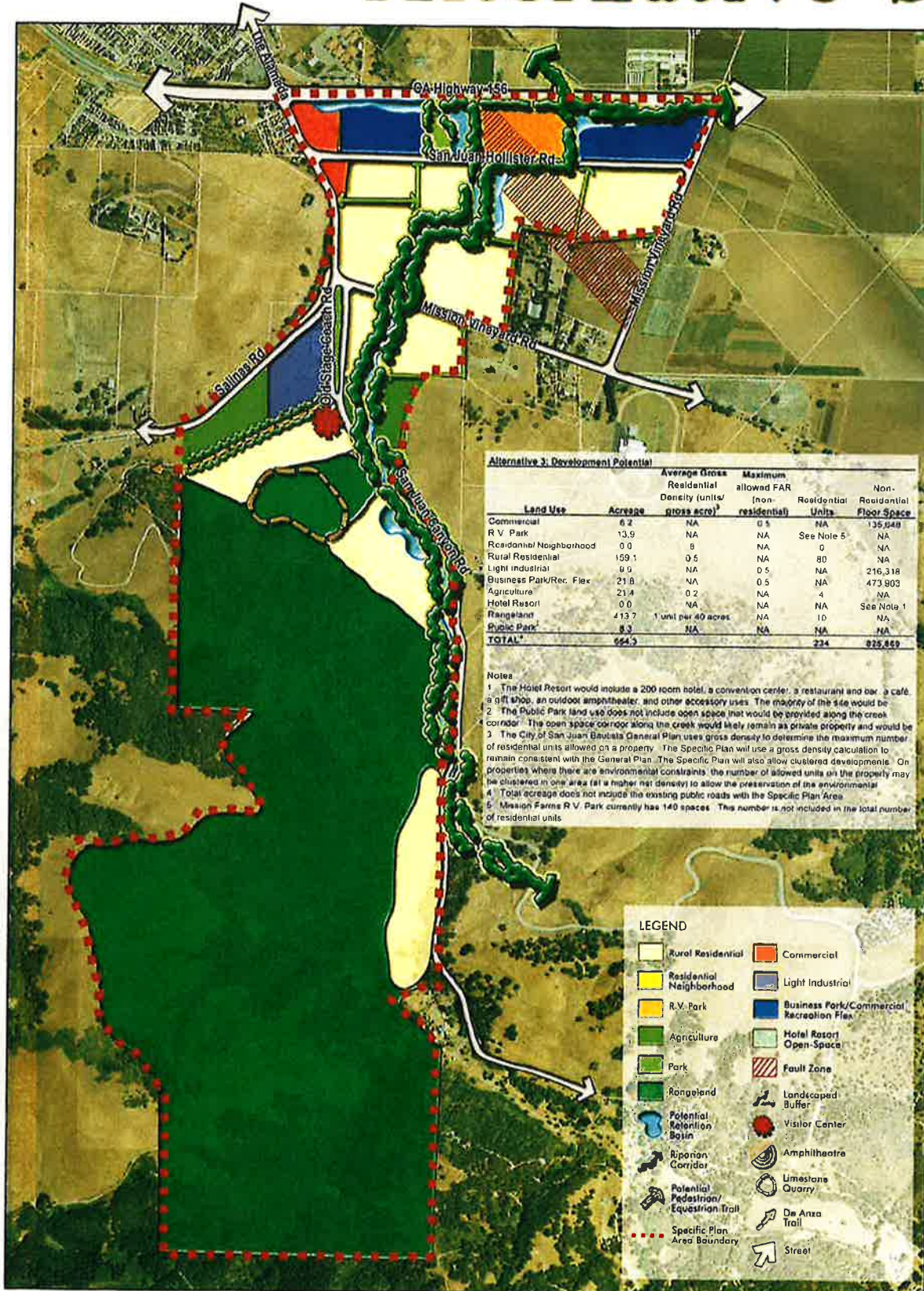
LEGEND

- Rural Residential
- Residential Neighborhood
- R.V. Park
- Agriculture
- Park
- Rangeland
- Potential Retention Basin
- Riparian Corridor
- Potential Pedestrian/Equestrian Trail
- Specific Plan Area Boundary
- Commercial
- Light Industrial
- Business Park/Commercial Recreation Flex
- Hotel Resort Open-Space
- Fault Zone
- Landscaped Buffer
- Visitor Center
- Amphitheatre
- Limestone Quarry
- De Anza Trail
- Street

0 500 1,000 2,000 Feet



Alternative 3



Alternative 3: Development Potential

Land Use	Acreage	Average Gross Residential Density (units/gross acre) ¹	Maximum allowed FAR (non-residential)	Residential Units	Non-Residential Floor Space
Commercial	6.2	NA	0.5	NA	135,648
R.V. Park	13.9	NA	NA	See Note 5	NA
Residential Neighborhood	0.0	8	NA	0	NA
Rural Residential	159.1	0.5	NA	80	NA
Light Industrial	9.9	NA	0.5	NA	216,318
Business Park/Rec. Flex	21.6	NA	0.5	NA	473,903
Agriculture	21.4	0.2	NA	4	NA
Hotel Resort	0.0	NA	NA	NA	See Note 1
Rangeland	413.7	1 unit per 40 acres	NA	10	NA
Public Park	8.3	NA	NA	NA	NA
TOTAL*	664.3			224	825,859

Notes

1. The Hotel Resort would include a 200 room hotel, a convention center, a restaurant and bar, a cafe, a gift shop, an outdoor amphitheater, and other accessory uses. The majority of the site would be open space.
2. The Public Park land use does not include open space that would be provided along the creek corridor. The open space corridor along the creek would likely remain as private property and would be used for recreation.
3. The City of San Juan Bautista General Plan uses gross density to determine the maximum number of residential units allowed on a property. The Specific Plan will use a gross density calculation to remain consistent with the General Plan. The Specific Plan will also allow clustered development. On properties where there are environmental constraints, the number of allowed units on the property may be clustered in one area (at a higher net density) to allow the preservation of the environmental resources.
4. Total acreage does not include the existing public roads with the Specific Plan Area.
5. Mission Farms R.V. Park currently has 140 spaces. This number is not included in the total number of residential units.

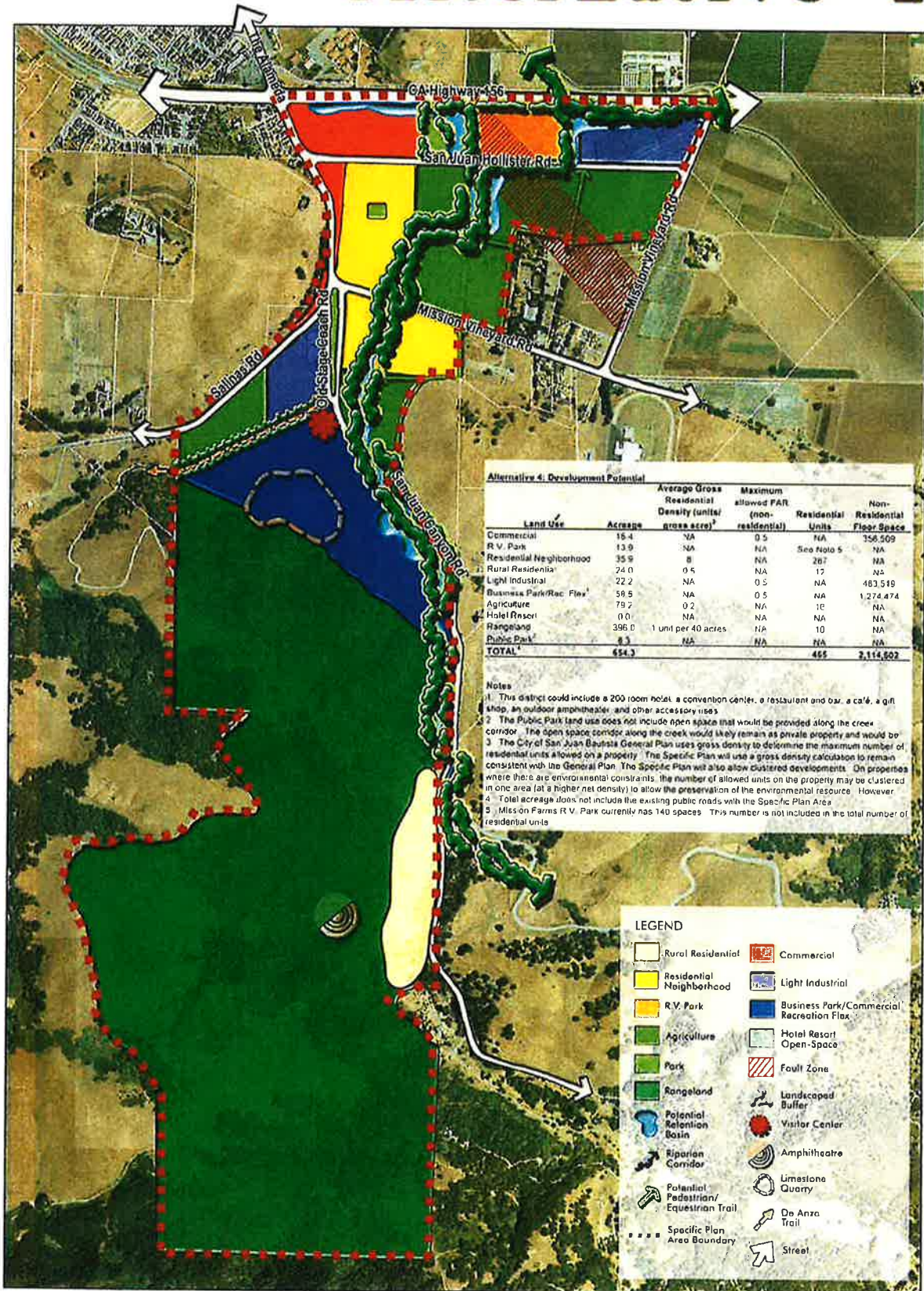
LEGEND

- Rural Residential
- Residential Neighborhood
- R.V. Park
- Agriculture
- Park
- Rangeland
- Potential Retention Basin
- Riparian Corridor
- Potential Pedestrian/Equestrian Trail
- Specific Plan Area Boundary
- Commercial
- Light Industrial
- Business Park/Commercial Recreation Plan
- Hotel Resort Open-Space
- Fault Zone
- Landscaped Buffer
- Visitor Center
- Amphitheatre
- Limestone Quarry
- De Anza Trail
- Street

0 500 1,000 2,000 Feet



Alternative 4



0 500 1,000 2,000 Feet



Agriculture, Rangeland & Rural Residential



Land designated as **AGRICULTURE** is suitable for agricultural activities including crop production, vineyards, orchards, and livestock grazing. Land that is designated as agriculture is generally unimproved. However, farm residences, barns, stables, grain houses, and other agricultural outbuildings are permitted. Agricultural processing facilities (such as Ameyal) and equestrian centers may also be permitted with the approval of a conditional use permit. The minimum parcel size is 5 acres.



Land designated as **RANGELAND** is generally not suitable for development or agriculture due to environmental constraints including steep slopes, wildlife value, and lack of water. Natural resource conservation, recreation trails, and grazing are permitted uses. The minimum parcel size is 40 acres.



Land designated as **RURAL RESIDENTIAL** is suitable for large lot estate-type housing and ranchettes. The minimum allowed density is 0.5 units per acre. On properties where there are environmental constraints (such as steep slopes, prime farmland, flood plains, archaeological resource sites, fault lines, creek corridors, riparian/wetland, and/or mitigation buffers), the units may be clustered to allow for the preservation of the environmental resource. The minimum parcel size for developments that cluster units in order to preserve environmental resources or agriculture on open space is 0.5 acres (or 21,240 square feet). On development sites where clustering is not proposed, the minimum parcel size is two acres.





Commercial & Industrial

Land designated as **COMMERCIAL** is suitable for uses that would be compatible with uses in Downtown San Juan Bautista, but that would benefit from larger development sites and proximity to the highway. Retail services, professional offices, hotels, restaurants, and cafes are permitted uses. Buildings are envisioned to be located near the street and sidewalk to have a positive relationship with the street and to encourage window-shopping. Parking lots would be placed to the rear of the property and would be screened from public view.

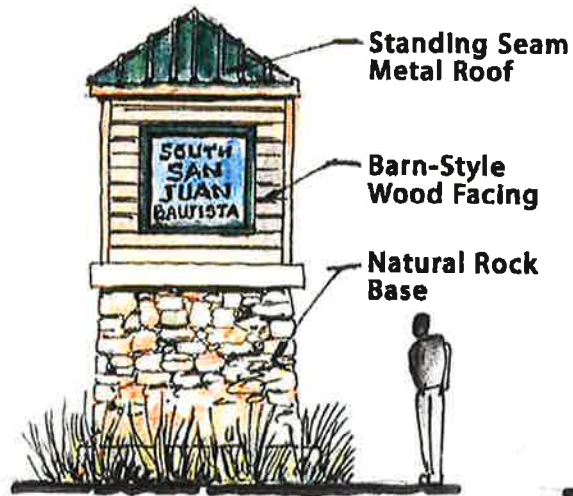


Land designated as **INDUSTRIAL** is suitable for agriculture-based industries and light industrial businesses that do not cause excessive air quality and hazardous material impacts (e.g. clean industries). Manufacturing units, warehouses, wineries, auto and farm equipment sales and repair establishments, lumberyards, and similar uses are permitted. Buildings that emulate rural character and theme by incorporating barn, silo, and green house building forms would be encouraged.





Gateway and Directional Signs



**Gateway Entry Sign
(Farm-Rural Style)**

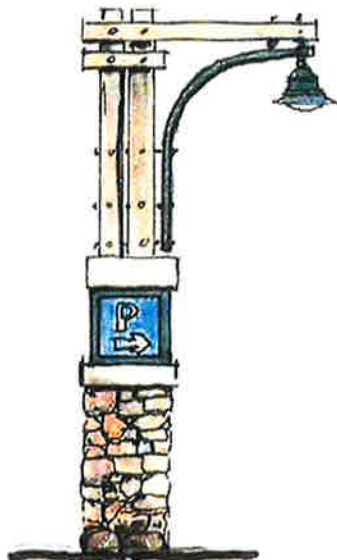


Monument/Business Sign

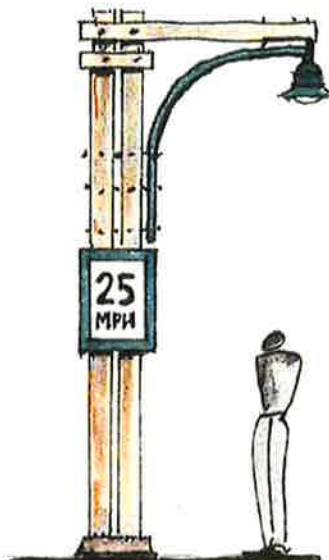
Gateway and Directional Signs within the Specific Plan Area are designed to reflect the desired rural image and character of the area. Rustic materials (rock, heavy wood beams, wood siding, and metal seamed roofing) are used to emulate rural character.



**Street Name Sign
(Match Existing Signs
In Downtown)**



**Combination Streetlight
and Directional Sign**



**Combination Streetlight
and Traffic Sign**



Directional Sign



Residential Neighborhood Land Use



Land designated as RESIDENTIAL NEIGHBORHOOD is suitable for the construction of new residential homes. The Residential Neighborhoods in South San Juan Bautista are envisioned to be designed as traditional neighborhoods that have similar qualities to the residential neighborhoods in South San Juan Bautista. The neighborhoods would be developed with a block development pattern that encourages walking. High and low density residential units would be interspersed throughout the blocks rather than established in separate districts. This type of development is consistent with the established development pattern in the City, in which higher densities are interspersed with lower densities or the same block and apartments are contained in small projects rather than large complexes.



Higher density residential developments would be limited to small lot single-family homes, townhomes, and multi-family homes. Multi-family homes are duplex, triplex, and fourplex buildings that are designed to look like a large single-family home. These buildings shall be designed with landscaped front yards, a front porch or stoop, and sideyards. Parking and garages for all residential units are envisioned to be located behind homes and shall be screened from public view from the street. A variety of architectural styles that match the historical character of San Juan Bautista would be allowed in the Residential Neighborhoods.





Open Space Resort Business Park

The majority of the land designated as OPEN SPACE RESORT would be preserved as natural open space and would function as a nature preserve. Recreation trails for pedestrians, equestrians, and/or bicyclists would provide access to various segments of the nature preserve, allowing people to experience the native plants and wildlife of San Benito County. A resort hotel with a lobby, conference facilities, day spa, swimming pool, tennis courts, restaurants, and an outdoor amphitheater would be allowed within various parts of the open space preserve. The hotel lobby, conference center, day spa, swimming pool, tennis courts, restaurants, and approximately 100 hotel rooms are envisioned to be located to the southeast of the existing cement plant lime pile. Approximately 100 additional hotel rooms would be provided in small one or two room buildings that are interspersed throughout the nature preserve. Golf carts would be used to transport guests to and from these private hotel suites. Automobile access would be prohibited. A number of native trees could be planted along San Juan Creek and San Juan Canyon Road to screen and buffer views of the resort from San Juan Canyon Road.



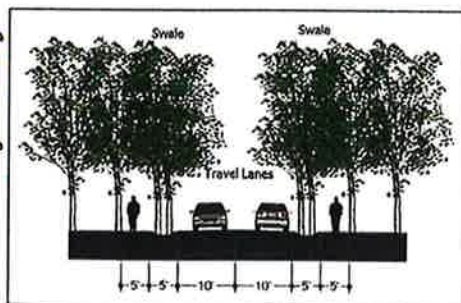
Land designated as BUSINESS PARK is suitable for master-planned employment areas. Suitable uses include research and development facilities, medical laboratories, bioscience companies, agricultural processing facilities, business incubators, bio-fuel companies, telecommunications firms, offices, agricultural and food based facilities, manufacturing, warehousing, wineries, auto and farm equipment sales/rentals or repair facilities, feed stores, lumber yards, construction supply companies, and similar uses. Museums and cultural centers are also conditionally permitted uses. Business Parks are envisioned to be designed with a rural-agriculture theme. Split rail fencing and rows of orchard trees are envisioned to provide a landscaped buffer between the street and industrial buildings and parking lots on the site. Industrial buildings are envisioned to have a rural theme and character by incorporating barn, silo, and green house building forms.



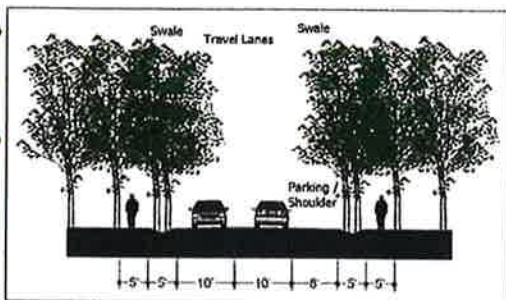


Street Sections

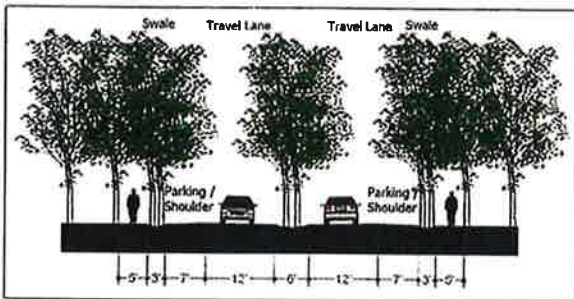
40-Foot Right of Way



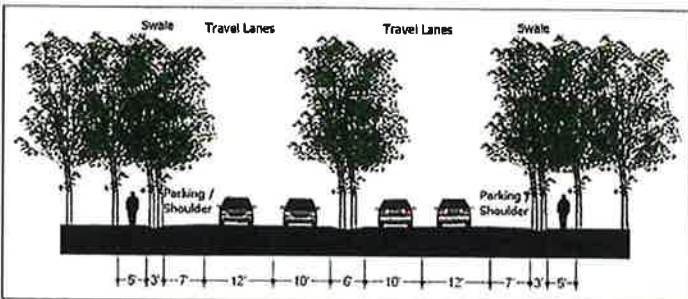
48-Foot Right of Way



60-Foot Right of Way



80-Foot Right of Way



The streets within the South San Juan Specific Plan area are envisioned to maintain the rural character envisioned by community members. To maintain their rural character, while accommodating future growth, streets will be designed with informal landscaping, soft shoulders, swales, and a decomposed granite path for pedestrians, bicyclists, and equestrians. The following photographs highlight some of these features.

Rural Character

- Informal and Natural Landscaping
- Soft Shoulders
- Swales with Native Vegetation
- Minimal or No Traffic Signals



1



2



3



4



5



6



7



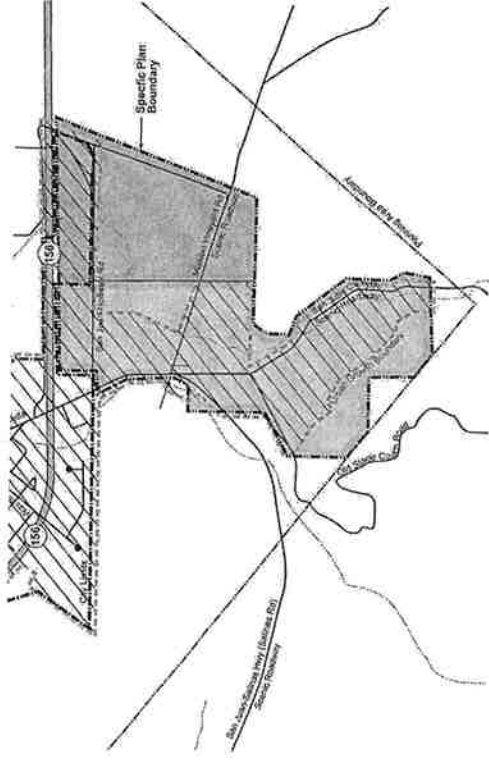
8

Photo Descriptions

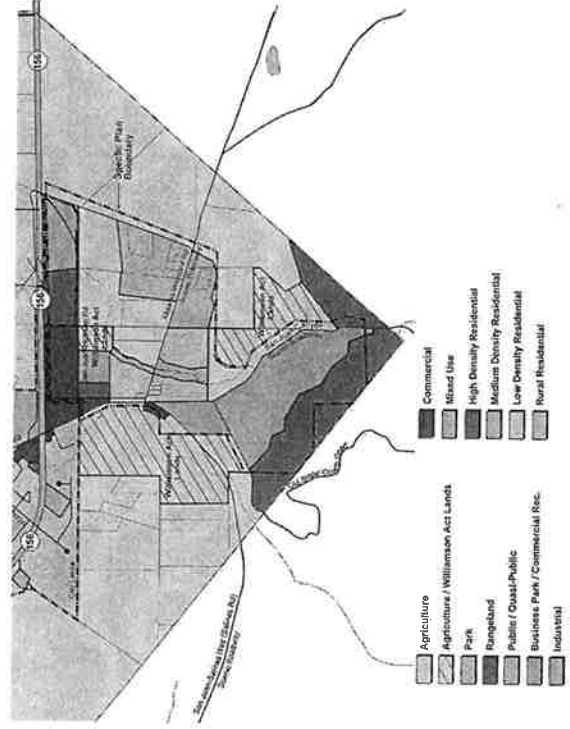
- (1) Soft shoulder with vegetation, swale, and path
- (2) Soft shoulder with vegetation and swale, but no path
- (3) Two lanes of travel in each direction with a center median
- (4) Soft shoulder with dense vegetation to screen views of development
- (5) Soft shoulder with landscaping and low-lying fences
- (6) Landscaping used to break up the parking / shoulder area
- (7) Soft shoulder could be used for parking in some areas
- (8) Tree-lined trail could be located next to the roadways

City of San Juan Bautista

San Juan Canyon Specific Plan



Specific Plan Area



Land Use

What Is A Specific Plan?

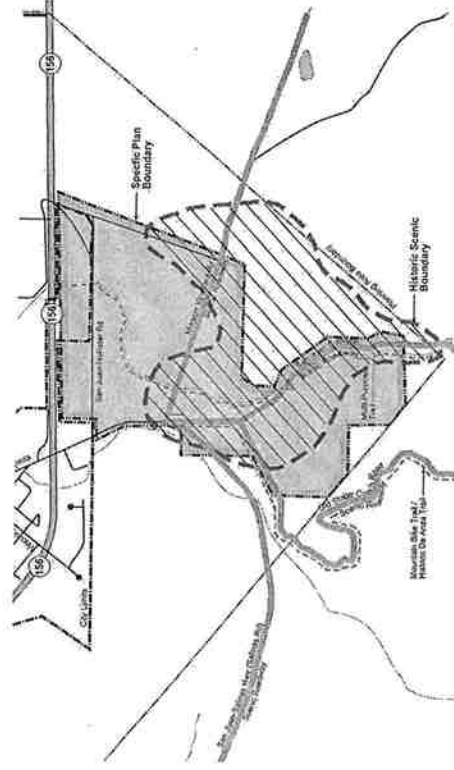
- Implements the General Plan
- Considers particular part of Planning Area
- Provides detailed land use regulations
- Provides detailed development standards
- Requirements for circulation, infrastructure, and financing
- Administrative procedures

General Plan Policies

- Maintain rural character
- Parks and recreation
- Scenic roads
- Pedestrian and bike trails
- Historic preservation
- Hillside preservation
- Preservation of natural features/trees

Land Use Designations

- **Residential uses**
 - Rural residential - 0.2 to 0.5 units per acre
 - Low density - 0.5 to 5 units per acre
 - Medium density - 6 to 10 units per acre
 - High density - 11 to 21 units per acre
- Mix of densities is allowed with average density of approximately 6.7 units per acre.



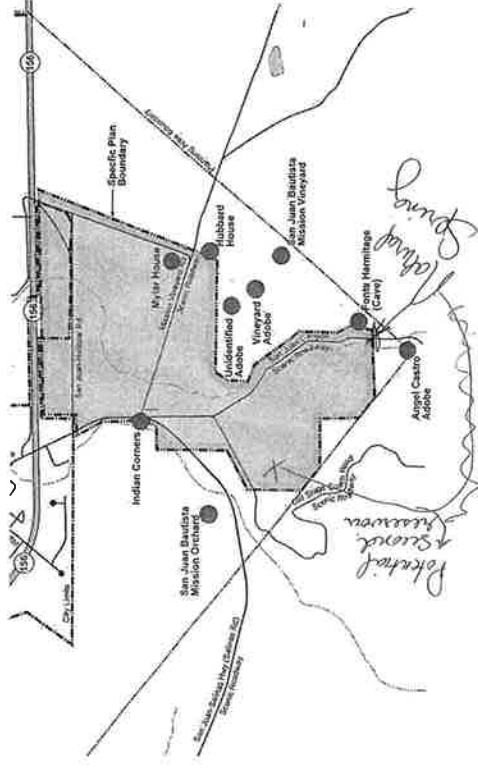
Scenic and Historic Resources

Land Use Designations

- **Commercial**
 - Visitor serving and neighborhood
- **Business Park/Comm. Recreation Flex**
 - Campus-like business park
 - Hotel/conference center *202*
 - Cultural arts center for festivals, events, etc.
 - Golf course → *202*
- **Industrial**
 - Light industry with agricultural emphasis

Circulation and Infrastructure

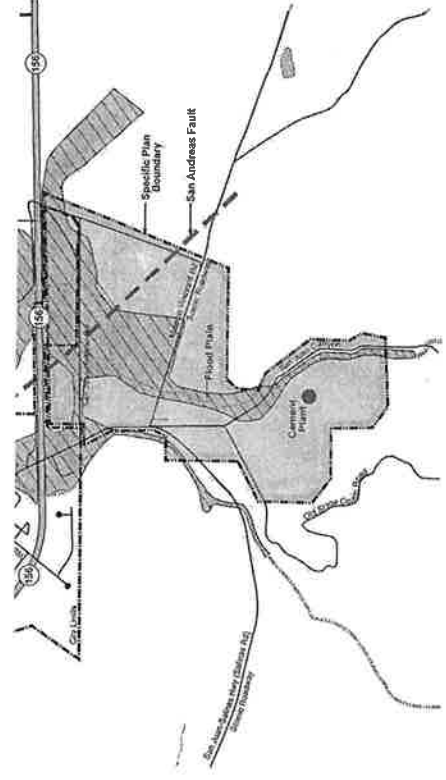
- Roads and trails
- Water/sewer
- Drainage



Cultural Resources

Specific Plan Summary

- Permitted land uses
- Development standards of each land use
- Required infrastructure improvements
- Required traffic improvements
- Parkland and trail improvements
- Financing alternatives
- Administrative procedures



Flood Plain

Specific Plan Process

- Public participation
 - Steering committee workshops (3)
 - Personal interviews
- Guiding principles/goals/objectives
- Land use alternatives
- First draft specific plan
- Public review draft specific plan
- Joint Council/Commission workshop

Specific Plan Process

- Environmental review process
- Planning Commission hearing
- City Council hearing
- City Council adoption - March 2001

CITY OF SAN JUAN BAUTISTA

PLANNING COMMISSION

STAFF MEMO

DATE: June 12, 2018

Item 7B. Report from Planner on Current and Upcoming Projects

DISCUSSION:

The purpose of this report is to update Planning Commission on the status of project work taking place within the City of San Juan Bautista. This update is in response to the May 1, 2018 Planning Commission Hearing where staff stated they would be reporting back to Commission with an update.

Staff has drafted a spreadsheet that includes all projects staff has been involved with, had been or currently has contact with, and has knowledge of. The spreadsheet is designed to list out the projects by name, status, phases, pending reviews, and possible completion. This document is ongoing and will be changing on a weekly basis. Internal process includes an update on the project spreadsheet at the end of each week to the City Manager.

ACTION:

No Action necessary. Update for Commission

City of San Juan Bautista City Engineering Projects

	Project Name - Current City/Development Projects - Upgrades, Changes, Fixes	Issues/Notes/general info	Status	Permit Issuance	Violations	Comments/Complaints Questions	Likelihood of Completion (Red or Green)
	Building/Planning						
1	Casa Rosa	Project not Approved - Violation issued due to work on the interior of the structure without permits or plans. Interior of structure gutted and rear portion of the roof is removed.	Pending Permit Application - Project is in the historical district and must be brought before HRB.	no permits applied for or issued.	building violation issued - Stop Work Order - work commenced without building permit.	Staff has contacted the architect and internal discussions were discussed about the integrity of the building.	Unknown. Work is on hold because project needs an architect to draft plans
2	Fault Line Restaurant	Updated 5/31/18 (Tim/Todd): Project has not started due to the required work having to go through the Historical Resources Board. Garage was damaged by a tree fall in 2/17.	phase zero, project not approved	No permit issued. On hold due to Staff and historic review and building permit review.	none	Staff is working with the applicant to finish the accessory building and reopen the restaurant. HRB deemed initial work as major alteration and will need HRB approval.	unknown
3	10 Franklin existing construction and demolition	approved per permit in 2015. construction has been ongoing	phase 1 for the multi-unit building construction	yes. For the large multi-family building and a remodel for one of the existing homes onsite	none	It is anticipated to demolish at least one of the other buildings onsite. Addresses to be reassigned.	possibly by the end of 2018 per the applicant.
4	Harvey's Lockup	progress is being made on the frontage & right-of-way improvements. Interior sprinklers are not functional and there is sub-standard housing above the warehouse.	frontage is being worked on, but violations on interior need to be worked on. Potential life safety issues.	No active building permits. Encroachment or documentation on frontage improvements?	none at the moment, code enforcement investigation pending	project is on hold	no-ETA. Will require pressure from the city to enforce a timetable
5	Rancho Vista Subdivision	6 Active permits being worked on. Update 5-31-2018: No permits on hold. 13 active permits, 12 permits undergoing approval process.	Under Construction	Yes, 13 issued, 12 applications	none	none	To be Determined - Estimate of Early 2019
6	Copperleaf Subdivision	20 Permit Applications, 14 Approved and ready to issue, 6 require further review.	Waiting for Approval	No, applicant is waiting to pull all permits once approval is given for all plans submitted.	none	Applicant has been granted the deferring of two Impact fees pending agreement with city. Traffic and Park development fee held until approved agreement or Final Inspection on each project.	To be Determined - Estimate of Summer 2019
7	Building Department activity.	Outside of the Subdivisions, 10 permits have been applied for since the end of March. Construction projects do require permits with some exception. Residents are encouraged to contact the city for guidance.	n/a	n/a	none	Code Enforcement is making regular rounds to check for work being done without permits.	n/a
8	Well 3 and 6 exchange/Minor subdivision on Mission Vineyard and Old San Juan Road	Planning Commission Hearing for parcel map application	minor subdivision review and prep for Commission	no permits issued	none	staff has drafted the notice, staff report memo, and draft resolution. Staff is completing the CEQA review.	August of 2018 for the the completion of the exchange process that includes map recording
9	Brewery	Applicant has indicated he'd like to work with the city to start the project. Building Permit previously issued in 2016 has expired. It is the recommendation of the Building Department to resubmit plans for a new permit. HRB may need to be involved.	no applications yet, working with owner for first submittal. Last meeting was on 5-31-18	No permits issued	none	Staff intends to meet with the applicants and adjacent property owners. Activity on this project may be picking up.	no-ETA yet

City of San Juan Bautista City Engineering Projects

	Project Name - Current City/Development Projects - Upgrades, Changes, Fixes	Issues/Notes/general info	Status	Permit Issuance	Violations	Comments/Complaints Questions	Likelihood of Completion (Red or Green)
10	General Plan Timeline	General Plan was updated and adopted in 2/16.	n/a	n/a	n/a	There are some inconsistencies and confusion of how it was done from the previous general plan from 1998 to 2016 when the last update was done. Staff is creating a timeline/report.	n/a
	New Development						
1	D'Ambrosia	First Phase Approved	Phase 1 completed	Council Approval of Phase 1. Permits have been issued and build out for first phase only.	none	Phase 2 is anticipated after speaking with the applicant.	The developer is supposed to give staff an update
2	Loazza (957 First Street - 4 Parcel Minor Subdivision)	Review has started. Waiting for application payment.	CEQA review completed. Staff is starting review. Working out payment options.	No permits issued	none	The project has been reviewed for a long time. CEQA document is getting complete. Staff is working with the applicants at this time. Also, they need to pay their applicant fees.	unknown
3	Midnight Express	Approved by Commission Resolution	No construction or permits issued	no permits issued	none	Staff is coordinating with the applicant to discuss cost estimates of roadway improvements	staff is working with the applicant about roadway improvements
	Infrastructure						
	Traffic Circle						
	Parking						
	Signage						

To: San Juan Bautista City Council

From: San Juan Bautista Strategic Planning Committee

Recommendation

The Strategic Planning Committee requests that the Council review and approve the following annual work plan items of the Committee:

- Emergency Operations Plan Update
- Farmers Market Program
- Parks Master Plan
- Wellness Fair
- Farm Based Tourism Plan
- Pilot Public Art Project
- MOU with ASJUSD
- Social Media Outreach and Standards
- Cultural Walking Tour

Background

The Strategic Planning Committee is tasked with creating implementation plans to help achieve the Goals, Objectives, Policies, and Programs included in the City of San Juan Bautista 2035 General Plan.

In doing so, we advise and assist the City Council in the implementation of the General Plan using the General Plan Implementation Matrix, which contains the programs that guide our work.

With the guidance of the former Interim City Manager, the Committee has worked over the last few months to develop work plan outlines for each of the work items we wish to accomplish during this year.

Conclusion

With the Council's agreement we wish to move forward with these work plans to continue our focused work of assisting in the execution of programs set forth in the Implementation Matrix.

**Strategic Planning Committee
Work Plan Project Outline**

Project: Emergency Operations Plan Update & Development of Public Training

Which element of the General Plan, or specific implementation item does this project address?

- PS 6.1.1.1 Develop a City wide Emergency Response Plan.
- PS 6.1.1.2 Ensure the Emergency response plan includes procedures for collection and storage needed provisions such as water, food, and medical supplies.
- PS 6.1.1.3 Participate as an active member of the San Benito County Office of Emergency Services Collaborative.
- PS 6.1.2.1 Educate all residents on emergency procedures and evacuation routes that are practiced through community drills.

What is the expected deliverable for the project?

We will bring the Emergency Operations Plan (EOP) to current standards as the existing 2005 version needs significant changes to make it fully NIMS/SEMS compliant. Roles and responsibilities outlined in the 2005 EOP do not match the city's current staffing compliment and do not meet State/Federal requirements. The EOC location in the plan, and several other important components of the plan are not optimal and the City does not have an adopted emergency organization and functions ordinance. Once the plan is adopted, EOC training needs to be conducted no less than once per year to maintain eligibility for State and Federal funding in an emergency.

CERT (certified emergency response team) training can be utilized to educate the residents of the community on emergency procedures.

Who will be responsible for carrying out the project?

Strategic Planning Committee, City Manager/Assistant City Manager, Volunteer Retired OES Coordinator, County OES Director, contract Fire Dept.

What assistance is needed from City staff?

Coordination and collaboration throughout update process – attendance at meetings to review suggested amendments; assistance in working with County partner OES agencies; city community engagement strategy coordination to disseminate training opportunities and information to the public.

What is the expected timeline for completing the project and reporting significant milestones toward completion?

- Initial review completion – July, 2018
- Council adoption of the EOP & ordinance- October, 2018
- Project completion – November, 2018

What action by the City Council will be necessary to implement the Project's recommendations?

Adoption of an emergency organization & functions ordinance.

Adoption of an updated EOP.

San Juan Bautista Strategic Planning Committee

Work plan Project Outline

Project: San Juan Bautista Farmers Market Program

Which element of the General Plan, or specific implementation item does this project address?

- LU 1.3.1.2 Establish a Farmers Market as an outlet for local farming products
- OS 4.3.2.1 Create the San Juan Bautista Farmer's Market.
- OS 4.3.2.3 Promote the purchase of locally grown and produced food by residents, businesses, and public facilities, including schools.
- OS 3.3.4.2 Coordinate public events consistent with the Health Element to increase public health goals.
- PF 4.1.1.1 Establish composting programs for residential, commercial, and agricultural activities.
- PF 9.1.1.1 Develop a city sponsored volunteer program.
- HE 2.2.1.1 Create the San Juan Bautista Farmer's Market.
- HE 2.2.1.4 Encourage fee-free incentives for local growers to participate at the farmer's market.

What is the expected deliverable for the project?

Development of a framework for conducting a Farmers Market to be held in July and September, 2018.

Who will be responsible for carrying out the project?

Strategic Planning Committee and City Staff.

What assistance is needed from City staff?

Assistance in creating a fee waiver of the special event permit fees to operate the Farmers Market in the downtown area. Acceptance of applications for the Farmers Market and processing application material for approval, calendaring and advertising the Farmers Market, and blocking streets and clean up after events.

What is the expected timeline for completing the project and reporting significant milestones toward completion?

June, 2018 – research and create fee waiver program, develop Farmers Market layout and location preference and create advertisement for operators and vendor participants.

What action by the City Council will be necessary to implement the Project's recommendations?

Approval of special event fee waiver for applicants and approval of vendor requirements for Farmers Market participation.

**Strategic Planning Committee
Work Plan Project Outline
Project: Parks Master Plan**

Which element of the General Plan, or specific implementation item does this project address?

- OS 1.1.1.3 Encourage and support development of recreational facilities to meet County standards of five acres of recreation area per 1,000 persons.
- OS 1.1.3.2 Actively seek public-agency and private partnerships to provide technical assistance in establishing and restoring trails and parks to create recreation opportunities.
- OS 1.2.1.1 Establish agreements between the City, State Parks, and Church for shared responsibility to maintain and operate parks and open space in a Parks Maintenance Plan.
- OS 1.3.1.2 Provide open space and recreational activities for teens and youth.
- OS 1.4.2.2 Evaluate existing parks and open space for design and safety improvements.
- OS 3.2.1.1 Implement historic preservation plans for parks and open spaces.
- OS 3.3.4.1 Create activity centers at parks and open space.
- HE 4.12.1 Continue to provide a diverse range of park types and recreational opportunities.
- HE 4.12.2 Expand recreational programs and services to meet evolving community needs with equal distribution in all neighborhoods.
- HE 4.1.2.3 Provide a range of high quality and well maintained recreational facilities with adequate lighting, signage, and hours of operation that represent the multicultural needs of the community.
- HE 4.1.2.4 Promote access to non-City operated parks and recreation.
- HE 4.1.2.5 Create a Parks Master Plan.

What is the expected deliverable for the project?

A City Parks Master Plan

Who will be responsible for carrying out the project?

Strategic Planning Committee, City staff and Community members.

What assistance is needed from City staff?

Access to documents, planning staff assistance with mapping, clerical assistance with mailings. Collaboration with City Manager and planning staff.

What is the expected timeline for completing the project and reporting significant milestones toward completion?

June, 2018 (3 months) – timeline for plan development
June, 2018 – Community survey – online/mailed/interviews
October, 2018 (6 months) – public participation
January, 2019 (9 months) – draft plan is created

What action by the City Council will be necessary to implement the Project's recommendations?

Adoption of Parks Master Plan

**Strategic Planning Committee
Work plan Project Outline
Project: San Juan Wellness Fair**

Which element of the General Plan, or specific implementation item does this project address?

- HE 1.1.1.1 Work with the County Health Officer and Department to organize health education and awareness campaigns.
- HE 1.1.1.3 Partner with local business communities, school districts, and community organizations to develop health and active lifestyle awareness.
- HE 4.1.1.2 Expand public events to encourage active community participation and social activities

What is the expected deliverable for the project?

San Juan Bautista Wellness Fair. County and private health organizations will be invited to participate in a wellness fair held at a local facility.

Who will be responsible for carrying out the project?

Strategic Planning Committee and partner health organizations.

What assistance is needed from City staff?

Identification of event space, assistance with any permits and recommendations for health organization participants.

What is the expected timeline for completing the project and reporting significant milestones toward completion?

Development of event location and logistics - July, 2018

Invitations to local Health organizations and private business - August, 2018

Hold Wellness Fair in Fall of 2018

What action by the City Council will be necessary to implement the Project's recommendations?

No action needed unless using acity facility.

**Strategic Planning Committee
Work plan Project Outline
Project: Public Art Project**

Which element of the General Plan, or specific implementation item does this project address?

HPCD 3.1.1.5 Develop a public arts program for trails and complete streets.

What is the expected deliverable for the project?

A pilot public art project, in order to demonstrate the process for developing public art projects. A temporary street art project to be coordinated with the June mission festivals which will be a temporary mandala painting in the streets at prominent entrances to the city.

Who will be responsible for carrying out the project?

Strategic Planning Committee, local non-profit and business partners, ASJUSD art students and youth commission. An experienced artist has been approached to lead the project.

What assistance is needed from City staff?

Advice regarding permit process, if any, for a public art project. Street closure in affected area during art work execution.

What is the expected timeline for completing the project and reporting significant milestones toward completion?

Project development May-June, 2018

Outreach to art students and other interested people - May, 2018

Public artwork put in place - June, 2018

What action by the City Council will be necessary to implement the Project's recommendations?

Approval of any required special event permits.

Strategic Planning Committee

Work Plan Project Outline

Project: Recreation for City Residents on School District Property

Which element of the General Plan, or specific implementation item does this project address?

PF 6.1.1.4

Explore the use of joint power agreements between the City and the Aromas-San Juan Unified School District which permit the sharing of District-owned and City-owned sports and recreational facilities, buildings, and libraries.

(Presently not calling for joint powers, but for reaching an agreement regarding use)

OS 11.1.3

Encourage and support development of recreational facilities to meet County standards of five acres of recreation area per 1,000 persons.

OS 12.21

Establish agreements between the City, non-profits, local companies, and other organizations for shared responsibility to maintain and operate parks and open space.

What is the expected deliverable for the project?

Agreement regarding public use of the basketball courts and recreation area at San Juan school. Agreement regarding public use of and co-development of fitness path and walking trail around soccer field area on The Alameda.

Who will be responsible for carrying out the project?

City staff, ASJUSD Board & staff, and City Council

What assistance is needed from City staff?

Review insurance needs and potential agreement in coordination with ASJUSD Superintendant.

What is the expected timeline for completing the project and reporting significant milestones toward completion?

Negotiations with City and school Superintendent - May, 2018

Approval by ASJUSD Board and City Council - June, 2018

What action by the City Council will be necessary to implement the Project's recommendations?

Approval by City Council by June of 2018

**Strategic Planning Committee
Work Plan Project Outline**

Project: Farm Based Tourism Plan (EcoTourism, AgroTourism & Cannabis Tourism)

Which element of the General Plan, or specific implementation item does this project address?

Agricultural Economy

OS 4.3.2.2 Promote agro-tourism with farm events, showcases, and tours.

OS 4.3.2.3 Promote the purchase of locally grown and produced food by residents, businesses, and public facilities, including schools.

What is the expected deliverable for the project?

Creation of a Tourism Plan focused around agriculture and the environment. Agro-tourism involves agriculturally based operations or activities that bring visitors to a farm or ranch and encourages visitors to experience agricultural life first hand. Eco-tourism is focused toward exotic, often threatened, natural environments, especially to support conservation efforts and to observe wildlife.

Increased economic viability by promoting agro-tourism events, eco-tourism events, cannabis tourism events at street fairs, showcases and tours in San Juan Bautista.

Encourage local businesses to extend hours, before, during, and after local events.

Who will be responsible for carrying out the project?

Strategic Planning Committee, City Council, San Juan Committee, SJB Stakeholders

What assistance is needed from City staff?

Research eco-tourism, agro-tourism, canna-tourism statistics and best practices.

What is the expected timeline for completing the project and reporting significant milestones toward completion?

Research completion - August, 2018

Draft plan development - September/October, 2018

Presentation to the City Council - September/October, 2018

What action by the City Council will be necessary to implement the Project's recommendations?

Approve the Farm Based Tourism plan and fee schedule for Farm Based Tourism events held in the city.

Request support from the San Juan Committee and local businesses.

**Strategic Planning Committee Work-Plan
Project Outline
Project: Cultural Walking Tour (First Nations Tour)**

Which element of the General Plan, or specific implementation item does this project address?

- LU 4.2.1.7 Design pathway projects connecting communities and attracting visitors, such as Historic El Camino Real.
- LU 4.2.2.1 Design tourism infrastructure including visitor information center upgrades, interpretive signage, and facilities.
- OS 1.1.3.1 Acquire funding for non-motorized trail projects.
- OS 1.1.3.2 Actively seek public-agency and private partnerships to provide technical assistance in establishing and restoring trails and parks to create recreation opportunities
- OS 3.2.1.1 Implement historic preservation plans for parks and open spaces.
- OS 12.1.1 Establish agreements between the City, State Parks, and Church for shared responsibility to maintain and operate parks and open space in a Parks Maintenance Plan.
- OS 3.2.1.2 Build awareness and community support for historical and cultural sites with public events and publications in local newspapers.
- ED 3.2.2.1 Organize a coordination meeting between representatives from the Archdiocese , the California Department of Parks and the City by 2015.
- HPCD 1.2.2.1 Develop a signage plan to advertise heritage tourism.
- HPCD 1.2.2.2 Develop heritage tourism activities.

What is the expected deliverable for the project?

Creation of a First Nations walking tour and narrative in conjunction with the State Park, the Mission Parish, and the ASJU School District.

Who will be responsible for carrying out the project?

City Council, State Park Staff, Mission Parish Management , School Board, Non-Profit Partners, Strategic Planning Committee.

What assistance is needed from City staff?

Attendance at collaborative meetings, research potential grant funding.

What is the expected timeline for completing the project and reporting significant milestones toward completion?

6 months for initial trail planning , one year for research by students and educators.1-3 years for project development.

What action by the City Council will be necessary to implement the Project's recommendations?

No City land is suggested. Approval of the trail and approval of grant applications.

**San Juan Bautista Strategic Planning Committee
Work Plan Outline**

Project: SAN JUAN BAUTISTA SOCIAL MEDIA OUTREACH AND STANDARDS

Which element of the General Plan, or specific implementation item does this project address?

LU 4.2.2.4 Develop, in collaboration with us to teach a plan committee, a marketing and branding plan for the downtown and the city in general.

LU 2.1.2.1 Solicit marketing firms to promote downtown interest

LU 2.1.2.3 Partner and develop programs with local chamber of commerce groups to promote local commercial and retail interests

LU 2.1.2.4 Bring historical downtown business owners together for a unified vision

ED 3.1.1.1 Develop a marketing campaign that promotes the city's historic image. Seek the aid of a professional who is remuneration is tied to the success of the program.

What is the expected deliverable for the project?

Creating a uniform language and image standard for social media outreach for the City of San Juan Bautista, the merchants of San Juan Bautista, the Mission of San Juan Bautista, the State Parks (located within city limits) and Aromas San Juan School district. The following social media platforms are Facebook, Instagram, LinkedIn, Pinterest, Twitter, YouTube, and Venmo. The purpose is to highlight all amenities, services, events, people, culture, history, heritage and attractions for the City of San Juan Bautista. Our goal is to expand our marketing to reach a demographic that utilizes but not limit to handheld technology.

Who will be responsible for carrying out the project?

At least four to six members simultaneously manage each platform.

1. One member of City Staff
2. One to two members of the strategic Planning Committee
3. One to two members of the San Juan Business Council
4. An appointed community member volunteer

The San Juan Bautista Mission and the San Juan Aromas School district may handle their own social media accounts with the awareness of the uniform language and image standards.

What assistance is needed from City staff?

Informing the members in charge of the social media platforms of upcoming events.

What is the expected timeline for completing the project and reporting significant milestones toward completion?

The expected delivery for the social media project will depend on the learning curve and level of commitment for each individual and organization within San Juan Bautista that

wishes to engage in the platforms. The goal, to have all individuals and organizations be familiar and comfortable utilizing social media outlets within one year.

May - June, 2018 educational materials created and distributed

July - August, 2018 trainings held with various groups

What action by the City Council will be necessary to implement the Project's recommendations?

The actions needed by the City Council for the San Juan Bautista Social Media Project is the support and approval of this new format.