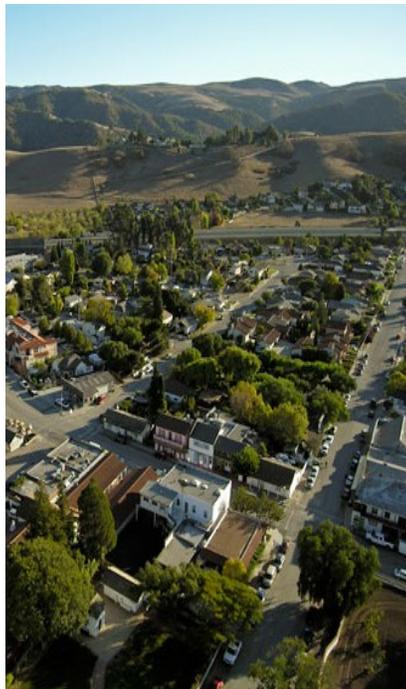


CITY OF SAN JUAN BAUTISTA

2035 *general plan*



CAL POLY
SAN LUIS OBISPO



San Juan Bautista 2035 General Plan November 1, 2015

(Cover photos by Cal Poly Planning Team)

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1 EXECUTIVE SUMMARY

1.1 Introduction

The General Plan represents the official adopted goals and policies of the City of San Juan Bautista. In California, State law (Government Code Sections 65300 et seq.) requires cities and counties to prepare, adopt, and maintain a general plan, the guiding “constitution” upon which public and private development and land use decisions are made. A general plan is central to the local planning process because it employs public policy, derived from citizen participation, to shape the future development of a community. As a local constitution, the General Plan should address immediate, mid-term, and long-term planning issues concerning the community, including but not limited to historic preservation, economic development, and the development of public facilities.

Typically, a general plan is divided into separate subject categories called “elements,” that individually identify specific issues such as housing, circulation, and safety. State law mandates that a general plan cover the elements of land use, circulation, housing, conservation, open space, safety, and noise. However, a jurisdiction may also prepare optional elements that relate to its physical development, such as economic development, community design, and health. Regardless of whether an element is mandatory or optional, they all have equal legal status, and must all be internally consistent with one another.

Most jurisdictions select 15 to 20 years as the long-term horizon for the general plan. However, this horizon does not mark the end point, but rather provides a context to make short-term decisions, and a jurisdiction should choose a time horizon that best fits its own particular needs.

1.2 Planning Process

This General Plan is a product of broad community participation by residents and stakeholders of San Juan Bautista including the City Council, the Planning Commission, the Strategic Planning Committee, and City staff aided by a planning team of second year graduate students pursuing Masters Degrees in the field of City and Regional Planning under the supervision of Dr. Cornelius Nuworsoo, from the California Polytechnic State University (Cal Poly) in San Luis Obispo, California. The planning team worked closely with the City of San Juan Bautista on the update of the City’s General Plan. Between September 2013 and December 2013, the planning team interacted with the San Juan Bautista community, City leadership and staff, and Advisory Committees in a series of public meetings and street surveys to generate a Background Report on existing conditions. The 2013 Background Report serves as a supplemental informational

document to the General Plan. The Background Report provides an overview of the existing conditions with consideration of existing policies, regulations, programs, infrastructure, and services within the City, San Benito County, and the State of California. The Background Report guided the development of goals, objectives, policies, and programs and the formulation of development alternatives in the subsequent General Plan document. Through additional community input received from January 2014 through March 2014, the City and the planning team developed the Preferred Growth Scenario in March 2014.

Three different methods were utilized to gather information to inform the planning process on existing conditions and to identify emerging directions, which in turn guided the development of goals, objectives, policies, and programs and the Preferred Growth Scenario of the General Plan. The methods include:

- Primary data collection in the form of four public meetings and four street survey events, which provided insights on community aspirations and preferences for San Juan Bautista's future.
- Field work in the form of a land use inventory of existing conditions to record and identify the land use of all parcels within the City.
- Secondary research to identify applicable standards, policies, and programs related to each General Plan element.

1.3 Demographics

In 2010, San Juan Bautista had a population of 1,862, an increase of 313 people since 1990, and a 20 percent increase in two decades. The City had a median age of 38 years. The largest age cohort in 2010 was the 45 to 54 year age group. Eighty-four percent of the population identified as White. Additionally, 38 percent of the population identified as Latino. In 2010, the median income for San Juan Bautista was \$53,077, slightly lower than San Benito County's median of \$65,771 and California's median of \$60,883. From 2000 to 2010 the median household income increased 22.4 percent.

1.4 2035 Population & Housing Projections

The population in San Juan Bautista is projected to increase an additional 13 percent over the next 20 years. Based on changing natural factors such as birth, death, and migration rates, the population in San Juan Bautista will increase by 243 and approach an estimated 2,105 residents by 2035. To accommodate population growth, the City will require an additional 167 housing units, but the Department of Housing and Community Development (HCD) mandates space is set aside to accommodate a 3 percent annual housing growth, which translates to an additional

560 housing units to serve the regional housing need. The housing need can be met through the reoccupation of existing vacant units, redevelopment of existing units determined to be in 'bad' condition, and constructing new units. If realized, the expansion of housing would accommodate a population growth of 1,310 residents for a total of 3,175 people.

1.5 Existing Conditions & Plan Elements

1.5.1 Land Use

The Land Use Element provides a guide for planners, the general public, developers, and decision makers for future development and growth. The main objective of the Land Use Element is to play a "central role in correlating all land use issues into a set of coherent development policies" (Governor's Office of Planning and Research [OPR], 2003). The Element designates the location, distribution, and intensity of: housing, industry, recreation, education, open space, public facilities and buildings, and waste management facilities. Land use impacts all other Elements and is the most representative of the General Plan. The goals and policies in this Element "play a pivotal role in zoning, subdivision and public works decisions" (OPR, 2003).

The 2013 Land Use Inventory surveyed existing uses and found that 10.9 percent of the acreage within the City (38.9 acres) was vacant, allowing for a variety of development opportunities. The developed acreage is made up of 33 percent residential, 27 percent open space, 13 percent public facility, 8 percent commercial, retail, and service, 0.7 percent mixed-use and less than 1 percent industrial uses.

Trend data and future projections indicate that population and related housing and employment growth could be accommodated. However, maintaining the small town pedestrian character in its agricultural setting, improving infrastructure, diversifying economic opportunity, and providing public space are essential to the well-being of City residents. The Land Use element sets goals and objectives that prioritize these factors through careful consideration of resident input.

1.5.2 Circulation

The Circulation Element is mandatory in the General Plan according to Government Code §6530. Circulation has a critical impact on land use patterns, economic development, public health, and social interaction. A balanced multi-modal system encourages compact land use, efficiency of access, commercial development, and increased physical activity. This Element describes the City's transportation system and circulation network and provides an inventory of existing roadway and infrastructure conditions. In addition, this Element addresses emerging directions relating to future transportation trends in the City.

One of the key challenges in San Juan Bautista is overcoming auto-dependency. Many of the residents commute outside of the City for work, and there are limited transit options. State Route (SR) 156 is an important route, delivering tourists and providing regional connectivity for residents and service deliveries. As a result, there are concerns of noise, widening, and pedestrian/bicycle safety at the intersection of The Alameda and SR 156. In addition, within the City, sidewalk conditions are relatively poor and lack connectivity. Bicycle infrastructure improvements are also needed to contribute to “complete street” treatments along major arterials. The City is required to comply with the California Complete Streets Act AB 1358. Therefore, The Alameda, 1st Street, 2nd Street, 3rd Street, 4th Street, Monterey Street, Lang Street, Muckelemi Street, San Juan Canyon Road, San Juan Highway, San Juan Hollister Road, and Washington Street are recommended to be converted to complete streets with improved sidewalk connectivity and bicycle infrastructure.

The main goals of the Preferred Growth Scenario are to prioritize non-motorized transportation within the City and to provide improved public transit service for inter-city travel. Development of walking and biking trails will improve the connection of the City on both sides of SR 156. However, the needs of automobiles will still be accommodated with features such as roundabouts, which improve the safety and efficiency of intersections.

1.5.3 Housing

The Housing Element is mandatory according to State law. This Element analyzes the housing stock and conditions based on information gathered from the 2013 Land Use Inventory and the U.S. Census. According to the 2007-2011 American Community Survey, San Juan Bautista had 597 housing units in 2010. Sixty-one percent of these units were single-family homes. The gross vacancy rate was 8.6 percent. The provision of housing is one of the most important issues within the City. San Juan Bautista, like the rest of California, has high housing costs. In 2011, 54 percent of residents were burdened by housing overpayment. Renters are disproportionately more financially burdened with housing costs than owners. This burden impacts future housing development within the City.

San Juan Bautista’s population is projected to increase through natural growth to 2,105 by the year 2035. Based on this projection, San Juan Bautista would need 167 more housing units by 2035, but the Department of Housing and Community Development (HCD) mandates the accommodation of a 3 percent annual increase in housing units during a housing element cycle. Based on the 3 percent housing unit increase, 560 more housing units would be needed by 2035. The Housing Element includes goals, objectives, policies and programs to provide a safe, adequate, and affordable housing stock. The City faces the challenge of addressing long-term housing needs to provide an adequate supply of housing on limited vacant acreage while

acknowledging the surrounding geography and maintaining the quaint and historic atmosphere that makes San Juan Bautista so attractive.

1.5.4 Conservation

The Conservation Element addresses the management and conservation of the area's natural resources while allowing for economic growth. The goal of the Conservation Element is to minimize negative impacts on the natural environment while allowing the City to grow. The Conservation Element addresses federal and state standards of environmental regulation, soil and mineral resources, biological resources, water resources, air quality, and energy and greenhouse gas (GHG) emissions. Given the strong agricultural base of the community, soil, mineral, and water conservation are high priorities in the community. The City of San Juan Bautista is also partnering with regional groups to address air quality, energy use, and associated greenhouse gas emissions reduction.

The Conservation Element identifies goals, objectives, policies, and programs to guide the City into the future while minimizing impacts on the natural environment. Under the Preferred Growth Scenario, the City will concentrate future residential and economic growth within existing developed areas. Future growth will increase water demand, but also provide opportunities to improve on water quality and reduce the per-user cost of necessary infrastructure projects for residents and businesses. The Conservation Element includes policies on energy and greenhouse gas emissions that correspond with regional planning goals.

1.5.5 Open Space

The purpose of the Open Space Element is to address the City's need for open space through goals, objectives, policies, and programs. The Open Space Element contains information on three different categories of open space: active open space for recreation, passive open space for recreation, and open space for agriculture.

In San Juan Bautista, active open space for recreation and parks includes two City parks: Abbe Park and Verutti Park totaling 2.3 acres. This is equivalent to approximately 1.4 acres per 1,000 people, which is below the common 3 acres to 5 acres per 1,000 people standard. An additional 9.4 acres of sporting fields and recreational space provided by San Juan Elementary School supplements the City parkland. The San Juan Bautista Historic Park has a 2-acre plaza with a lawn that can be used as active open space for recreation. The City also has 3 acres at Washington Street's Lang Court that is reserved for a future park.

Passive open space for recreation includes the management of natural and historic resources such as scenic views and historical sites. The City Library provides approximately 0.4 acres of

passive open space for recreation. Sections of both City parks are dedicated to picnicking. The Original El Camino Real Road and the path next to Old Mission San Juan Bautista provide a short trail network within the City. Scenic places in the City are identified as City parks, scenic vistas from the cemetery, and scenic view sheds from downtown providing “glimpses” of the surrounding hillsides. Historical sites that have passive open space are identified as Mission San Juan Bautista and San Juan Bautista Historic State Park, which provide amenities such as historic programs and picnic areas.

There are over 90 acres of agricultural land in and around San Juan Bautista. San Juan Bautista’s vast agricultural landscape provides residents and visitors with open space and pleasant views. The rich soils of the San Juan Valley produce a plethora of fruits and vegetables, creating not only pleasant aesthetics, but also economic value. Most agricultural land interfaces with wilderness areas outside the City limit to the south and north. These areas consist of hills, range land, vegetation, and wildlife habitats.

In the Preferred Growth Scenario, there is emphasis on additional park and open space south of the City and a linear park including multi-use paths connecting the City to the Juan Bautista de Anza National Historic Trail. The Preferred Growth Scenario promotes conservation of open space land; ensuring open space remains to act as a buffer for safety and for the protection of agricultural resources and hillsides. Agricultural open space will continue to be preserved, and sustainable agricultural practices will be promoted. Concentrating development in the four key growth areas of the Preferred Growth Scenario encourages open space preservation and expansion. This development proposal enables preservation of agricultural land and protects urban areas from natural hazards.

1.5.6 Noise

The Noise Element is mandatory in the General Plan and identifies noise sources and noise sensitive receivers. This Element includes goals, objectives, policies, and programs to eliminate or reduce the negative impact of unwanted sound produced in and around San Juan Bautista. The major sources of noise are truck traffic on State Route 156 and motorcycle and vehicle noise on The Alameda/3rd Street. The goals, objectives, policies, and programs of this Element address future conditions under the Preferred Growth Scenario by separating incompatible land uses, mitigating noise from vehicular traffic, and providing protection from temporary noise sources such as construction.

1.5.7 Safety

The Safety Element is required in any general plan in the State of California. The Safety Element addresses the protection of humans and property from natural and man-made hazards.

Seismic, geologic, fire, and flood hazards must be addressed as required under California Government Code 65302(g). The Safety Element for San Juan Bautista goes beyond the minimum requirements and includes the safety concerns of crime and hazardous materials.

The greatest risks facing San Juan Bautista stem from seismic activities associated with the San Andreas Fault and from wildfire. This Element provides goals, objectives, policies, and programs that help to prevent and mitigate these two major safety concerns. Other hazards of lesser risk are also addressed in this Element to formulate an all-encompassing safety approach. The application of prevention and mitigation measures that address each hazard can reduce the impact on property, health, and safety.

San Juan Bautista is to be guided by a development approach that leaves it safe from earthquakes and other geologic hazards, flood related hazards, wildfires, contamination from hazardous materials, and crime. Additionally, San Juan Bautista will be a community that is exceptionally prepared for emergency situations and disasters.

1.5.8 Economic Development

The Economic Development Element is an optional element in the General Plan. The goals, objectives, policies, and programs in this Element aim to expand and diversify the City's economy. Economic trends in the City have prompted a general consensus among residents that the City needs new sources of revenue generation. San Juan Bautista relies heavily on tourism, and has grown slowly over the decades. Residents commute to surrounding cities in the region for appropriate employment opportunities, indicating an imbalance in the jobs-to-housing ratio. The Economic Development Element contains goals, objectives, policies, and programs to further develop existing industries and to support the development of employment sectors appropriate for residents of San Juan Bautista.

The Preferred Growth Scenario focuses infill development in key corridors throughout the City and in the Downtown. The area of the City south of State Route 156 will be allocated to industrial uses. This Element's goals, objectives, policies, and programs support the expansion of light industry in San Juan Bautista, especially light industry related to the agricultural sector. Muckelemi Street is to be redeveloped to create new commercial opportunities. Mixed-use development is also supported in the Economic Development Element.

1.5.9 Public Facilities & Services

The Public Facilities and Services Element describes the facilities and services provided by the City of San Juan Bautista to residents and businesses, determines whether these services are adequate to meet the City's needs now and in the future, and provides a policy basis that will

enable the City to meet those needs. The specific topics in this chapter include: infrastructure for water supply, storm water, and wastewater; recycling and solid waste disposal services; police services; fire services; school facilities; and library facilities.

The goals, objectives, policies, and programs in the Public Facilities and Services Element drive the future provision of public facilities, reflecting the community input gathered from multiple community meetings. The development approach seeks to minimize the impact of future development on water supply, wastewater treatment, drainage, solid waste disposal, police services, fire services, school facilities, and library facilities. Connection fees from future development can help fund planned and proposed infrastructure improvements and lower the costs passed on to residents and businesses that utilize the City's water supplies. Relocating the wastewater treatment plant will require building a new facility, but can be scaled to accommodate future growth and equipped with the most up-to date technologies. New residential and commercial developments, as well as infill development, will contribute to a better and more coordinated drainage system. Added population growth may initiate need for expanded school facilities in order to accommodate more students, especially at the K-8 grade levels. There should not be a need to alter solid waste management operations for the duration of the General Plan; however, developing a plan for the John Smith Road Landfill when it reaches capacity will help the City to minimize impacts to waste management. Police services may need to be expanded as the City grows and as financial constraints allow. The development approach seeks to minimize impacts to fire protection services by prioritizing growth within City limits. The San Juan Bautista Library has needs for technological upgrades, and is a potential location for new social and educational programs as the City grows. The goals, objectives, policies, and programs in the Public Facilities and Services Element address the need to provide adequate community services and utilities, accommodate population growth, and ensure a high quality of life for residents of San Juan Bautista.

1.5.10 Historic Preservation & Community Design

The Historic Preservation & Community Design Element is not a required element of the general plan. This Element covers historic preservation, community and connectivity, community form, and spatial definition. The purpose of this Element is to establish a set of policies to identify and preserve local historical resources in and around San Juan Bautista.

San Juan Bautista has adopted the motto: "The City of History," and relies heavily on history-based tourism. The City is a Certified Local Government, designated by the California Office of Historic Preservation, which requires it to maintain a historic resources review body and authorizes it to apply for Federal pass-through grant funds. The City updated its 1981 Historic Resources Inventory in 2006 (approved by the City Council on April 17, 2007), was designated a Preserve America Community by the White House in 2007, and was named a Distinguished Destination by the National Trust for Historic Preservation in 2008. Within the City's planning

area boundaries are three historic districts listed in the National Register of Historic Places. They are (1) San Juan Bautista Plaza Historic District, (2) San Juan Canyon Historic District, and (3) Third Street Historic District. San Juan Bautista is home to seven National Historic Landmarks, boasting the highest number of registered landmarks in the County. The City supports an active Historical Society, monthly living history events are held at the State Park, and the Native Daughters of the Golden West meet regularly in San Juan Bautista. It is fundamentally important to recognize historical and cultural resources as an essential part of the City's heritage influencing future design and economic opportunities.

This Element identifies historic and architecturally significant buildings, outlines historically significant events, and provides context as well as connections that impact development. It also creates policy to inform the design standards for future development.

1.5.11 Health

The Health Element identifies measures of physical and mental wellness in San Juan Bautista. This Element addresses adequate access to recreation and open space, healthy foods, medical services, public transit and safe active transportation, quality housing, economic opportunities, safe neighborhoods and public spaces, and environmental quality. A proportion of San Juan Bautista residents suffer from chronic diseases such as diabetes, congestive heart failure, asthma, emphysema, chronic obstructive pulmonary disease, and bronchitis. Vulnerable populations include low-income individuals and families, medically underserved populations, individuals with chronic conditions, minority groups, and the youth and elderly.

The purpose of the Health Element's goals, objectives, policies, and programs is to address the health issues and challenges of the City. In order to provide a comprehensive health plan, health goals are influenced by all other elements.

The Preferred Growth Scenario has many effects on, and implications for, community health. Proposed changes to land use, complete streets, housing development, and the improvement of recreational amenities provide opportunities for active living, higher accessibility to social gathering areas, and making use of San Juan Bautista's walkable size. These changes will improve environmental health and elevate the quality of life of residents.

1.5.12 Strategic Plan

Strategic planning sets priorities for the future to ensure that the City is working toward specific outcomes. Every Element in the General Plan establishes goals, policies, and programs. The Strategic Plan Element comprehensively assembles, prioritizes, and aligns programs set by Elements with ongoing activities, processes, resources, and actions to coordinate and move

towards the accomplishment of these programs. It organizes the programs by setting priorities, funding, and staffing and enables goals and policies to evolve and adapt as conditions, requirements and other circumstances change. The Strategic Plan Element of the General Plan assembles the programs from all the Elements in an implementation matrix. Every program is assigned a time frame for implementation, responsible parties, and funding sources.

1.6 Alternative Growth Scenarios

1.6.1 Business as Usual

Business as Usual is a development alternative that envisions how the City would grow into the future if historic trends and patterns in population growth and economic development remain the same. The Business as Usual Alternative would result in the conversion of open space and agricultural lands to developments and limited commercial growth. The City would not be able to accommodate the total acreage needed for job growth and City park space within City limits. New residential lands would need to expand into flood hazard zones and beyond service areas of the City's public facilities, utilities, and infrastructure. Transportation would remain auto-oriented, while parking and circulation problems would intensify.

1.6.2 Clustered Growth

The Clustered Growth Development Scenario advocates growth in specific areas of San Juan Bautista, with the goal of creating a connected network of activity hubs. This scenario proposes growth in the following 4 areas:

1. Muckelemi near State Route 156
 - New medium and high density residential, mixed-use and office space, with a focus on bicycle and pedestrian accessibility.
2. Old San Juan-Hollister Road
 - New light industrial/Commercial activities, linear park, and expanded recreational connectivity to the southeastern part of the City.
3. The Downtown Core on 3rd Street/The Alameda
 - New infill development for existing vacant lots and under-utilized non-historical buildings.
4. Lang Street, south of State Route 156.
 - Additional single-family housing, extension of Lang Street to connect with The Alameda, and expanded bicycle and pedestrian accessibility.

The Clustered Growth Development Scenario prioritizes mixed-use designations, centralized open and public spaces, and established hubs of activity to create a more cohesive and connected city, while isolating growth to certain areas. This scenario also offers a selection of transportation options that address walkability and bike-ability between activity hubs and the expansion of existing transit service.

1.6.3 Dynamic Growth

The Dynamic Growth Alternative utilizes properties, including vacant and underutilized parcels, in close proximity to major circulation corridors while maintaining the small-town feel in the downtown core. Dynamic Growth envisions a purposeful approach to development through concentrated growth around the following strategic areas:

1. 3rd Street
2. Muckelemi Street
3. The Alameda

Low density, medium density, high density, and mixed-use housing options are proposed under this alternative in order to maintain San Juan Bautista's small-town feel while anticipating future growth. Commercial, service, and light industrial uses are proposed to encourage more economic activity around San Juan Bautista's existing commercial hubs and in the sphere of influence areas to the south of State Route 156. Mixed-use corridors along Muckelemi Street through the historic downtown integrate residential and commercial land uses, reducing the distance between housing, workplaces, retail businesses, and other destinations and making for more transportation efficient, compact, and safe neighborhoods for automobiles, pedestrians, and bicyclists.

This alternative emphasizes using active modes of transportation for trips within the City. The downtown and the Mission on Third and 2nd Streets are designated pedestrian priority areas with enhanced pedestrian amenities such as widened sidewalks with abundant seating. A complete and accessible sidewalk network would connect the rest of the City. Bike lanes on Old San Juan-Hollister Road, Lang, Washington, Muckelemi, Monterey, and 1st Street provide a complete bicycle network in the City, while routes to be shared by bikes and automobiles are designated for Franklin, Polk, Third, and 2nd Streets to provide additional access to and around the historic downtown and Mission areas. Increased service from the County Express and a proposed weekend trolley would make it easier for residents to commute outside of the City and for visitors to get around the City. The Dynamic Growth Alternative puts vacant and underutilized parcels to more efficient and productive residential, commercial, and light industrial uses, strengthens the tourism economy, adds retail and service sector jobs, and delivers public services to residents efficiently.

1.6.4 Preferred Growth Scenario

The Preferred Growth Scenario incorporates the preferred elements from all of the development alternatives, with an emphasis on concepts from the Dynamic Growth and Clustered Growth alternatives. Conceptual land uses for the Preferred Growth Scenario are based on a combination of existing land uses, proposed land uses, and the community's preferred aspects of each growth alternative. This scenario proposes growth in four key areas of the City, with a focus on the redevelopment of vacant and underutilized parcels. The Preferred Scenario is based on public input from three community meetings and outreach events, and is particularly influenced by community meeting #3. The goals of the Preferred Growth Scenario are: to attain a vibrant, walkable, and attractive downtown; to maintain the City's Historic nature; to provide an adequate supply of housing; and to increase the number of jobs within the City. The Preferred Growth Scenario focuses on:

1. Medium-density housing in the 3rd Street extension area
2. Mixed-use commercial and retail development in the Muckelemi Street Corridor
3. Infill commercial and residential development in the Historic Downtown
4. Light-industrial and commercial development south of SR 156

Transportation improvements in the Preferred Growth Scenario include an expansion of bicycle and pedestrian facilities, a linear park and multi-use path, and roundabouts at several key intersections. The Preferred Growth Scenario directly influences future land use allocation and circulation improvements, and is specifically designed to meet future community needs and growth expectations. Economic growth is focused on the expansion of light-industrial activity in the southeastern area of the City, with mixed-commercial and residential development in the Muckelemi St. Corridor.

1.7 Element Goals

Various goals, objectives, policies, and programs embody the policy framework of the General Plan. The following are lists of the goals that describe a mental picture of the City's future within the General Plan:

Land Use

1. A city surrounded by a thriving agricultural setting.
2. A city with a balanced and diversified set of land uses.
3. A compact city with distinctive architecture.
4. A walkable, pedestrian friendly, and visually rich city.

Circulation

1. Safe and convenient travel options for all means of travel.
2. Convenient access in and around San Juan Bautista.

Housing

1. An adequate housing supply that meets San Juan Bautista's needs.
2. Affordable housing for all demographic and income groups.
3. Respect for the character of San Juan Bautista.
4. Sustainable housing.

Conservation

1. Growth and development without sacrificing environmental quality.
2. Clean air and water for residents and visitors.
3. Efficient use of energy and natural resources.
4. Protection of wildlife, habitat, air quality, and water resources.

Open Space

1. Adequate structure of parks and open space.
2. Comprehensive and connected parkland system.
3. Preserved environmental resources.
4. Preserved prime farmland with viable local agricultural operations.

Noise

1. Quiet neighborhoods.

Safety

2. A community safe from earthquakes and other geologic hazards.
3. A community safe from flood related hazards.
4. A community safe from urban and wildland fire hazards.
5. A community free from contamination by hazardous materials.
6. A community that maintains a low crime rate and is generally regarded as safe and protected.
7. A community that is exceptionally prepared for emergency situations and disasters.

Economic Development

1. A vibrant, robust, and diversified local economy.
2. A supportive and nurturing business climate.
3. A premier tourist destination.
4. A sound agricultural sector as a source of employment and economic growth.

Public Facilities & Services

1. A community with high quality water and sewer services provided in the most efficient, cost effective, and environmentally sound manner.
2. A community safe from the risks of flooding.
3. A community with adequate waste handling and disposal facilities.
4. A community that generates a minimal quantity of solid waste.
5. A safe, peaceful, and orderly community with police and fire protection.
6. High-quality educational services and facilities.
7. A positive and healthy environment for the community's youth.
8. A community that provides high quality infrastructure and services with minimal financial burden on residents and businesses.

Historic Preservation & Community Design

1. Celebrated local historic resources.
2. A city with a historic sense of place.

Health

1. Awareness of the importance of healthy living.
2. Accessible healthcare services and programs.
3. A safe community.
4. An active transportation and recreation network for all users.

2 INTRODUCTION

2.1 The City & Planning Area

2.1.1 Setting

San Juan Bautista is a small rural city with a long history beginning in the Spanish era. The popular Mission San Juan Bautista is one of 21 California missions, and was established in 1797. According to the 2010 Census, San Juan Bautista had a population of 1,862.

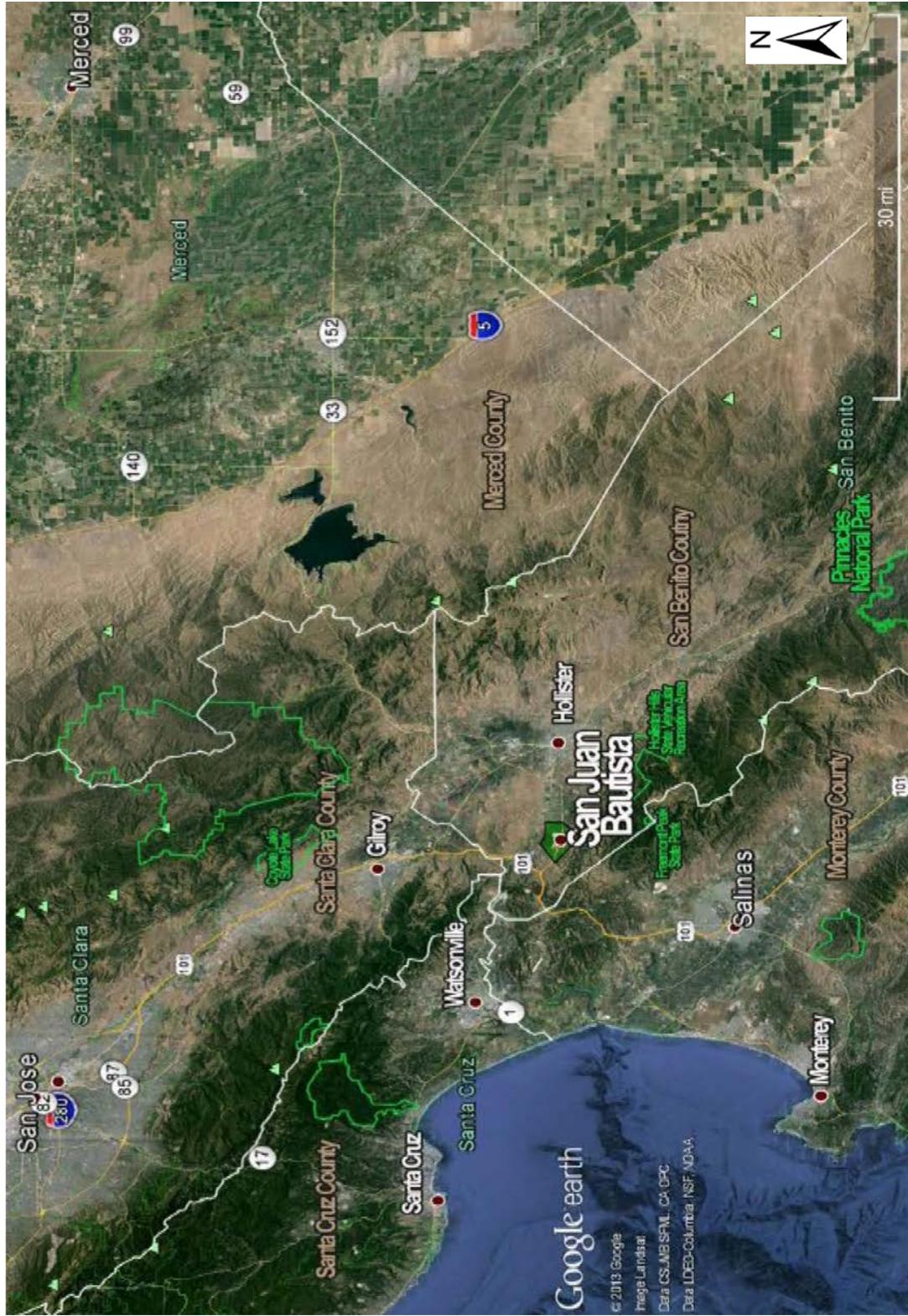
The City is situated 2.5 miles east of U.S. Highway 101 and approximately 15 miles from the Pacific Ocean at an elevation of 217 feet. It is adjacent to the San Andreas Fault and the very fertile San Juan Valley that extends east of the City. The San Benito River runs east-west along the Valley's north edge about 2 miles north of the City. The Gabilan Range to the south and the Flint Hills to the north frame the San Juan Valley. Map 2.1 shows the location of the City.

Fremont Peak on the Gabilan Range is relatively close to the City and is named after Captain John Charles Fremont of the United States Topographical Corps, who became a major in the US Army and one of the first two US senators elected from the State of California. San Juan Bautista sits at the end of San Juan Canyon and San Juan Canyon Road, which descends from Fremont Peak State Park. San Juan Canyon Road is an extension of 3rd Street and The Alameda. The Gabilan Range is also home to the Pinnacles National Park, about 30 miles south.

The climate is Mediterranean with August being the warmest month of the year and January being the coolest. The yearly precipitation average is approximately 12 inches with January being the wettest month (The Weather Channel, 2013).

Agricultural uses are prominent in the City's sphere of influence (SOI) and include row crops, orchards, dry land farms, grazing and rangeland, pasture, and fallow fields. It consists of development within City limits, agricultural industry (two seed companies and a mushroom spawning plant), a PG&E substation, and about 90 rural residences. Most rural residences are located along Mission Vineyard Road, Salinas Road, Breen Road, and Cagney Road. The area also contains the former Ideal Cement Plant, which has been dormant since the 1970s. Some remnants of the manufacturing operation still remain on the site (City of San Juan Bautista, 1998).

Map 2.1.1 Locator Map



Cal Poly Planning Team, 2014

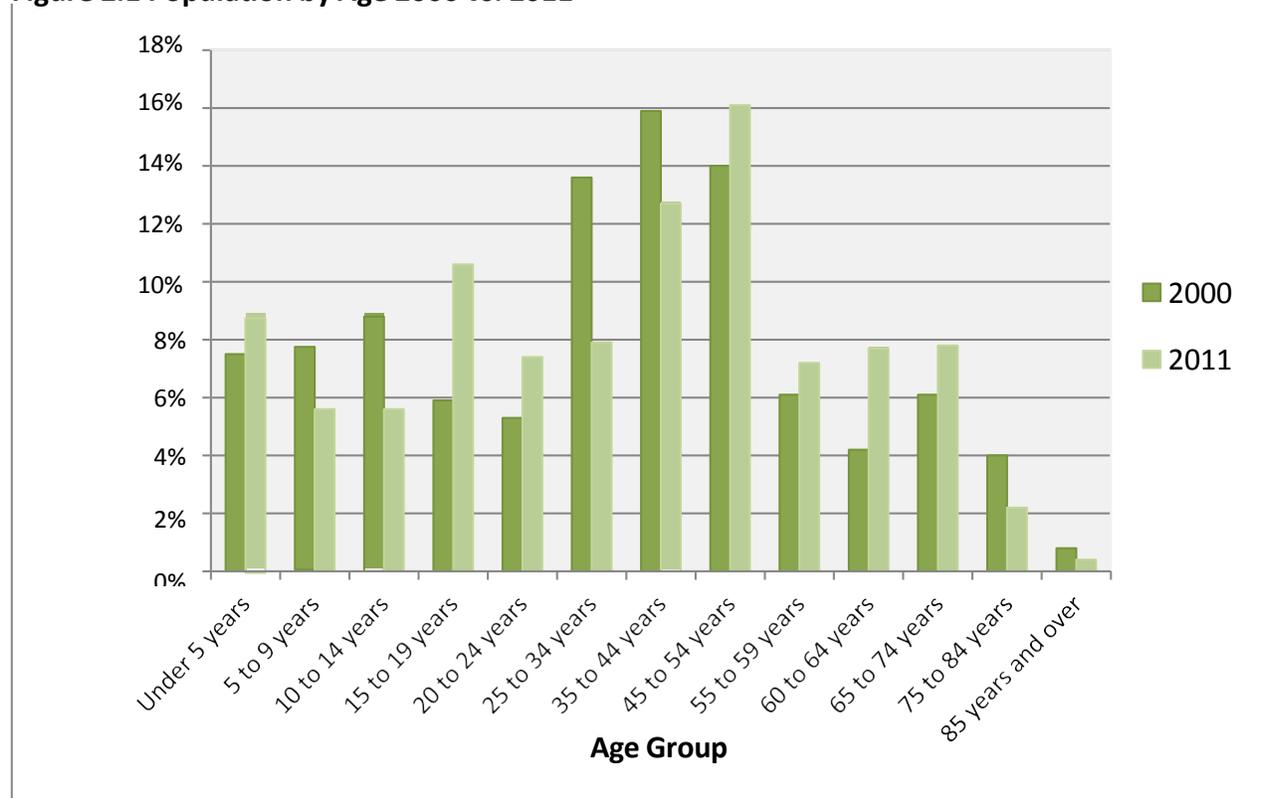
2.1.2 Demographics

In 2010, San Juan Bautista had a population of 1,862, an increase of 313 people since 1990 and a 20 percent increase in two decades. The City has a median age of 38 years. The largest age cohort in 2011 was the 45 to 54 year age group. Eighty-four percent of the population identifies as White. Across racial groups, 38 percent of the population identify as Hispanic. In 2010, the median income for San Juan Bautista was \$53,077, slightly lower than San Benito County’s median of \$65,771 and California’s median of \$60,883. From 2000 to 2010 the median income increased 22.4 percent.

Table 2.1 Median Household Income in Dollars (\$)			
	2000	2010	Percent Change
San Juan Bautista	43,355	53,077	22.4%
San Benito County	60,665	65,771	8.4%
California	47,493	60,883	28.2%

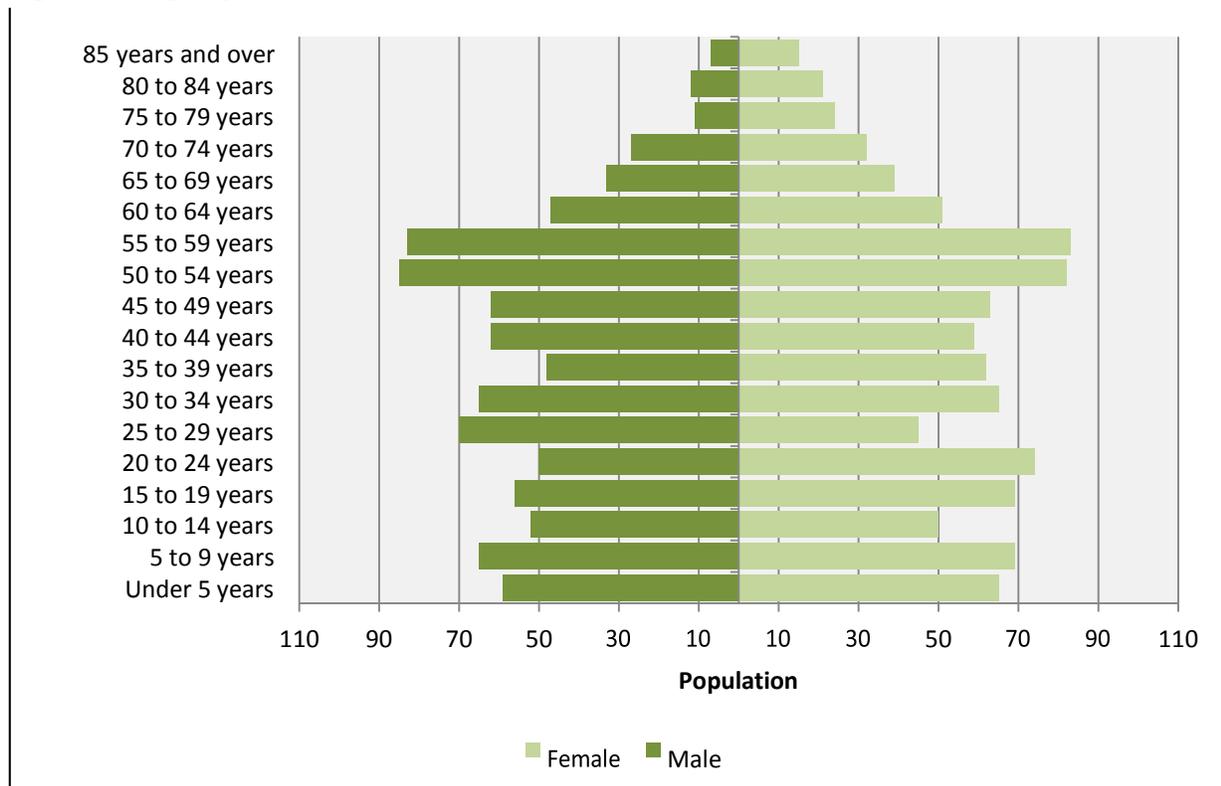
U.S. Census, ACS 2006-2010 5-Year Estimates, Table DP03 Selected Economic Characteristics

Figure 2.1 Population by Age 2000 vs. 2011



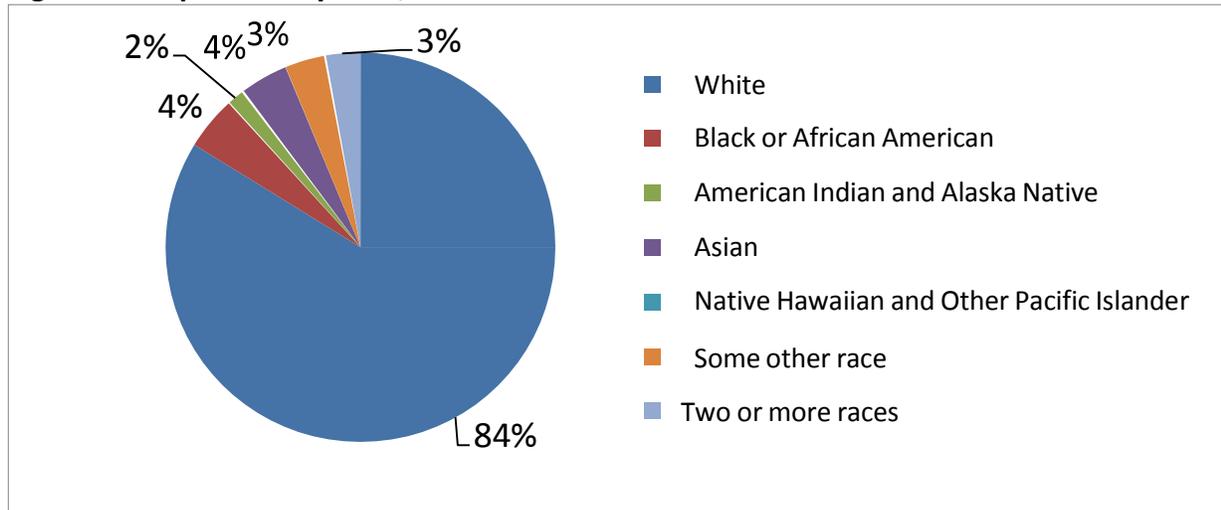
Census Table DP-1 & B21001, 2000, & 2011

Figure 2.2 Age by Sex, 2010



Census Table DP01, 2010

Figure 2.3 Population by Race, 2011



Census Table DP05, 2011

2.1.3 History

The City of San Juan Bautista has a culturally rich heritage that is actively celebrated. Spanish expeditions arrived in the San Juan Valley in the late 1700's. The Spanish settlers came in contact with an Ohlone tribe known as the Mutsun who inhabited the area. From the late 18th Century to the mid-19th Century, Spanish and Mexican settlers, with the help of the Mutsun, built 128 adobe buildings, including Mission San Juan Bautista. The City was named in honor of the Mission, which was established in 1797 as the 15th of the 21 California Missions. The City, which originated around the Mission, was established in 1869.

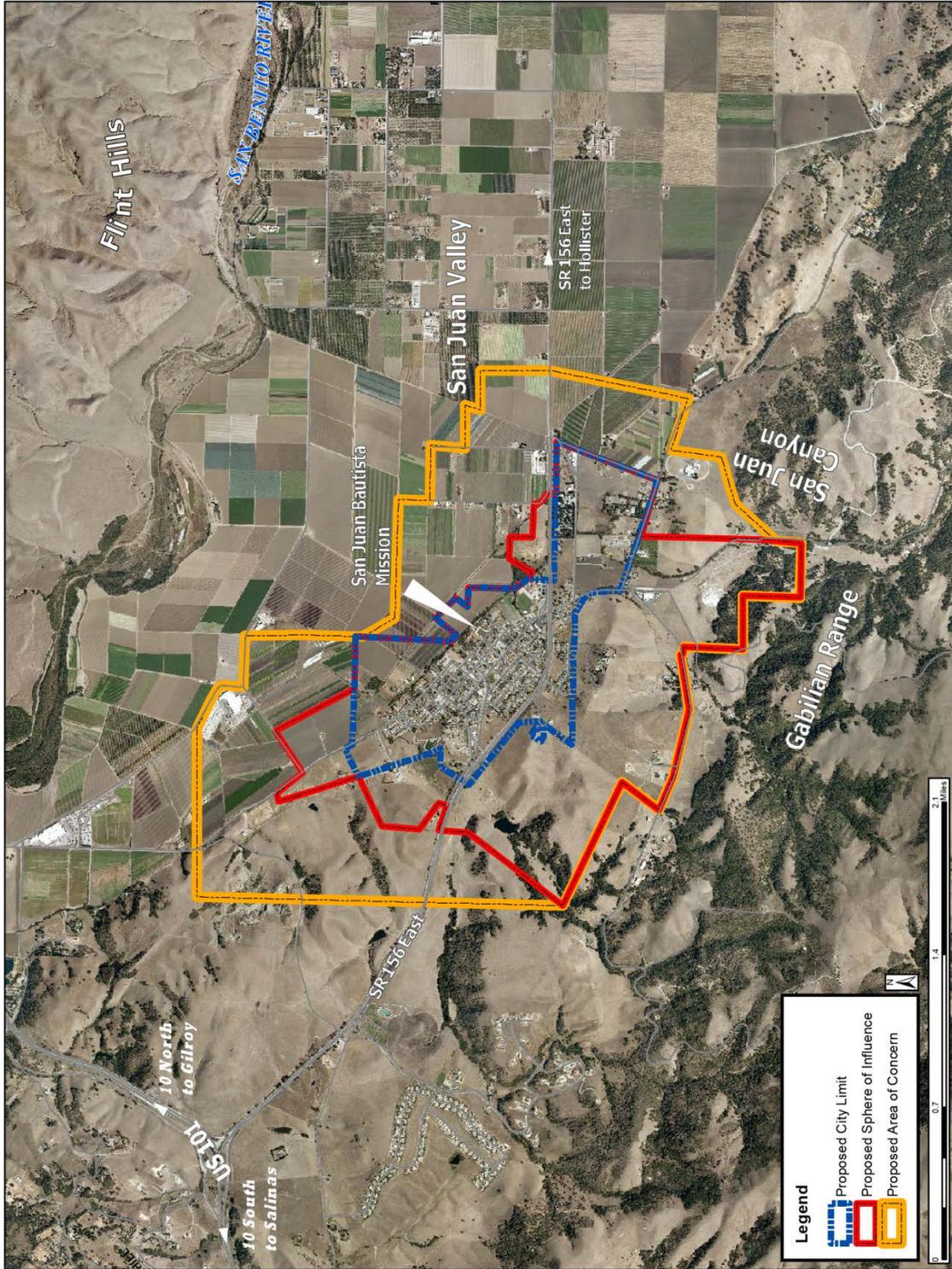
According to the 2005 report of the City of San Juan Bautista's Historic Resources Board, the City's history can be marked by several periods that provide historic context and influence on the City's growth. These periods are known as: The Mission Period (1797-1834); The Mexican Rancho Period (1834-1846); A Growing Town: San Juan Bautista as an Important Transportation and Trade Center (1848-1875); Economic Decline- The Southern Pacific Railroad chooses Hollister for its Depot (1875-1906); The Boom of New Industry—the Cement Plant (1906-1932); Agriculture Continues in San Juan Bautista (1900-1960); and Returning GIs and the Postwar Housing Boom (1942-1960). These historic contexts provide an understanding for how the City was shaped and how the City has been able to retain its smaller atmosphere despite larger development in the surrounding areas. The City of San Juan Bautista adopted the motto: "The City of History," with the City relying heavily on history-based tourism. San Juan Bautista is home to 7 National Historic Landmarks, boasting the highest number of registered landmarks in the County. The City supports an active San Juan Bautista Historical Resource Board, Historical Society, monthly living history events at the State Park, and the Native Daughters of the Golden West meet in San Juan Bautista. It is fundamentally important to recognize historical and cultural resources as an essential part of the City's heritage; influencing future design and economic opportunities.

2.1.4 Area of Concern & Sphere of Influence

The Sphere of Influence includes all lands that may eventually be annexed by 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 proposed sphere encompasses about 1,450 acres of land.

The Area of Concern is the area covered by the General Plan. It includes the City and any land outside that relates to the City's planning extending beyond the sphere of influence for a total of 3,842 acres. Map 2.2 identifies the proposed Area of Concern and Sphere of Influence for the City.

Map 2.2 Proposed Planning Area and Sphere of Influence, San Juan Bautista



Rene Anchieta, San Benito County GIS, 2015

2.2 Purpose, Intent, & Legal Authority

2.2.1 Long Range Planning

California law requires both cities and counties to adopt a long-term comprehensive General Plan to guide future development (Government Code Sections 65300). The general plan outlines goals and policies to guide long range planning within a city or county. The California Supreme Court has called the general plan the “constitution for future development,” the foundation on which all land use decisions are based (OPR, 2003). According to the Office of Planning and Research guidelines, the general plan “expresses community development goals and embodies public policy relative to the distribution of future land uses, both public and private” (OPR, 2003).

San Juan Bautista’s existing General Plan was adopted in 1998. This is an update designed to replace the 16-year-old document. In partnership with the City of San Juan Bautista, this policy document is the product of second-year graduate students and a faculty advisor in the City and Regional Planning program at the California Polytechnic State University in San Luis Obispo.

2.2.2 Regional Coordination

The City of San Juan Bautista is located in San Benito County. San Juan Bautista, along with the City of Hollister and San Benito County, make up the San Benito County Council of Governments for the purpose of forming consensus on regional issues facing the County (www.sanbenitocog.org). San Benito County is also part of the Association of Monterey Bay Area Governments, or AMBAG, a regional governmental organization, which consists of a large number of public agencies within Monterey and Santa Cruz Counties. AMBAG serves as both a federally designated Metropolitan Planning Organization and Council of Governments. It performs metropolitan level transportation planning on behalf of the region and manages transportation demand models. It also prepares regional housing, population, and employment forecasts that are utilized in a variety of regional plans (www.ambag.org).

2.3 General Plan Overview

2.3.1 Elements of a General Plan

State of California Government Code Section 65302(b) mandates that seven elements be addressed in a city’s general plan: land use, circulation, housing, conservation, open space, noise, and safety. The City of San Juan Bautista’s General Plan document includes these

required elements and five additional elements: economic development, public facilities and services, historic preservation and community design, health, and a strategic plan.

Land Use

The Land Use Element designates the type, intensity, and distribution of public land and private land uses. Housing, commercial, industrial, and open space are some of the land uses considered under this element. A land use map illustrates planned location and density of these uses in the City.

Circulation

The Circulation Element is interconnected with the Land Use Element to address future transportation needs of proposed land uses and users. Major thoroughfares, transportation routes, hubs, and other infrastructural utilities and facilities, existing and proposed, are identified and planned under this element.

Housing

The Housing Element is a comprehensive assessment of current and projected housing needs. It includes policies and programs for providing adequate housing for all economic segments of the community. Every eight years the housing element must be updated by state mandate.

Conservation

The Conservation Element addresses the conservation, development, and use of natural resources. The condition and future of air, water, soils, minerals, and biological resources are assessed under this element.

Open Space

The Open Space Element provides plans and guidelines for the long-term preservation of open-space lands. The intent of this element is to ensure public health and safety through the conservation of natural resources, management of resource production (including agricultural lands), and maintenance of outdoor recreational facilities.

Noise

The Noise Element sets goals to minimize community exposure to excessive noise by identifying existing and future noise quantities and sources through data gathering and modeling.

Public Safety

The Public Safety Element includes strategies to protect the community from risks associated with fire, flood, seismicity, geologic activity, hazardous materials, and crime.

Economic Development

The Economic Development Element guides the economic character of the community while providing for a stable annual budget. A stable economy is achieved through the development of policies and strategies related to retaining existing businesses, attracting new businesses and industries, creating jobs, and expanding the City's revenue base.

Public Facilities & Services

The Public Facilities & Services Element addresses the existing capacity of, and future demand for, water, power, waste management, telecommunications, health, educational, and emergency facilities in the City.

Historic Preservation & Community Design

The Historic Preservation & Community Design Element guides public and private development to create a city that is functional and aesthetically appealing. It also addresses protection of the City's historic and archaeological resources. This element brings several elements together to enhance the natural and built environment.

Health

The Health Element provides policies to address community health issues and needs and promote healthy living solutions.

Strategic Plan

The Strategic Plan Element sets priorities for the future and ensures the City is working towards certain goals. This element comprehensively lists the goals, ongoing activities, processes, resources, and actions used to coordinate and move towards these goals. It organizes general plan goals and policies by setting priorities, funding, and staffing, and enables goals and policies to evolve and adapt as conditions, requirements, and other circumstances change.

2.3.2 Contents of Each Element

During the course of this General Plan update, many efforts were made to ascertain the existing conditions in San Juan Bautista. This information was collected from community members during public meetings and community outreach, and from field research, planning documents, and other relevant sources. A series of goals, objectives, policies, and programs were developed based on the cumulative knowledge gained from this process and from the desires of the community. Following the California Office of Planning and Research guidelines, the format for these goals, objectives, policies, and programs are as follows:

Goal

A goal is a general direction-setter. It is an ideal future end related to the public health, safety, or general welfare. A goal is a general expression of community values and, therefore, may be abstract in nature. Consequently, a goal is generally not quantifiable or time-dependent.

Objective

An objective is a specified end, condition, or state that is an intermediate step toward attaining a goal. It should be achievable and, when possible, measurable and time-specific. An objective may pertain to one particular aspect of a goal or it may be one of several successive steps toward goal achievement. Consequently, there may be more than one objective for each goal.

Policy

A policy is a specific statement that guides decision-making. It indicates a commitment of the local legislative body to a particular course of action. A policy is based on, and helps implement, a general plan's objectives.

Program

A program implements a general plan policy. Jurisdictions draft programs to be specific to implement policies, meet objectives, and ultimately work towards goals.

3 PLANNING PROCESS

3.1 Introduction

This General Plan is a product of broad community participation by residents and stakeholders of San Juan Bautista including the City Council, the Planning Commission, the Strategic Planning Committee, and City staff aided by a planning team of second year graduate students pursuing Masters Degrees in the field of City and Regional Planning under the supervision of Dr. Cornelius Nuworsoo, from the California Polytechnic State University (Cal Poly) in San Luis Obispo, California. The planning process had three main phases:

1. Gather Information
2. Analyze Information
3. Compare Alternatives

Phase 1 of the planning process occurred between September 2013 and December 2013. During this period, the planning team engaged in information gathering that included a land use inventory, secondary data research, and the collection of primary data from the San Juan Bautista community and City staff. The Background Report is the culmination of the information gathered during this time period, and serves as the informational foundation for the development of the San Juan Bautista 2035 General Plan.

Phase 2 of the planning process incorporated information gathered during Phase 1 to determine emerging directions, develop population, housing, and employment projects, and consider development alternatives to meet the needs of the community expressed during Phase 1.

Phase 3 of the planning process took place between January 2014 and March 2014. During this phase, the planning team utilized information gathered from Phase 1 and 2 to develop three development alternatives to present in community meeting #3. These three alternatives were Business as Usual, Clustered Development, and Dynamic Growth. Using feedback from the community on each alternative, the team developed a preferred growth alternative to drive the formation of element goals, objectives, policies, and programs.

3.2 Research Methods

Three different research methods were used to gather information to inform the planning team on existing conditions as well as to identify emerging directions, which guided the development of goals, objectives, policies, and programs in the General Plan.

- Primary data was collected through three public meetings and online surveys to gather community aspirations and preferences regarding the future of San Juan Bautista as well as feedback on the three development alternatives. Community meetings are further discussed in a subsequent section of this chapter.
- Fieldwork was performed in order to generate an existing land use inventory, which provided information regarding the existing conditions and use of all the parcels within San Juan Bautista.
- Secondary research was conducted to identify applicable standards, policies, and programs related to each General Plan element.

3.2.1 Fieldwork: Land Use Inventory

In order to provide an accurate Background Report with reliable data, a thorough inventory of existing land uses within San Juan Bautista was needed. This data is critical for developing goals, objectives, policies, and programs for the City. The planning team conducted an in person comprehensive land use inventory of all parcels in the City.

The Team surveyed each parcel and gathered the following information:

- Occupancy: whether the parcel was occupied or vacant
- The active land use(s): primary, secondary, or tertiary
- Absence or presence of sidewalk, and condition of sidewalk, if present

In addition to gathering information for each parcel, the following information was recorded for all structures located on each parcel or lot:

- The total number of structures on the parcel or lot
- The type of structure
- The number of stories for each structure
- The physical conditions of each structure, ranked bad, poor, fair, or good quality

Active land use identified the primary use of a parcel, such as residential, commercial, industrial, public facility, or some other use. Data was collected regarding the specific use within each land use category. For example, commercial land uses indicate subcategories of retail, office, service, and industry. While residential land uses are subdivided into single-family

detached, single family attached, multi-family, mobile/modular homes, or apartment structures.

The planning team completed the land use survey during the first week of October 2013. The planning team walked the City on foot to record information for each parcel. Data for each parcel was entered into iPads, which contained specific software to organize the land use database. Collected information was mapped using Geographic Information System (GIS) software.

3.2.2 Secondary Research

Secondary research provided the planning team with applicable background information and the regulatory framework to understand San Juan Bautista and identify the needs that should be addressed in each element of the General Plan. The Team was able to identify and define emerging directions for each element of the City's General Plan by analyzing demographic trends as well as relevant City and County policies.

The California Office of Planning and Research (OPR) guidelines were the starting point for this process. OPR provides a framework for, and mandatory components of, each General Plan element. These guidelines identify data and informational needs for each element, and guided the planning team to appropriate documents for further analysis. Additionally, each element section of the Background Report includes research into development standards applicable to those conditions found in San Juan Bautista.

Other steps involved researching and analyzing existing City and County planning documents, including City and County General Plans, County policies, and reports and programs pertaining to San Juan Bautista. These plans provided a planning and policy context for the development of the General Plan.

3.3 Community Meetings

Community outreach is integral to the development of the General Plan and is essential throughout each stage of the general plan update process. Outreach took the form of organized community meetings and several informal planning activities in the City. The General Plan is intended to address the needs of its residents and reflect their vision for the future of the City. The community meetings were a very important part of identifying what the community viewed as strengths, weakness, and opportunities for San Juan Bautista. This information was vital in creating the goals, objectives, policies, and programs for the City. The support from the community and City staff was exceptional. All community meetings had a great turnout, and community members in attendance were all engaged and participated in the process. The team

developed and maintained communication with the community by using the following tools to inform the public of meetings and planning progress:

- Community General Plan Website (www.sjbgeneralplan.weebly.com)
- Newspaper Announcements (printed in the Benito Link)
- Printed Fliers
- Water Bill inserts
- Street Interactions (referred to as the Plan Van)
- Facebook

3.3.1 Meeting 1: Focus Group – 32 Attendees

Tuesday, October 22nd, 2013, 6PM-8PM

Format

During the first Community meeting, held on Tuesday October 22nd, community members were provided an overview and presentation of the general plan process. Community members were divided into smaller focus groups, and each group had at least two Cal Poly team members present. One team member facilitated the discussions while the other wrote down community feedback based on three questions about San Juan Bautista. Community members were asked to reflect on the strengths of San Juan Bautista, what was holding it back, and what steps the City could take to reach its full potential. The three questions were as follows:

- What do you like about San Juan Bautista?
- What is holding San Juan Bautista back?
- What do you wish was different about San Juan Bautista?

Summary

Thirty-two participants attended the meeting. Participants discussed each question in small focus groups. Participants were also asked to prioritize their favorite ideas for the future of San Juan Bautista. One participant from each focus group presented a summary of the ideas to the entire group. The information gathered during this meeting was incorporated into a presentation for the November 12th, 2013, meeting. A summary of responses to the three questions is presented in the appendix to this chapter.

3.3.2 Meeting 2: Visioning with Emerging Directions – 38 Attendees

Tuesday, November 12th, 2013, 6PM-8PM

Format

A presentation was created based on community input obtained at community meeting #2, the Land Use Inventory, and policy research. The purpose of the presentation was to show San Juan Bautista's current state, its current needs, and what changes could reasonably be expected given community preferences and aspirations. The intent was also to make sure that what was being proposed in emerging directions adequately reflected the community's interests.

After the presentation, community members were given the opportunity to vote on their preferences for different emerging directions. Boards were placed around the periphery of the room with the varying emerging directions, on which stickers indicating likes or dislikes for a direction could be placed. Green stickers represented likes and red stickers represented dislikes. Team members were on hand to answer questions and explain concepts. Some pictures showing the outcomes of this process are located in the appendix. Community members indicated the following emerging direction preferences:

Land Use

Community members expressed a desire to see an emphasis on mixed-use and vacant parcel development.

Circulation

During the first community meeting and plan van events, San Juan Bautista residents and visitors noted circulation issues as holding the City back. When asked which types of alternative forms of transportation should be prioritized, pedestrian infrastructure was selected by the majority of residents. Lack of way-finding signage was noted as the biggest problem facing motor vehicle travel, followed closely by parking.

Housing

Community members emphasized a need for mixed-use market rate housing. They responded that granny units and single-family detached housing were vastly preferred over apartments as affordable housing choices. Community members also chose farmworker and senior-housing as the types of special-needs housing that should be prioritized.

Conservation

The top conservation priority for residents in San Juan Bautista was soil quality. The most pressing environmental health concern facing residents was water pollution. Community members were most interested in the utilization of solar panels as a conservation activity.

Open Space

The community voiced the importance of viewsheds as the amenity they would most like to see enhanced in San Juan Bautista.

Noise

Two types of noise were of equal concern by community members: motorcycles and traffic on State Route 156.

Public Safety

Disaster preparedness and crime prevention were chosen as the top public safety concerns that need the most attention.

Economic Development

Community members would like to see historical tourism enhanced as well as wine country and geologic tourism. Retail and agriculture/viniculture were the top two industry types that should be the focus on growth in the City.

Public Facilities & Services

Road improvements were chosen as the existing service most needed in the City.

Historic Preservation & Community Design

Community members voiced the importance of boosting historic preservation for the City, and the need to attract more and varied types of tourism to the City. Residents noted that they would like to see more emphasis on gateways and landmarks in the City. They believe that historic preservation efforts should be focused on the maintenance of buildings and the 3rd Street Historic District. Amenities needing to be added to the 3rd Street commercial avenue are public art, banners/identity markers, and bike racks.

Health

The most pressing health needs in San Juan Bautista were senior health services, family support services, and health education services. For seniors, residents felt providing more social recreation and enrichment would be important. For youth, they chose social/family recreation, volunteer programs, and healthy lunches as top activities or services to provide. Community

members were interested in farmers markets, recreation facilities, and access to trails as ways to encourage people to choose healthier food options and to be more active.

Summary

Attendance increased by 19 percent from the first meeting. Attendees discussed a variety of desires for the community. The participants felt that increased development and job growth, coupled with a small town atmosphere, would help drive a revived tourist economy. The emphasis of this concept is on rural small town feel and safe design approach. Attendees also felt that upgrading roads, sidewalks, and bicycle lanes should be top priorities. Additionally, attendees supported historic preservation and a City-wide design scheme.

3.3.3 Meeting 3: Presentation of Growth Scenarios – 72 Attendees

Wednesday, February 12th, 2014, 6PM-8PM

Format

In community meeting #3, the planning team presented three alternative growth scenarios. These scenarios were designed with contrasting visions of the future in order to facilitate discussion within the community. The three scenarios included ‘business as usual’, ‘clustered growth’, and ‘dynamic growth’. Each of these alternatives is discussed in detail in Chapter 4.

Each alternative provided a conceptual land use map, proposed motorized and non-motorized transportation options, representative photos, and three dimensional massing models. This information was presented in a before/after format, in order to showcase the physical impacts of each growth scenario.

Community meeting #3 was held at the Community Center, and was attended by over 72 participants. A series of posters displayed throughout the hall illustrated various aspects of each scenario, such as housing, transportation, and commercial growth. The meeting opened with a general introduction and a reiteration of the current status of the general plan process. Projections of population, housing, and job growth in 2035 were presented in order to provide context to the planning process. Various development opportunities and constraints to growth were detailed through a series of maps. Constraints included 100-year flood zones, fire hazard zones, and fault lines. Next, the three alternative scenarios gave presentations outlining their proposals. After the scenarios were detailed by the planning team, community members were encouraged to discuss individual components of each alternative. In addition, paper surveys were distributed to each community member with photos illustrating the individual components of the alternatives, and a space to mark “Like” or “Dislike” and write in comments. Discussion took place in small groups of four to ten community members plus three Cal Poly planning team members. After concluding discussion, each small group appointed a

representative who summarized their conversation to the larger group. Additional feedback was collected by email after the meeting.

The alternative scenarios were presented with a series of growth assumptions:

Business as Usual Assumptions

- Low density housing
- Automobile use remains dominant mode of travel
- Open space is lost to sprawling development patterns
- Economic development is minimal

Clustered Growth Assumptions

- Higher density housing and commercial development
- Increased diversity in housing options
- Compact development focused within City limits, especially downtown
- Encouragement of more walking, bicycling, and transit use
- Preservation of open space

Dynamic Growth Assumptions

- Emphasize infill development along key corridors
- Encourage commercial growth that would support residential service needs
- Combination of diverse housing and job densities
- Service and light industrial sector job growth are prioritized
- Relocation of the wastewater treatment facility
- Expand the city boundary

The development alternatives were presented and approximately 30 minutes was allotted for discussion and summarization of main points. Participants were provided with handouts with space to allow them to express whether they “liked” or “disliked” the following characteristics:

Business as Usual Development Preferences

- Limited commercial development
- Expansion into agricultural land
- Housing remains low-density
- Loss of open space
- Transportation remains auto-oriented

Clustered Growth Development Preferences

- Increase commercial and residential development on Muckelemi and 3rd Street
- New medium and high density housing at 2 or 3 stories to accommodate expected growth
- More mixed-use development, specifically along 3rd Street downtown corridor
- More diverse housing stock of townhomes, apartments, row homes, etc.
- Moderate job growth focused on agriculture, light industry, and retail
- Medium density housing north, along 1st Street
- Medium density mixed-use along Muckelemi Street
- Infill development
- Complete streets
- “Sharrows” or shared lane pavement markings between motorists and bicyclists

Dynamic Growth Development Preferences

- Medium density housing north along 1st Street
- Medium density mixed-use along Muckelemi Street
- Infill development Complete streets
- “Sharrows”
- Weekend trolley
- Regional bus stops
- Increased light industry jobs
- Increased agriculture jobs
- Relocating the wastewater treatment facility in order to accommodate growth within city limits

Each scenario alternative provided key outcomes that would need to be considered when choosing features:

Business as Usual Outcomes

- Lack of increase in commercial activity
- Minimal pedestrian, bicycle, or transit improvements
- Auto-oriented, limited transit options remain dominant
- Conversion of open space and agricultural lands into developed land uses
- Lack of open space dedicated to recreational opportunities
- Development in flood zones

Clustered Growth Development Outcomes

- Create strategic growth clustered in centers

- Maintain rural, small-town, and historic character of the City
- Increase access to recreational opportunities
- Introduction of more mixed use residential, retail, services, and offices
- Emphasis on the development of medium and high density housing
- Redevelopment of underutilized parcels
- Preservation of open space and prime agricultural land

Dynamic Growth Development Outcomes

- Utilize vacant and underutilized properties in close proximity to major circulation corridors
- Create open space along the San Juan Highway north of the City
- Emphasis on mixed use housing with diverse densities along Muckelemi Street through the downtown corridor
- Redevelopment of underutilized parcels
- Increase in jobs and types of jobs will provide a more diverse job sector
- Development in key growth areas

Feedback

For the Business As Usual scenario, it was determined that:

- 50% of the participants like the idea of limited commercial development
- 78% dislike the idea of expanding development into agricultural land
- 64% prefer that housing types remain low density
- 89% dislike the idea of losing open space
- 73% dislike the idea of an automobile-centric transportation system

For the Clustered Growth Development scenario, it was determined that:

- 85% of the participants like the concept of increasing commercial and residential development on Muckelemi Street and 3rd Street
- 51% dislike the idea of new medium and high density housing at 2 or 3 stories to accommodate expected growth
- 88% like the idea of more mixed-use development, specifically along 3rd Street downtown corridor
- 58% like the idea of more diverse housing stock of townhomes, apartments, row homes, etc.
- 90% like the idea of moderate job growth focused on agriculture, light industry, and retail
- 98% like the idea of medium density housing north along 1st Street

- 95% like the idea of medium density mixed-use along Muckelemi Street
- 93% like the idea of infill development
- 95% like the idea of complete streets
- 68% like the idea of “sharrows” for bicycles

For the Dynamic Growth Development scenario, it was determined that:

- 53% like the idea of medium density housing north along 1st Street
- 83% like the idea of medium density mixed-use along Muckelemi Street
- 84% like the idea of infill development
- 94% like the idea of complete streets
- 80% like the idea of “sharrows” for bicycle
- 54% like the idea of weekend trolley
- 82% like the idea of additional regional bus stops
- 80% like the idea of increased light industry jobs
- 81% like the idea of increased agriculture jobs
- 68% like the idea of relocating the wastewater treatment facility in order to accommodate growth within city limits.

Summary

Attendance nearly doubled from the second meeting. Participants generally agree that the City should not continue with “business as usual.” Aspects of Clustered Growth and Dynamic Growth Alternatives should be combined for the Preferred Scenario. The members of the public who participated generally accepted the idea of concentrating density and growth downtown, providing more transportation mode alternatives, and creating complete streets.

3.3.4 Meeting 4: Presentation of Preferred Growth Scenario – 54 Attendees

Wednesday, March 12th, 2014, 6PM-8PM

Format

On March 12th, 2014, the fourth community meeting was held to present the “Preferred Growth Scenario”, a development scenario compiled from the feedback from the previous three community meetings and the most preferred features of the three development alternatives presented in Meeting 3. The meeting consisted of a presentation of the Preferred Growth Scenario followed by a feedback session during which the audience was also able to view posters that informed them in greater detail about aspects of the presentation.

Presentation

The presentation included an introduction of the general plan update process as well as a recap of feedback received from the previous meeting. Each element of the general plan was discussed briefly in terms of existing conditions, opportunities, constraints, and potential impacts of the Preferred Growth Scenario.

Feedback

The community provided feedback in two ways. First, meeting attendees asked questions and expressed opinions on the plan proposals. Most speakers inquired about the next steps in the planning process. It was explained that an environmental impact report (EIR) is required for the plan to be adopted and implemented. Secondly, meeting attendees filled out cards to express their likes and dislikes for various features of the proposed plan. Results were overwhelmingly positive, confirming that the Preferred Growth Scenario truly captured community aspirations and preferences for the future. The appendix, located at the end of this document, contains detailed tabulations from the feedback forms.

4 CONDITIONS & FACTORS FOR GROWTH

4.1 Introduction

This chapter addresses the conditions and factors that influence future growth in the City of San Juan Bautista. Background research for this chapter included fieldwork, data analysis, and community input. In addition, this chapter presents projections for population growth, housing, and jobs. These projections help inform the three development alternatives, and ultimately, the preferred growth scenario for the City.

4.2 Existing Strengths & Challenges

4.2.1 Community Strengths

Access to Parks

With its two parks, the City currently has just over two acres of neighborhood parks. Using the 2013 population, this is the equivalent of 1.35 acres of park space per 1,000 people.

Climate

The City has a pleasant Mediterranean climate with highs between 79 and 82 degrees in the hottest months and 51 to 54 degrees in the coolest months.

History

The historic nature of the City and its well-preserved buildings are a strong asset for attracting tourism. The City's history serves as an important focal point for its identity.

Proximity

The City is conveniently located within a short drive of Hollister, the Monterey Bay Area, San Jose, and the San Francisco Bay Area. Local destinations include, but are not limited to: Pinnacles National Park, San Benito County Wine Trail, Fremont Peak State Park & Observatory, and the Juan de Anza National Historic Trail.

Quiet, Small Town Atmosphere

San Juan Bautista boasts a quiet, small town atmosphere that is cherished by residents.

Neighborliness

San Juan Bautista has a ‘neighborhood feel’, where neighbors inquire after one another. This is a quality that local residents are interested in preserving.

4.2.2 Community Challenges

Bicycle and Pedestrian Infrastructure

The City only has one dedicated bicycle lane on San Juan Highway. Sidewalks are not present on every block. Where sidewalks do exist, many are in need of repair and do not provide adequate width or corner ramps for the handicapped.

Employment

In 2014, San Juan Bautista only offered four jobs for every ten people in the labor force. This is below the average statewide employment ratio of five and a half jobs for every 10 people in the labor force.

Infrastructure

The City has limited funds to pay for necessary improvements to its roads, sidewalks, and water treatment facility.

Local Serving Goods and Services

Residents must travel to neighboring cities for access to goods and services, such as a pharmacy, hardware store, or specialized medical services.

Transit

San Juan Bautista is served by only a single regional connector transit line, which does not have efficient regular service. This leaves the community without alternatives to driving to nearby towns for access to school, jobs, or medical services.

Vacant Land

The City faces challenges with availability of vacant developable land for housing or commercial expansion within City limits. Much of the open land surrounding San Juan Bautista is farmland. Residents have expressed a strong desire to maintain the agricultural character of the landscape.

4.3 Growth Projections for 2035

This section describes the population, housing, and job growth projections that guide the formulation of the General Plan. In addition, these projections serve as the basis for the Alternative Growth Scenarios: Business as Usual, Dynamic Growth, Clustered Growth, and finally the Preferred Growth Scenario.

4.3.1 Population Projections

Although San Juan Bautista's population is growing at a higher annual rate than San Benito County as a whole, at 0.41 percent and 0.28 percent respectively, it is a slow growing City. The population is projected to grow 12 percent by 2035. Based on current birth, death, and migration rates, the population of San Juan Bautista will increase to 2,105 by 2035, as shown in Table 4.1.

Table 4.1 Population Projections 2010-2035		
Year	Total Population	Source/Basis
2010	1,862	2010 US Census
2015	1,935	2015 CA Dept. of Finance
2020	2,260	RHNA-allocated growth
2025	2,593	RHNA-allocated growth
2030	3,007	RHNA-allocated growth
2035	3,485	RHNA-allocated growth

Cal Poly Planning Team, 2013

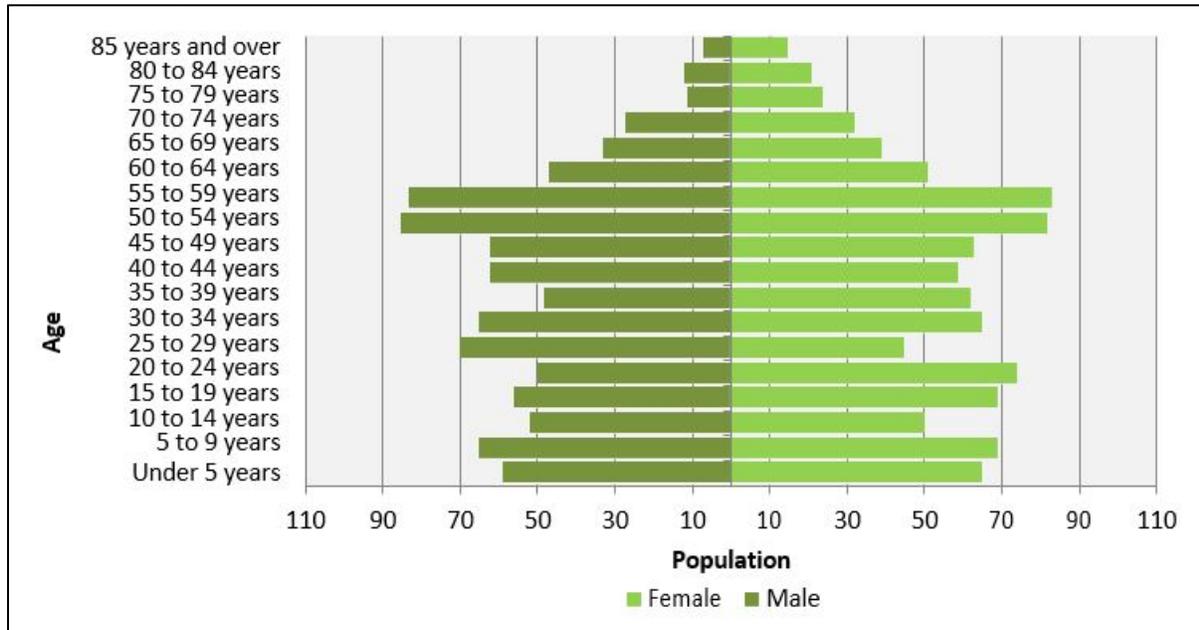
To illustrate future demographic shifts in gender and age distribution, comparative population pyramids were created for the 2010 census and the 2035 projections. Figures 4.1 and 4.2 display population pyramids for San Juan Bautista in 2010 and 2035, respectively. The growth in the upper age cohorts illustrates the expected increase in the City's senior population. The female senior cohort over the age of 85 will become a more significant share of the population. The pyramid takes a more cylindrical shape in 2035, demonstrating a more even distribution of age groups in the population.

4.3.2 Housing Projections

By 2035, San Juan Bautista will need 167 additional housing units to meet its estimated natural population growth. This value was calculated according to the State of California guidelines (OPR, 2003), which is based on trends in household formation, termed the headship rate method. This method first calculates household formation according to age group then applies that to the projected population in respective age cohorts.

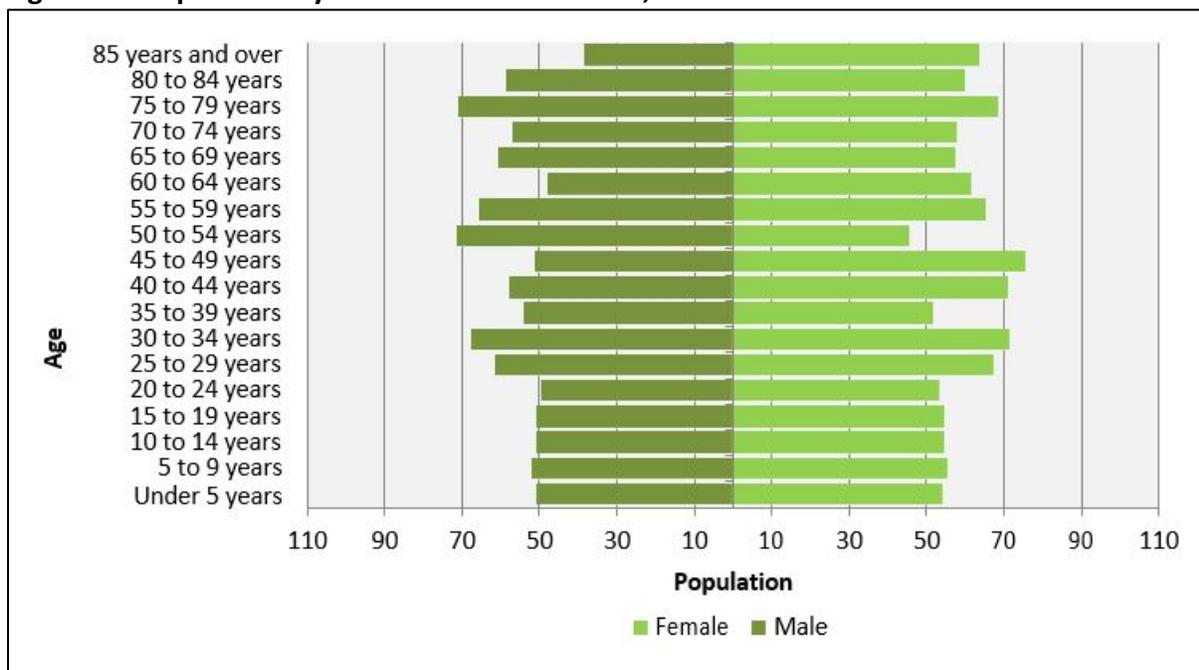
Alternatively, the Department of Housing and Community Development (HCD) mandates that San Juan Bautista accommodate housing at a 3 percent annual growth rate to support housing needs in the region. This would drastically increase the number of housing units needed in the City to 560 by 2035. Table 4.2 shows the distribution of households by age of head of householder for 2010 and 2035.

Figure 4.1 Population Pyramid San Juan Bautista, 2010



Census Table DP01, 2011

Figure 4.2 Population Pyramid San Juan Bautista, 2035



Cal Poly Planning Team, 2014

Table 4.2 San Juan Bautista Estimated Housing Units Needed, 2035											
	2010					2035					
	Householders					Householders					
	Households	Owner occupied		Renter occupied		Population	Households	Owner occupied		Renter occupied	
15 to 24	24	1	0%	23	7%	208	35	2	0%	33	7%
25 to 34	102	24	7%	78	23%	268	159	51	7%	108	23%
35 to 44	103	46	13%	57	17%	234	177	97	13%	80	17%
45 to 54	173	79	23%	94	28%	244	298	167	23%	131	28%
55 to 64	150	105	30%	45	13%	240	283	222	30%	61	13%
65 to 74	75	51	15%	24	7%	233	141	108	15%	33	7%
75 to 84	40	27	8%	13	4%	258	76	57	8%	19	4%
85 and over	14	12	3%	2	1%	102	30	25	3%	5	1%
Total	681	345	100%	336	100	1,787	1,199	730	100%	469	100%
Average household size		2.60		2.85				3.2		2.45	
Household Population	1,857	898		959		3,476		2,329		1,147	
Group Quarters	5					9					
Total Population	1,862					3,485					

Cal Poly Planning Team, 2014

Vacancy Rate and Housing Conditions

To offset the possible presence of housing vacancies, projections assume 5 percent of all housing units would remain vacant. About 6 percent of housing units in San Juan Bautista were vacant in 2011. The 2013 land use inventory only found 1.3 percent of housing units to be in bad condition. The share of vacant and uninhabitable units in San Juan Bautista is 7.3 percent, which is close to the 5 percent vacancy rate used in the housing need determination.

Development Assumptions

Vacant parcels would be developed to accommodate infill housing and reduce the need to encroach upon open space lands. Because a majority of the housing units in the City are occupied, the City could not gain many new units through a reduction in the vacancy rate. Similarly, renovating housing in bad condition would also only add marginally to the available housing stock, therefore additional housing must come from the addition of new units at infill sites, mixed-use locations and other vacant lands.

4.3.3 Economic Projections

Based on the average job to labor force ratio in San Juan Bautista from 2009 to 2011, along with population forecasts for 2035, there will be a need to accommodate at least 95 more jobs by 2035. This amount of job growth is reflected in the projections in the “Business as Usual” planning scenario. The jobs to labor force ratio is based on economic data included in the United States Census and retrieved from the Longitudinal Employer-Household Dynamics (LEHD) database.

The following are the main economic sectors in San Juan Bautista according to the U.S. Census:

- **Agriculture** – Agriculture, Forestry, Fishing, and Hunting
- **Service** – Administration & Support; Waste Management and Remediation; Educational Services; Health Care and Social Assistance; Arts, Entertainment, and Recreation; Accommodation and Food Services; Other Services (excluding Public Administration)
- **Retail** – Wholesale Trade; Retail Trade
- **Office** – Information; Finance and Insurance; Real Estate and Rental and Leasing; Professional, Scientific, and Technical Services; Management of Companies and Enterprises; Public Administration
- **Industrial** – Mining, Quarrying, and Oil and Gas Extraction; Construction; Manufacturing
- **Other** – Utilities; Transportation and Warehouse

Job Targets for Growth Scenarios

The job targets for the three growth scenarios are based on the average Job to Labor Force Ratio for San Juan Bautista between the years of 2009-2011. The City’s labor force is defined as the population of the City between the ages of 16 and 65. Those younger than 16 are assumed to be too young to work and those who are 65 and above are assumed to have retired. The years of 2009, 2010, and 2011 were used because the U.S. Census only has job data for those three years. Table 4.3 shows the labor force population, the available jobs within the City, and the associated ratios in those respective years. Table 4.4 compares the average job to labor force ratio among San Juan Bautista, the City of Hollister, San Benito County, and the State of California to provide a context within which to set realistic job targets for the City.

Table 4.3 City of San Juan Bautista Jobs-to-Labor Force, 2009-2011			
Year	Labor Force	Total Jobs	Ratio (Jobs/Labor Force)
2009	977	488	0.4995
2010	991	375	0.3784
2011	1127	393	0.3487
Average Ratio			0.4089

Cal Poly Planning Team, 2014

Table 4.4 Average Job to Labor Force Ratio		
Geographic Area	Average Job to Labor Force Ratio	Total 2035 Job Target
City of San Juan Bautista (2005)	0.662	790
City of San Juan Bautista (2009-2011)	0.409	488
City of Hollister (2009-2011)	0.38	454
San Benito County (2009-2011)	0.364	434
State of California (2009-2011)	0.579	692

Cal Poly Planning Team, 2014

The Preferred Growth Scenario uses an aggressive job to labor force ratio for the City of San Juan Bautista. The scenario targets 790 jobs for 2035, which yields a job to labor force ratio of 0.66. This matches the highest historic ratio that San Juan Bautista had in 2005 as shown in Table 4.4.

4.4 Development Opportunities and Constraints

4.4.1 Boundaries & Limits

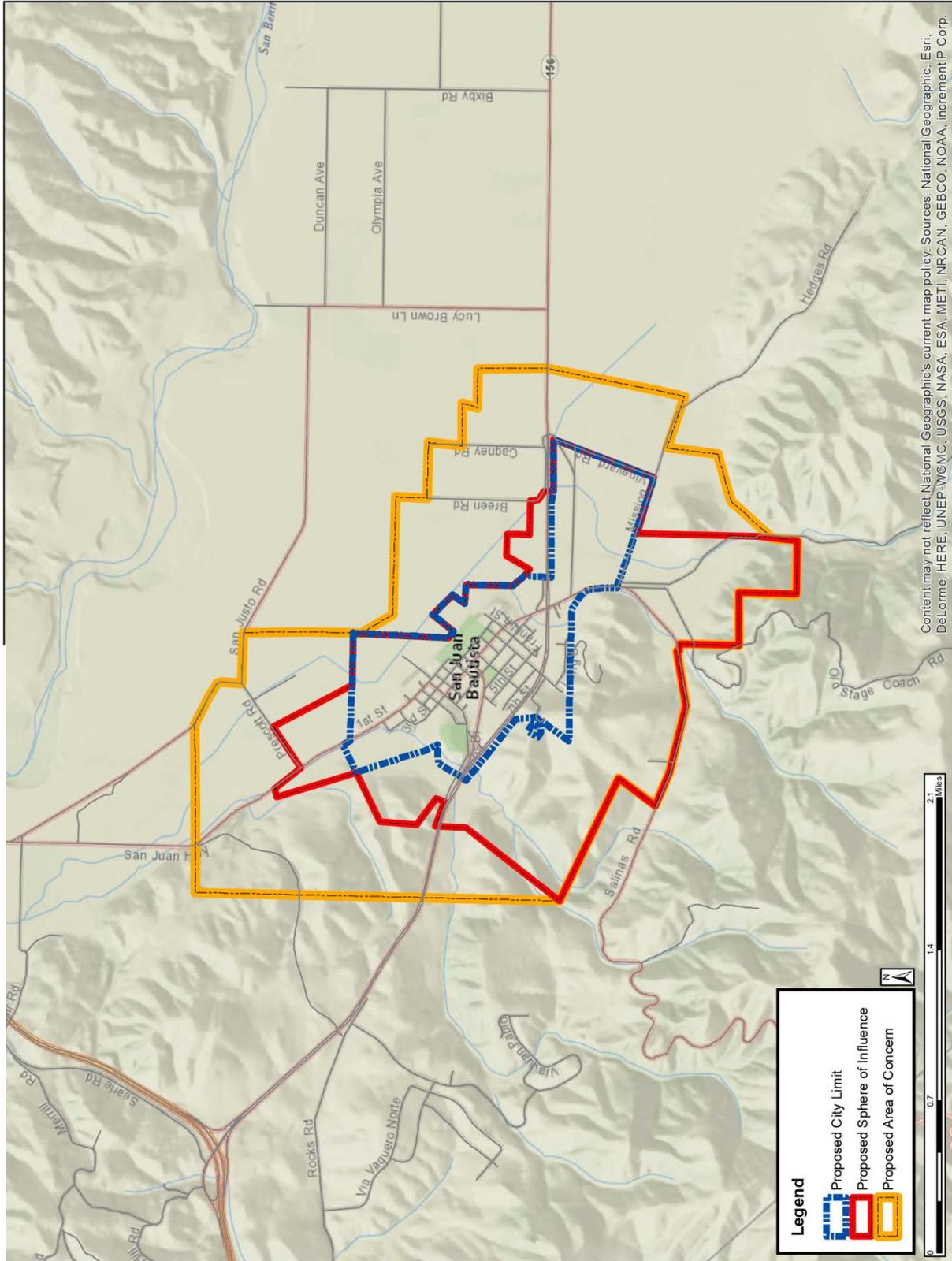
The City of San Juan Bautista does not border any other cities; however, it is bordered by agricultural land to the north and east, as well as steep hillsides to the south and west. These natural obstructions and land use restrictions present barriers to outward growth. In addition, SR 156 runs from west to east through the southern portion of the City. This presents a partial barrier to pedestrian movement, as it can only be crossed in one location. The City's Sphere of Influence (SOI) extends well beyond the city limits in most directions. The Local Agency Formation Commission (LAFCO) is responsible for approving a SOI, which is considered "a plan for the probable physical boundaries and service area of a local government agency" (OPR, 2014). An Area of Concern encompasses and extends beyond the city limits and SOI and bears relation to the City's planning. Any project in this area of the County should notify the City and receive input. Map 4.1 shows the existing City limits, while Map 4.2 shows the proposed boundaries for the City's limits, SOI, and Area of Concern.

Map 4.1 City of San Juan Bautista: Map of Existing City Limits



San Benito County, 2013

Map 4.2 City of San Juan Bautista: Proposed Boundaries



Content may not reflect National Geographic's current map policy. Sources: National Geographic, Esri, Delorme, HERE, UNEP/WFP, USGS, NASA, ESA, METI, NRCAN, GEBCO, NOAA, increment P Corp.

Rene Anchieta, San Benito County GIS, 2015

4.4.2 Opportunities

Opportunities for development include both vacant and underutilized land within the City limits. Map 4.3 shows a composite of both underutilized and vacant lands. There is also opportunity to redevelop and renew areas in disrepair outside of the historic district.

Vacant Land

The 2013 land use inventory identified 42 vacant parcels within City limits, totaling approximately 43.5 acres. These parcels do not have any occupied structures on them, and are not being put to productive economic use. Vacant parcels are considered prime candidates for development, due to their presence within the existing city limits and the availability of infrastructure such as roads, municipal water, and sewer lines. Vacant parcels are spread throughout the city, but most of the larger vacant parcels are located on the west and south sides of the city. Map 4.4 shows the vacant land within city limits.

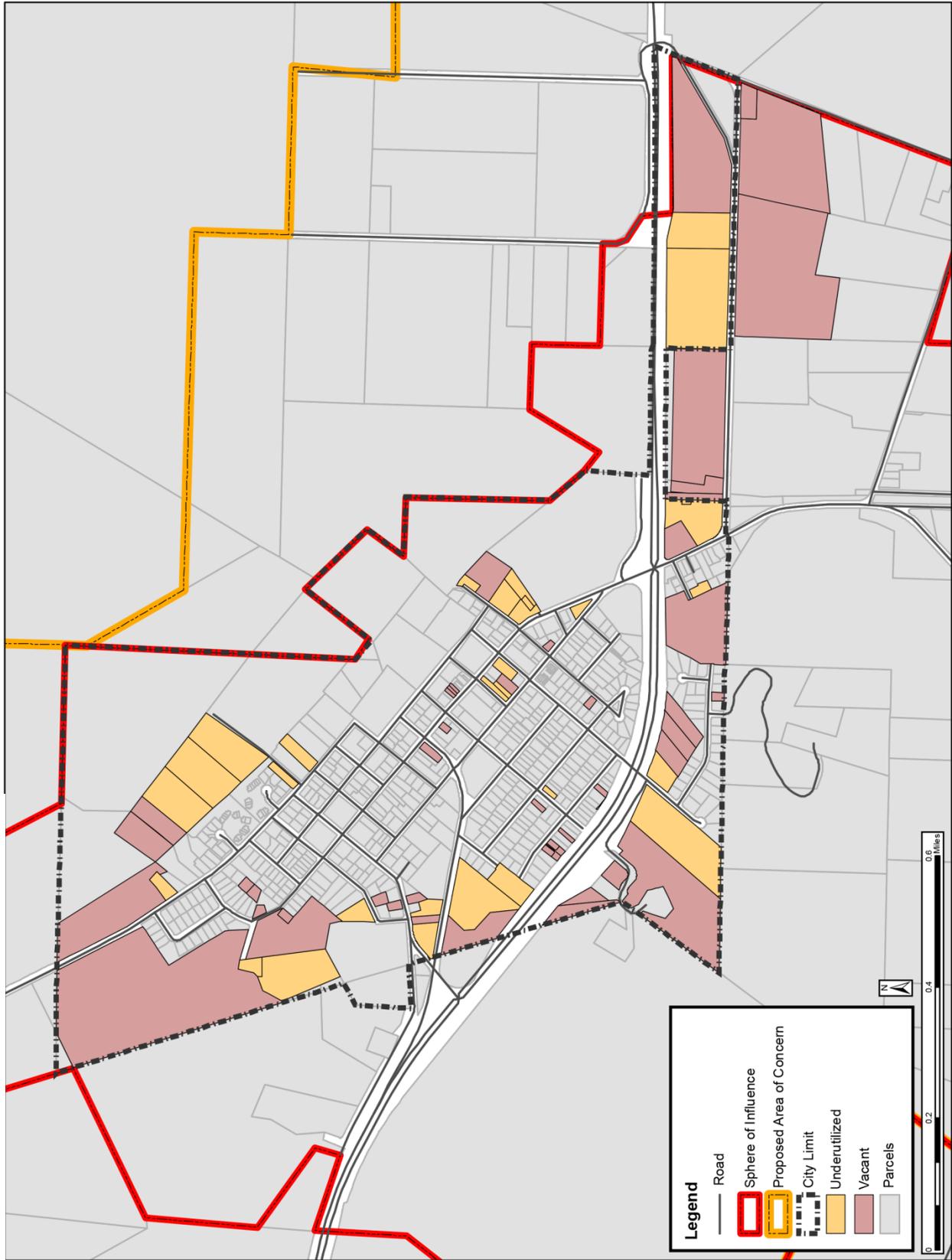
Underutilized Land

The land use inventory also identified parcels that were considered underutilized. Underutilized parcels may have some structures on them and may be in productive use. However, these sites are considered underutilized when compared to the potential of the property for development or the condition of the buildings. Underutilized parcels could include: parcels with structures rated as in “poor” condition, single-family lots that have enough room for an accessory dwelling unit, or large lots with small structures. Map 4.5 shows all of the land within city limits that was classified as “underutilized”.

4.4.3 Constraints

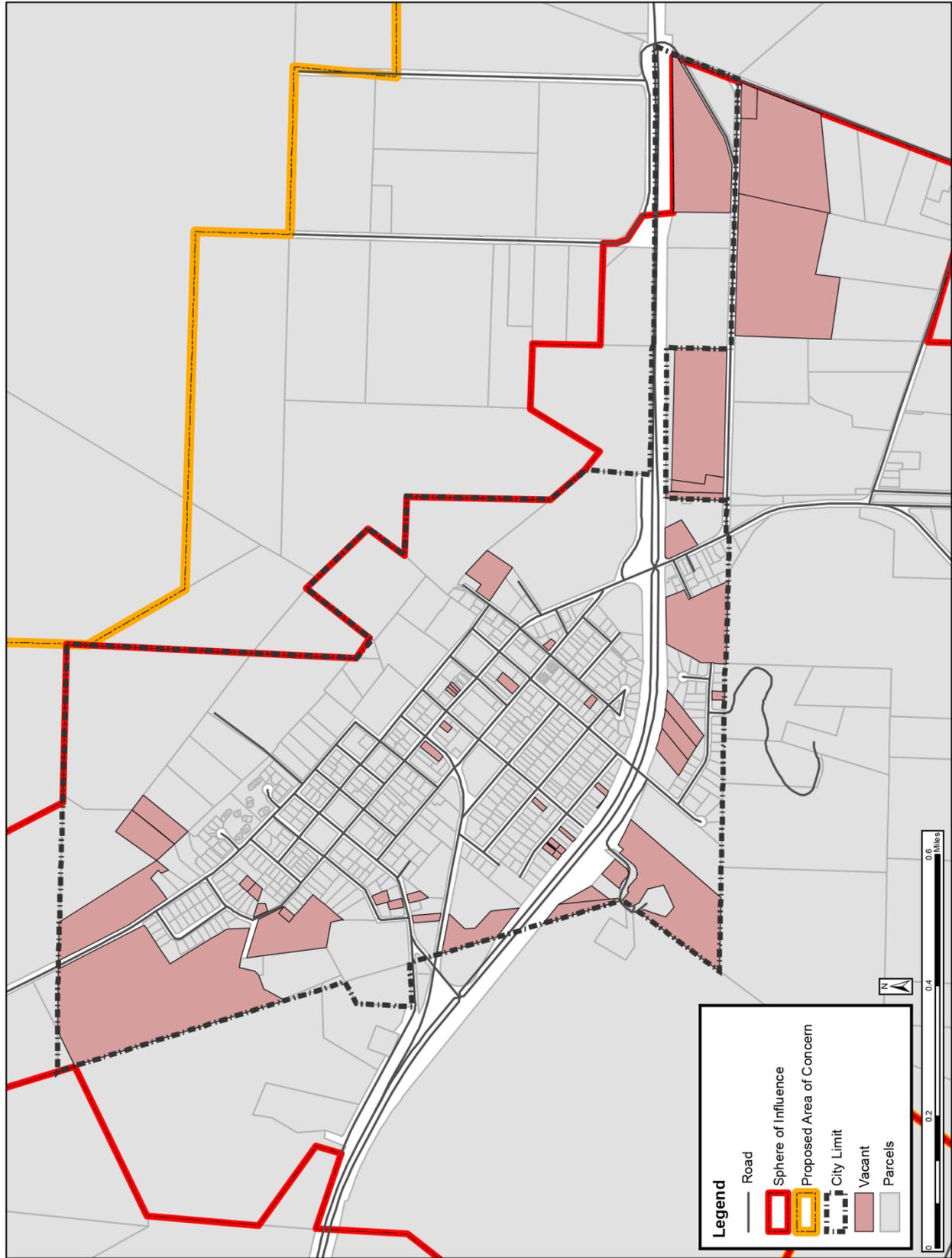
Constraints to development include both natural hazards and man-made obstacles. These areas should not be prime candidates for development or redevelopment due to their sensitive environmental or historical nature. Some constraints can be mitigated during development through the use of “best management practices”. These constraints include fire danger zones, flood zones, noise zones, steep slopes, and stream zones. However, other constraints cannot be mitigated, such as fault zones, protected agricultural zones, and historic sites. Map 4.6 depicts all of the development constraints.

Map 4.3 Opportunities



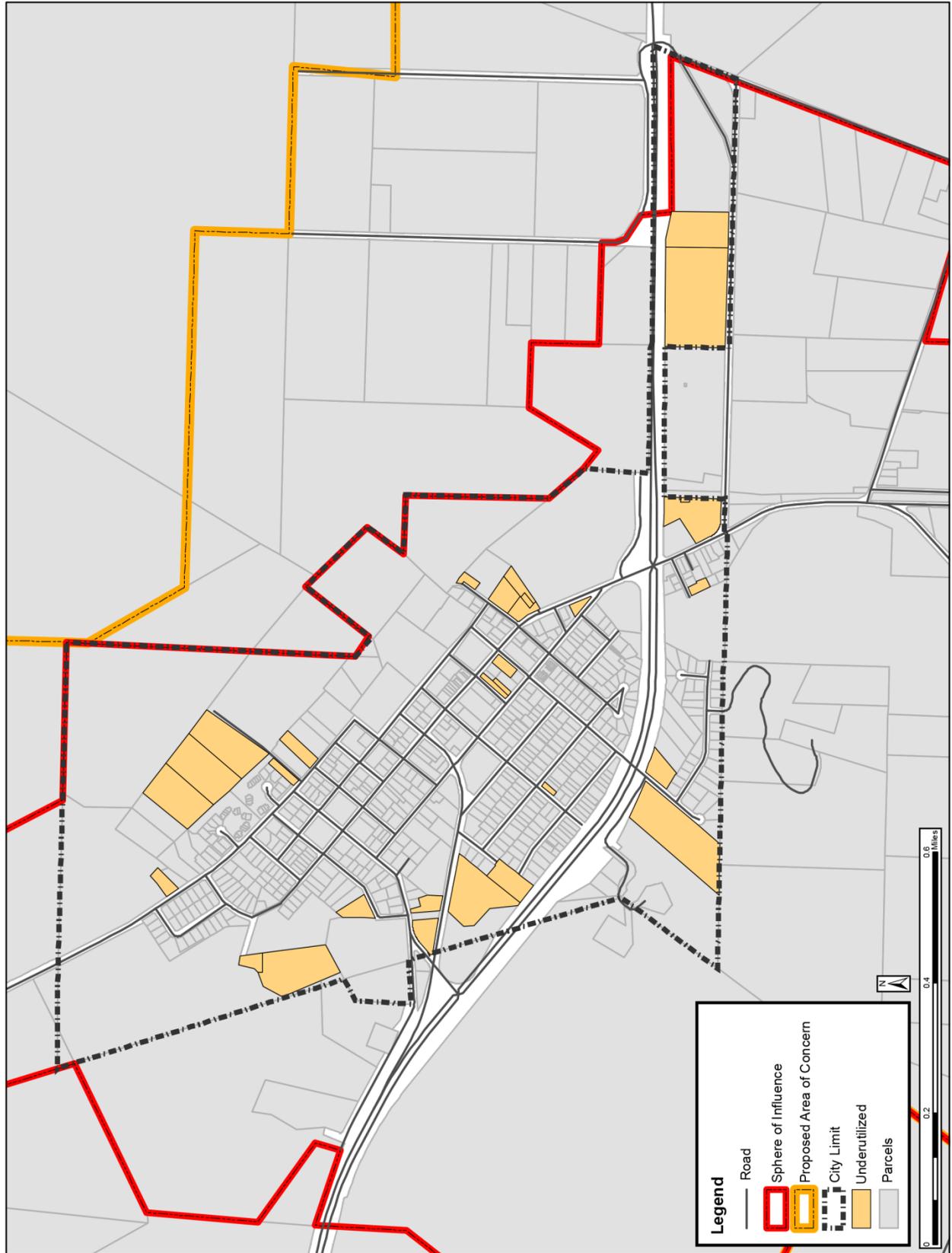
Rene Anchieta, San Benito County GIS, 2015

Map 4.4 Vacant Land Within City Limits



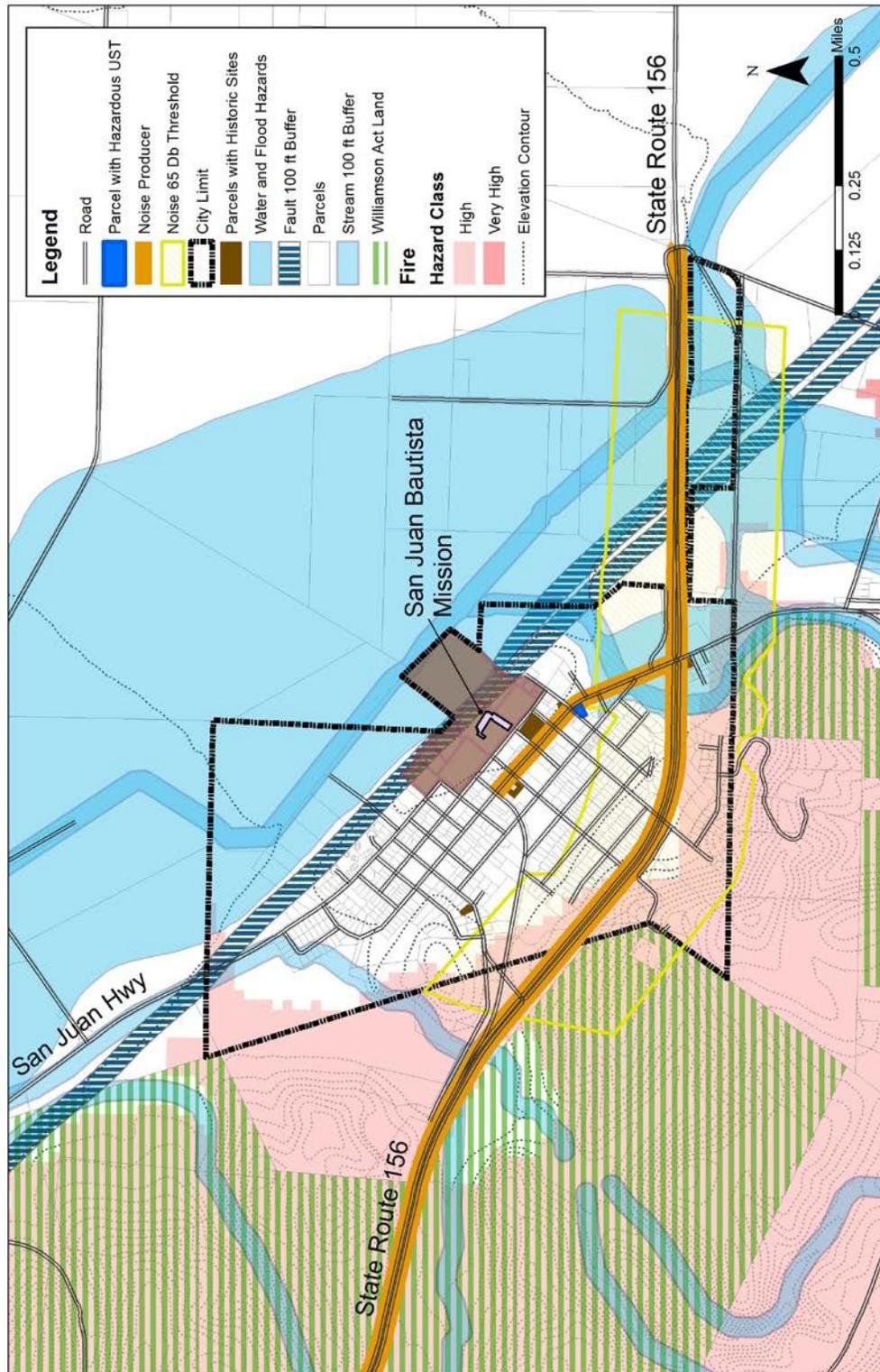
Rene Anchieta, San Benito County GIS, 2015

Map 4.5 Underutilized Land Within City Limits



Rene Anchieta, San Benito County GIS, 2015

Map 4.6 City of San Juan Bautista Development Constraints Map



Steep Slopes

Areas where there are steep slopes are undesirable to develop. Building on steep slopes can cause erosion, or even landslides. The steep slopes to the south and west of the city are also important view sheds and thus are important to avoid. Map 4.7 shows elevation contours around San Juan Bautista.

Noise

Noise is considered a constraint to future development, due to the negative impacts of noise on humans. Noise is defined as “unwanted sound”, and can cause annoyance, loss of sleep, and even ear damage. The main noise producer in San Juan Bautista is SR 156. New development in its proximity will likely require noise mitigation, such as sound walls or berms. Map 4.8 shows noise producers and areas where noise is expected be greatest. According to the California Department of Transportation (Caltrans), 65 decibels (Db) is considered the highest acceptable threshold of ambient noise, above which the installation of a sound wall would be warranted.

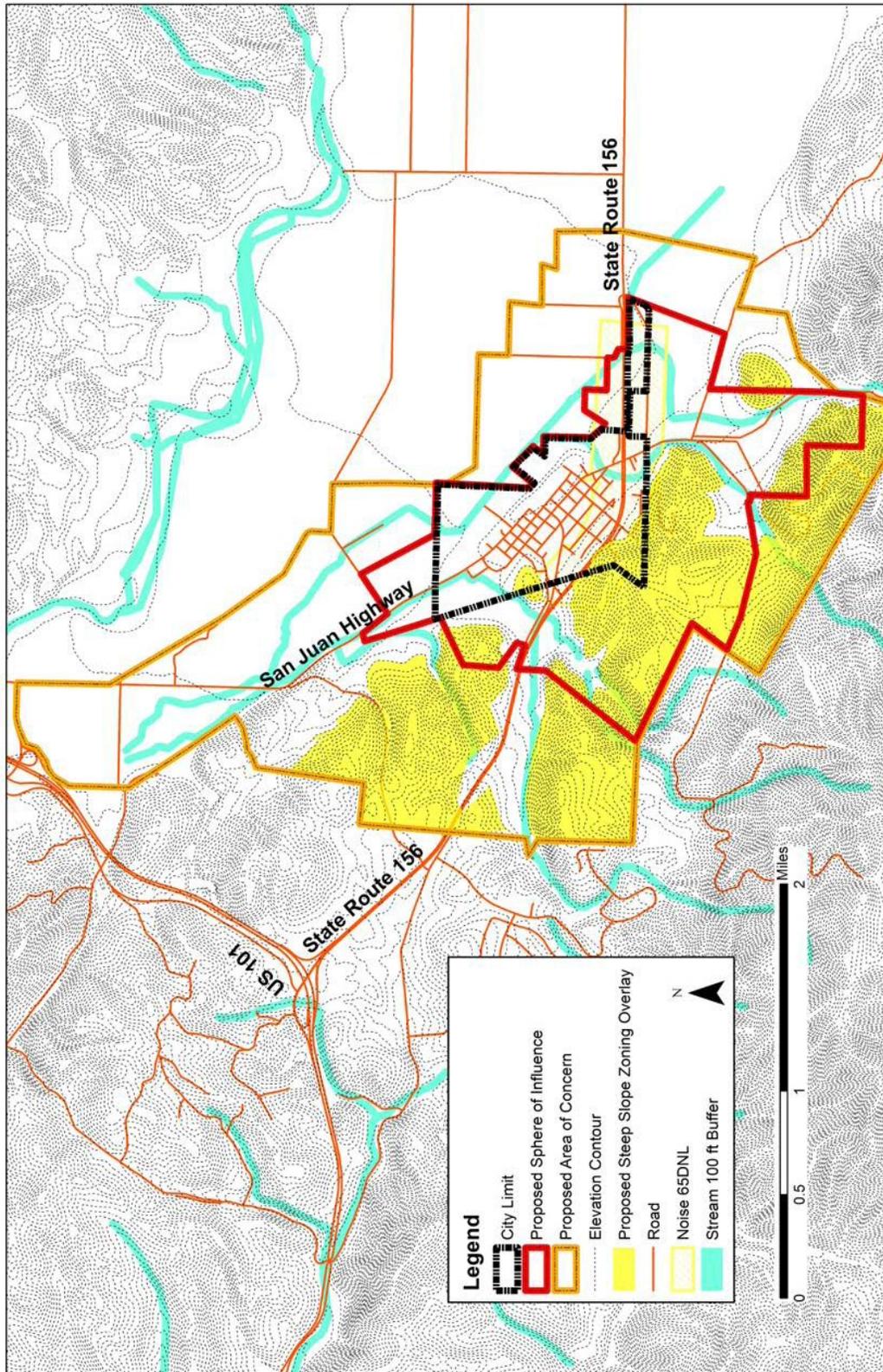
Protected Agricultural Land

All agricultural land that is protected under the Williamson Act should be preserved from urbanization. Williamson Act land enters this program specifically to preserve its agricultural uses (CADCA, 2014). There is no Williamson Act land within City limits. However there is a large amount of Williamson Act land to the west of the City. Protected agricultural land also occurs to the north-east and south. Map 4.9 shows the agricultural lands near the City that are protected by the Williamson Act.

Historic Sites

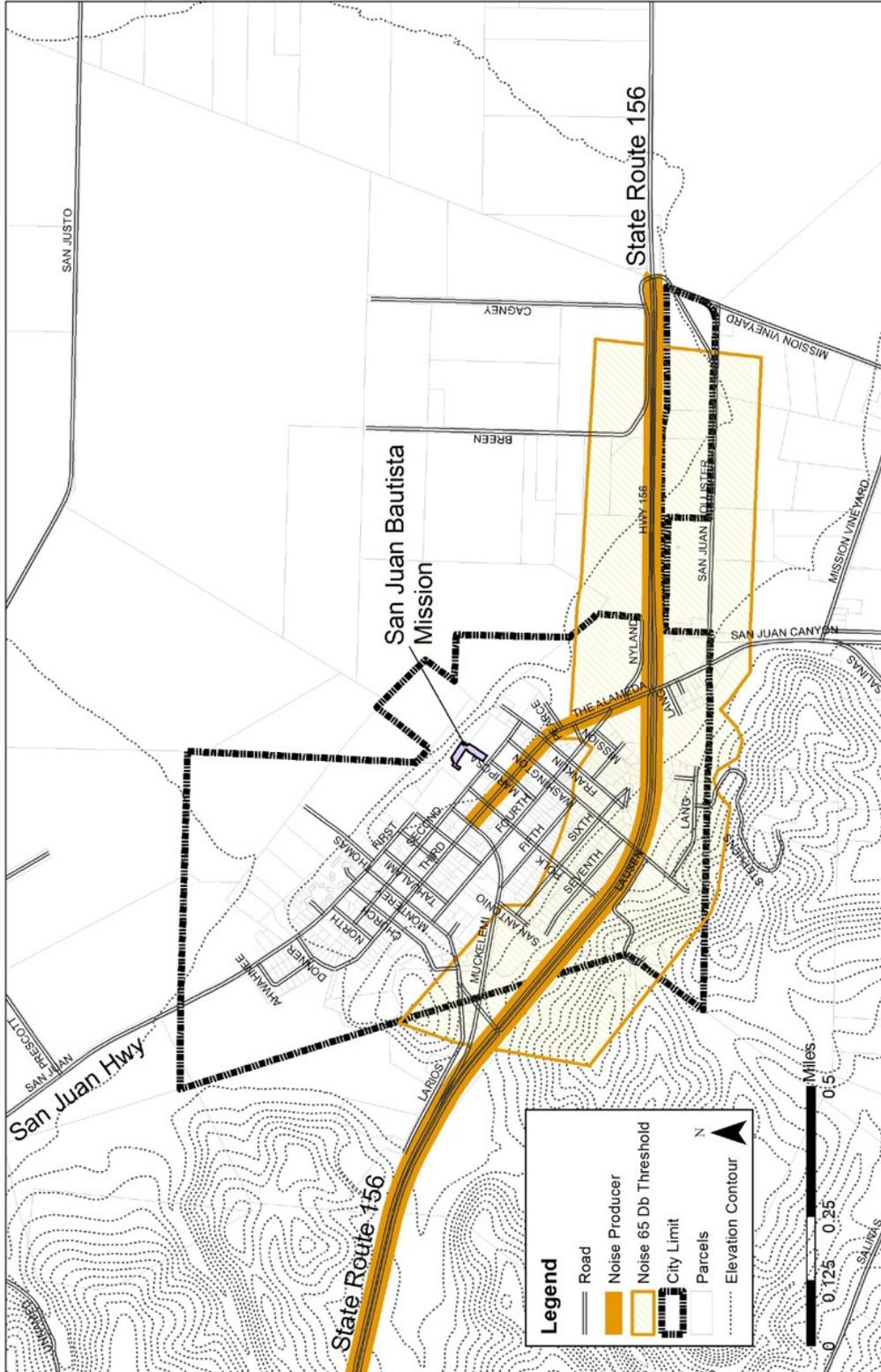
All properties with sites listed on the National Historic Register should be preserved in their existing state. Federal regulations prohibit the development of these sites. Historic sites in the City include the San Juan Bautista State Historic Park, located on 2nd Street, and several buildings on 3rd Street in the Historic Downtown District and elsewhere within the City. Map 4.10 shows the historic sites located within the City.

Map 4.7 Steep Slopes



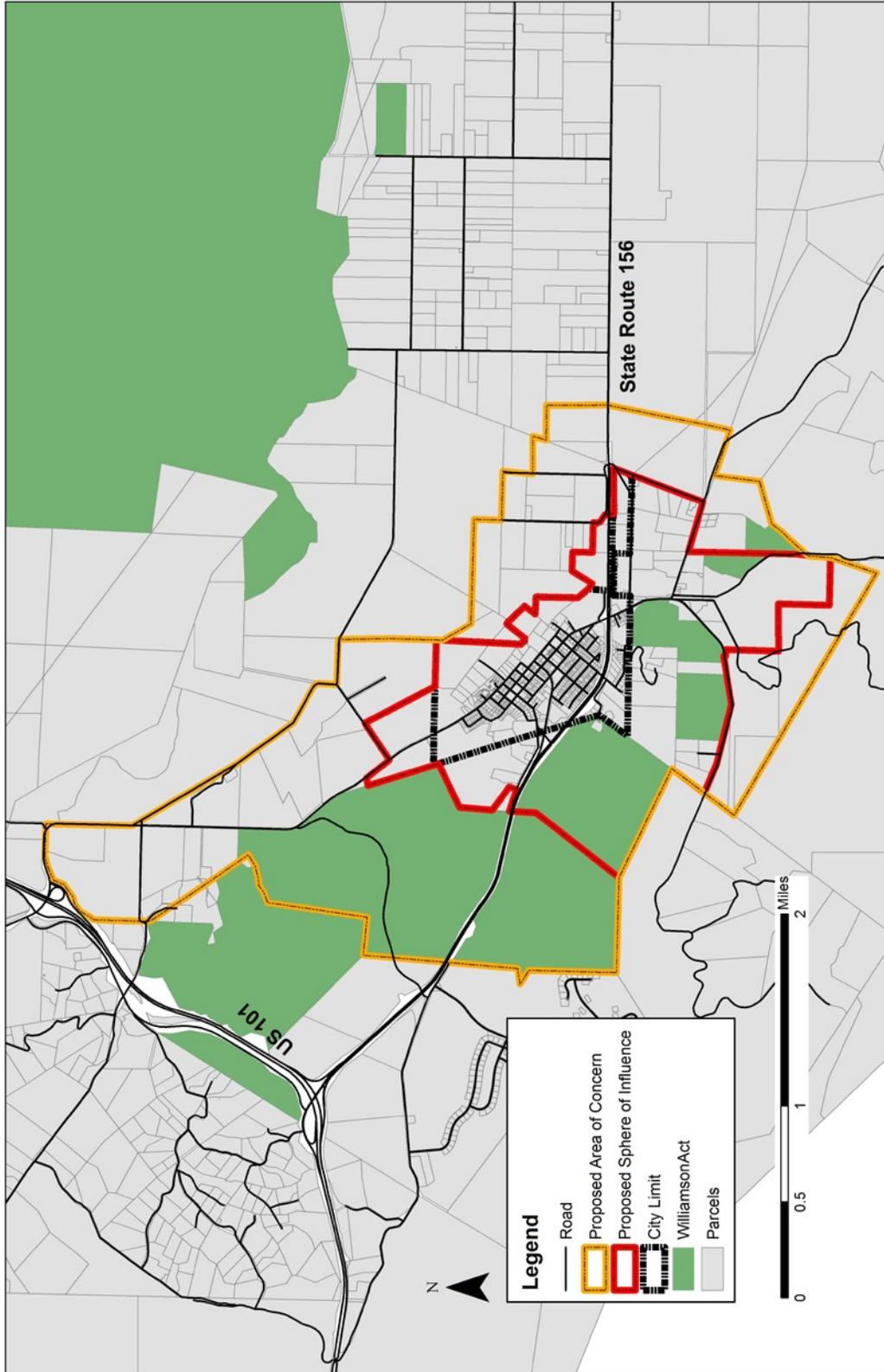
USGS, 2013

Map 4.8 Noise



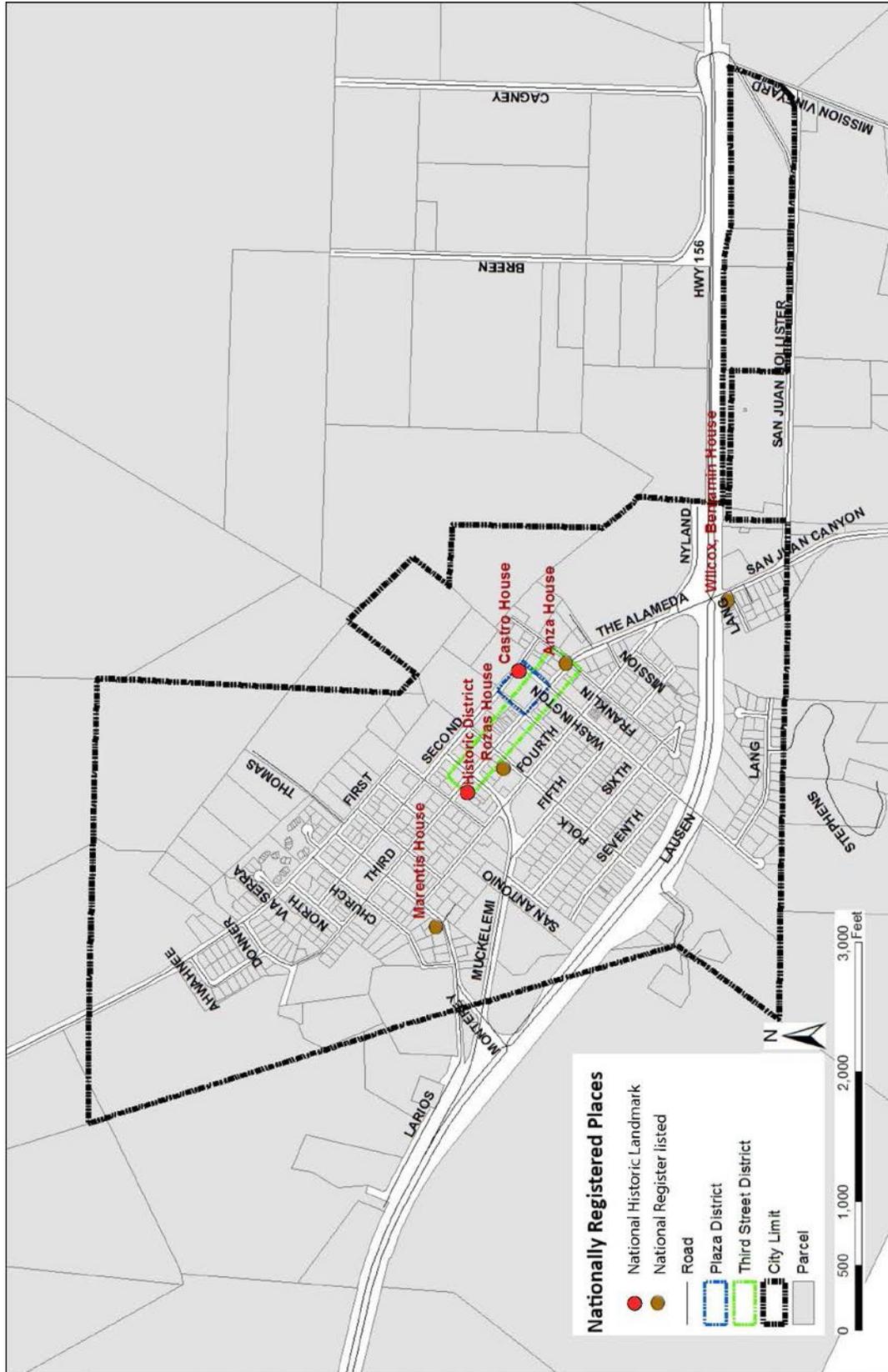
City of San Juan Bautista, 2014 & San Benito County, 2013

Map 4.9 Protected Agricultural Land



City of San Juan Bautista, 2014 & San Benito County, 2013

Map 4.10 Historic Sites



National Register of Historic Places, 2013 & San Benito County, 2013 Land Use Inventory, 2013

Creeks and Streams

All lands within 100 ft. of streams should be preserved in order to protect streams from damage and poor water quality. Streams are also subject to periodic flooding during extreme rain events. Development within stream buffers is therefore constrained due to public safety and conservation efforts. Map 4.11 shows 100 ft. buffers around all of the streams within the City.

Fault Lines

All lands within 100 ft. of known fault lines should be preserved in order to protect future development from seismic activity. The San Andreas Fault runs through the City, from northeast to southwest. The San Andreas Fault slipped during the 1989 Loma-Prieta earthquake, which registered as a 6.9 on the Richter scale (USGS, 2005). In addition, the Vergeles fault runs east to west several miles south of the City. During earthquakes, land on either sides of a fault line can shift, therefore development within fault buffers should be constrained due to public safety concerns. Map 4.12 shows the fault lines that run through the City.

Flood Zones

Flooding can occur during periods of sustained or intense rain. The Federal Emergency Management Agency (FEMA) has developed maps, known as “flood insurance rate maps” that show the extent of areas that are expected to flood at least every 100 years. There are several flood zones within City limits, especially within the southeast and northeast sections of the City. However, the major flood zone is located just outside City limits to the northeast, and is mainly located on agricultural land. All FEMA Flood Zones within City limits and the sphere of influence are classified as Zone A, which means that detailed studies are needed to determine the appropriate hazard level and flood insurance rate. Map 4.13 shows the flood zones near the City.

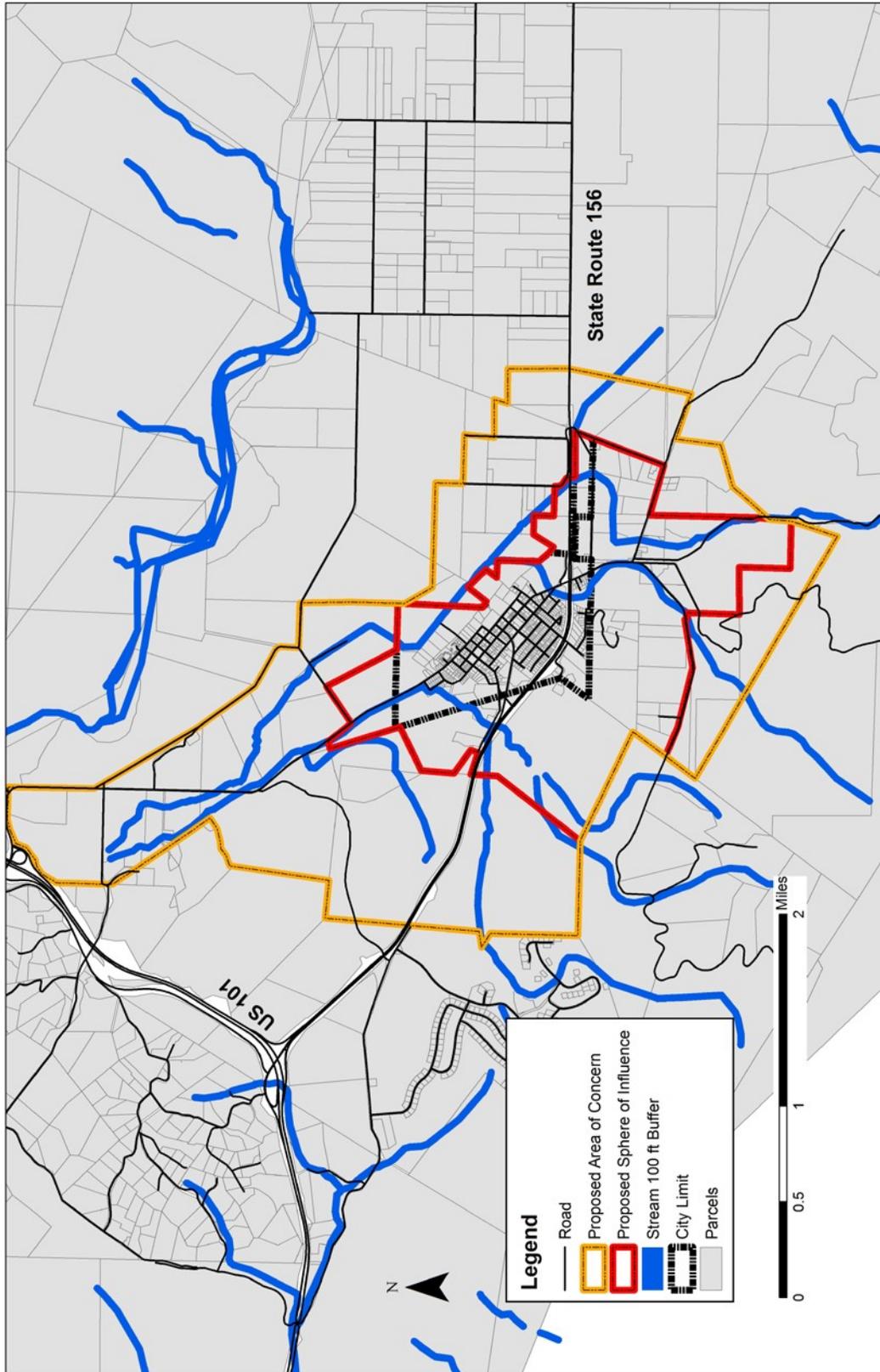
Fire Hazard

During the hot, dry months of the year, fire danger can increase in areas with an abundance of dry grass or brush. Cal Fire classifies land based on its fire hazard. The hillsides to the south and west of the City are considered a high fire risk, while very high risk areas exist only outside City limits. Areas with high and very-high risk classifications will probably require mitigation if developed. Map 4.14 depicts areas classified by Cal Fire as ‘high’ or ‘very high’.

Mission-Related Properties

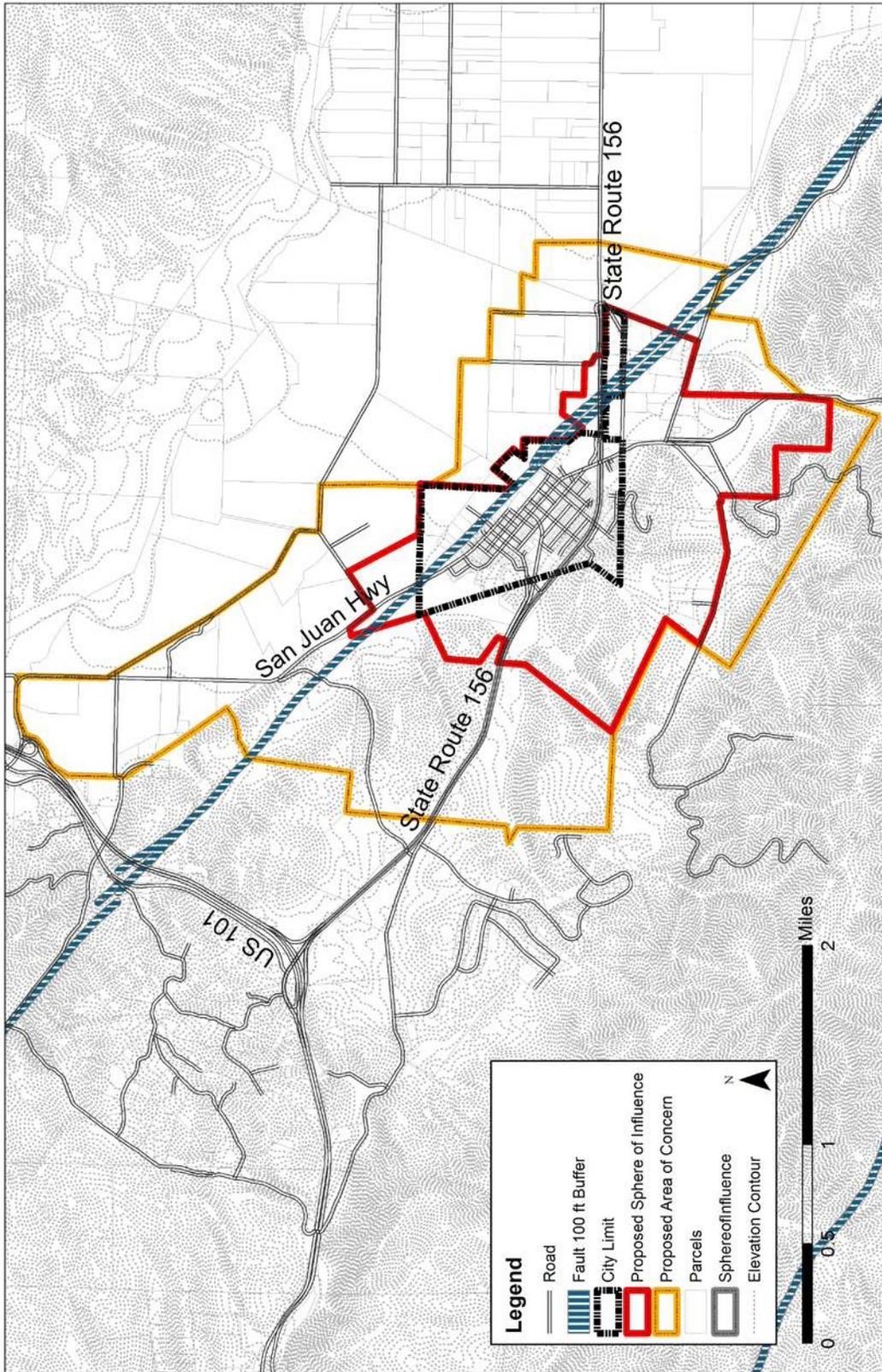
Mission San Juan Bautista is an essential component of the City. All properties owned and/or occupied by the Mission should be preserved. Map 4.15 shows the location of the mission-related properties. They include those owned by the Catholic Diocese and the State Park.

Map 4.11 Creeks and Streams



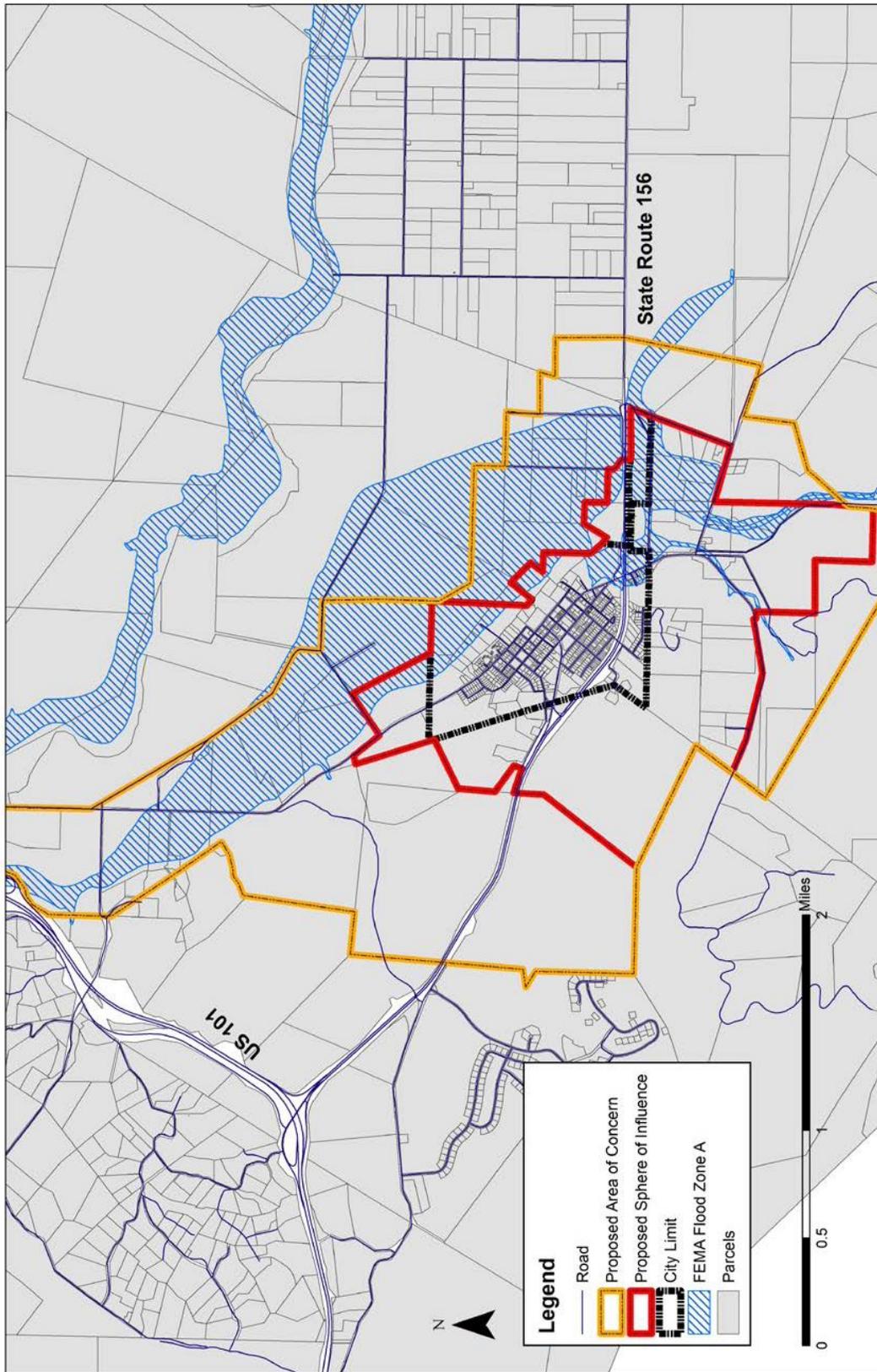
San Benito County, 2013 & U.S. Census, 2013

Map 4.12 Fault Lines



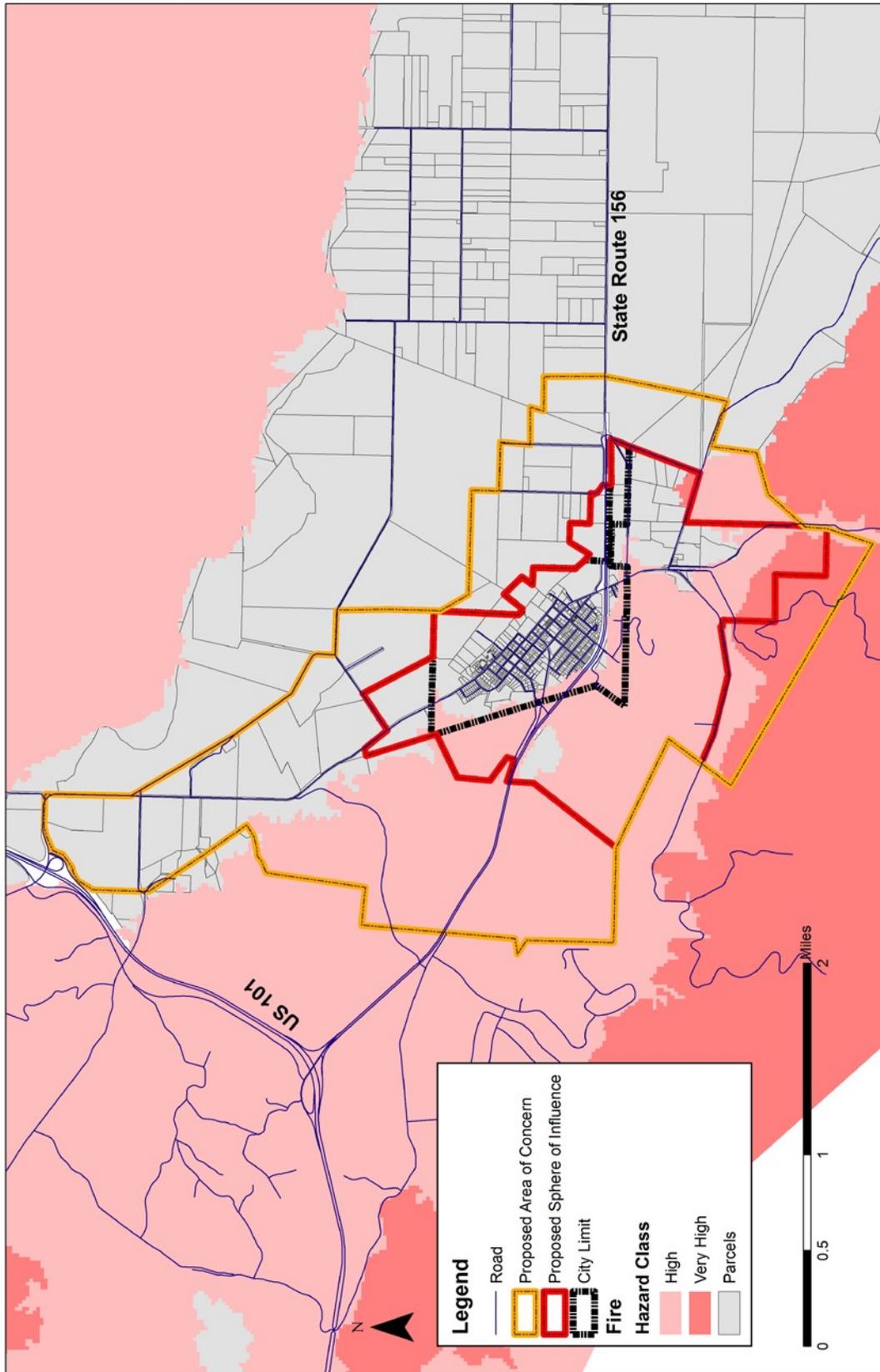
San Benito County, 2013 & U.S. Census, 2013

Map 4.13 Flood Zone



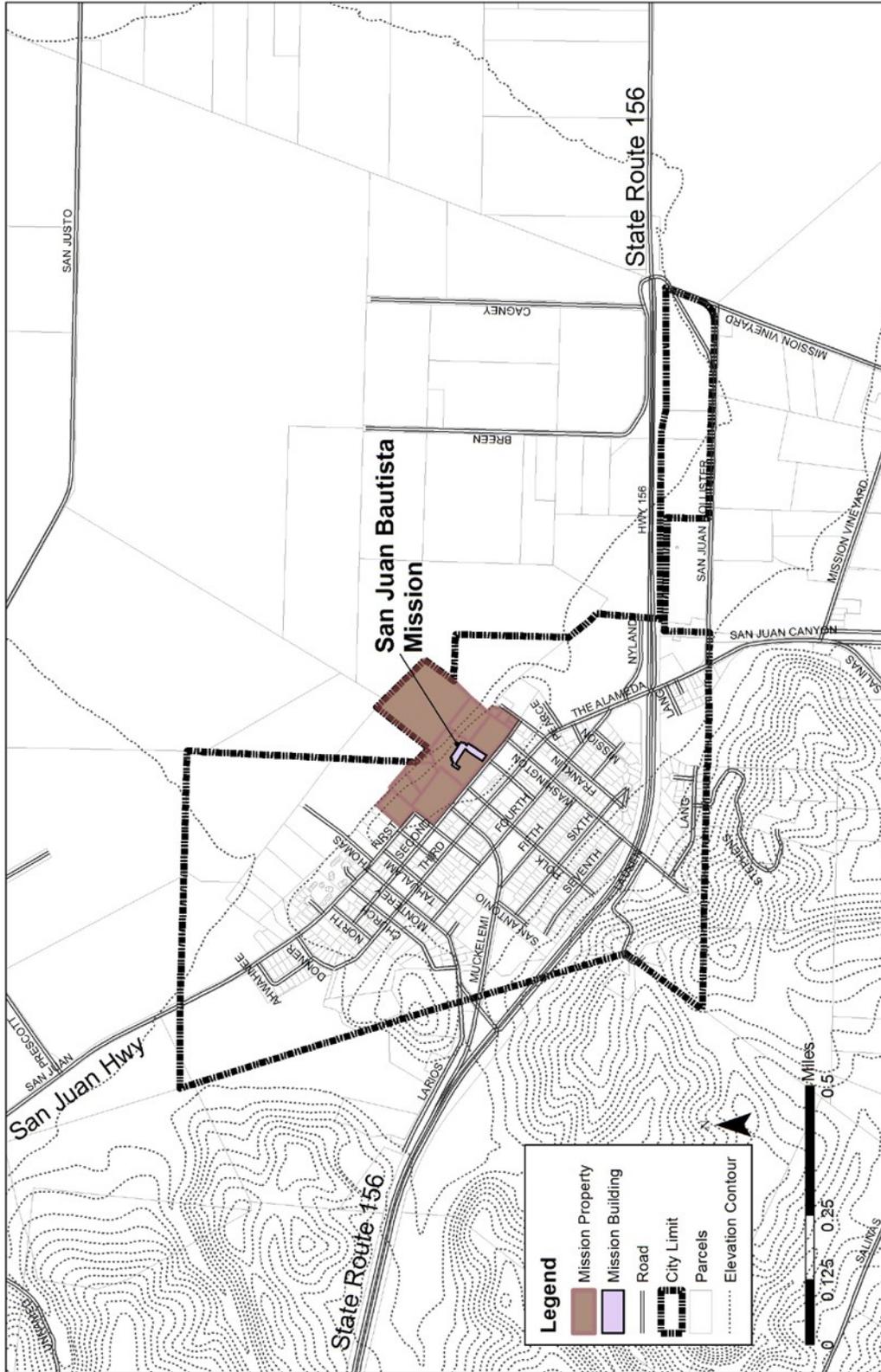
San Benito County, 2013 & FEMA, 2009

Map 4.14 Fire Hazard



CAL FIRE, 2013, & San Benito County, 2013

Map 4.15 Mission Property



Field Observations, 2013 & San Benito County, 2013

4.5 References

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5 DEVELOPMENT ALTERNATIVES

5.1 Introduction

This chapter presents three alternatives for accommodating future population, housing, and employment needs in San Juan Bautista through year 2035. Each alternative presents options with varying development densities, intensities, types, and locations of growth throughout the City.

The Business as Usual Alternative assumes future growth will continue based on historic trends in land use pattern, housing type and density, and employment opportunities and locations. In this alternative, residential development remains primarily low-density with scattered commercial development and the transportation system remains auto-oriented. This is characterized by low population growth, sporadic increases in housing, and sprawling development towards the fringes.

The Clustered Growth Alternative selects multiple areas to concentrate growth within a short walk or bicycle ride to services and amenities. Areas of proposed growth include a cluster of residential and commercial development along Muckelemi Street, 3rd Street, and south of State Route 156. By providing multiple commercial centers the Clustered Growth Alternative aims to decrease distance between residential and commercial uses and bringing residents closer to needed public facilities and other amenities.

The Dynamic Growth Alternative accommodates future growth needs by focusing growth within City boundaries through infill development along key corridors connecting the main entry gateways of the City to the historic downtown. This alternative incorporates community input on retaining development within City limits to minimize impacts on surrounding agricultural uses and encourage more activity in the downtown. It also includes the relocation of the City's wastewater treatment facility outside City limits. The former location of the wastewater treatment facility provides additional land for growth and open space needs within the City. Key development corridors along Muckelemi Street, north of 3rd Street, and The Alameda will link the Historic Downtown to the City's gateways while providing a mix of commercial, residential, and office space at medium to high densities.

5.2 Business as Usual

Business As Usual is an alternative that envisions how the City would grow into the future if historic trends and patterns in population growth and economic development stay constant.

The population of San Juan Bautista is projected to increase 13 percent by 2035, with the addition of 243 residents. Given a natural growth projection of 167 additional housing units by 2035, housing needs can be accommodated within the City boundaries, but the State housing agency, HCD, mandates an accommodation for a 3 percent housing growth. An additional 560 housing units is projected based on State-mandated 3 percent housing growth. The projected population increase indicates an increase of 90 jobs by 2035 based on current jobs per acre ratios.

Growth Assumptions

The assumptions used in the development of this alternative reflect the housing, commercial, and transportation patterns in existence. The most predominant housing type in the City is low-density single-family homes. New housing growth will continue with the low-density housing pattern on some vacant parcels left within the downtown center. Commercial activity is centered in the historic downtown area and along State Route 156. Retail in the downtown area is largely tourism-related, including antique shops and restaurants. New commercial businesses will continue to focus on existing commercial areas such as the Historic Downtown area.

Conceptual Land Use

The mandated housing projection of 560 additional housing units by 2035 would require that the City expand outside of the city limits in order to maintain the same housing pattern of low density housing. As represented in Map 5.1, this housing projection shows that the agricultural lands north of the City would most likely be converted to residential uses. Commercial land uses would remain in the City center.

Residential Land Use

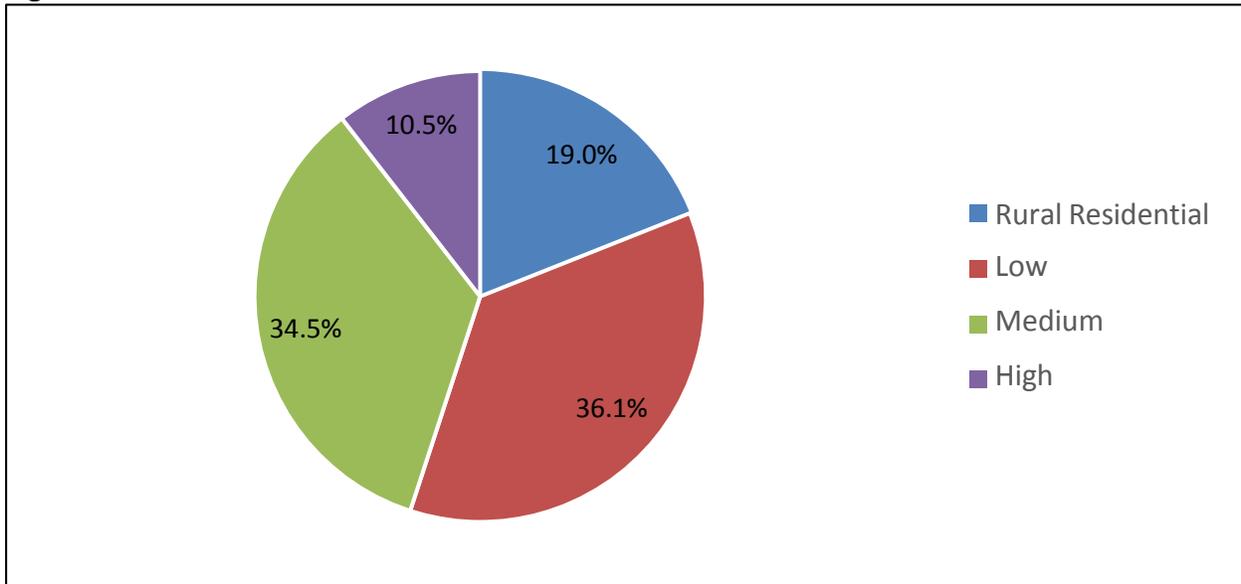
The Housing Density Pie Graph, Figure 5.1 shows the existing residential land use pattern. Rural residential will continue to make up 19 percent of the housing stock, low-density will continue to make up 36.1 percent, medium-density will continue to make up 34.5 percent, and high-density will continue to make up 10.5 percent. The medium and high-density housing will be located closer to downtown, while the low-density and rural residential housing will be located towards the City's periphery as illustrated in Map 5.1. Since rural residential units require more acreage, development would occur outside the existing City boundaries.

Map 5.1 Business As Usual Conceptual Land Use Map



Cal Poly Planning Team, 2014

Figure 5.1 Business As Usual Residential Densities



Land Use Inventory, 2013

Table 5.1 Business As Usual: Proposed Added Densities					
Residential Densities	Dwelling Units Per Acre	Frequency of Parcels	Acreage	% of Total Parcels	% of Total Acreage
Rural Residential	.2 to .5 units per acre	5	22.92	1.0%	19.0%
Low	.5 to 5 units per acre	106	43.56	21.2%	36.1%
Medium	6 to 10 units per acre	271	41.64	54.2%	34.5%
High	11 to 21 units per	118	12.7	23.6%	10.5%
Total		500	120.82	100.0%	100.0%

Land Use Inventory, 2013

Table 5.1 details the distribution of the additional housing units by density, showing the acres needed to accommodate each type of density. The City would need to allocate an additional 317 acres for housing.

Commercial Land Use

Business As Usual accommodates commercial growth in vacant and underutilized parcels in the business corridor along 3rd Street and areas along State Route 156. As shown in Map 5.2, some of the new commercial uses would occupy existing vacant parcels along 3rd Street. New commercial uses would include office, retail, services, and other jobs. Commercial uses would follow a similar development pattern to the commercial uses located along the downtown business corridor. Agriculture and industrial commercial uses may be located along SR 156 in existing large vacant lots.

Job growth by 2035 projects a need for space to accommodate 90 new jobs in San Juan Bautista. Since vacant land is dispersed on smaller parcels throughout the City, the Business As Usual Alternative may extend outside of the city limits to address all expected growth. All future employment needs cannot be met within city limits as low density development would necessitate encroachment into prime agriculture lands surrounding the City. This alternative is able to accommodate land for 27 commercial agriculture jobs, 9 commercial industrial jobs, 9 office jobs, 7 retail jobs, 36 service jobs, and 2 other jobs as illustrated in Table 5.2.

Table 5.2 Business As Usual Growth: Proposed Commercial Densities			
Land Use Designations	Current Acreage	Standards for Jobs/Acre	Job Growth Potential (Maximum)
Agriculture	93.2	2.11	27
Industrial	2.40	4.18	9
Office	3.30	8.79	9
Retail	17.50	4.46	7
Services	7.70	24.42	36
Other	8.79	0.57	2
TOTAL	132.89		90
Existing Number of Jobs			
			400
2035 Business As Usual Job Target			90
2035 Business As Usual Job Need			90
Total Additional Jobs Accommodated by 2035			70
Jobs Still Needed to Meet Target			20

Land Use Inventory, 2013; Longitudinal Employer Household Dynamics, 2011

Map 5.2 Business As Usual Conceptual Commercial Map



Cal Poly Planning Team, 2014

5.2.1 Key Growth Areas

San Juan Bautista is a small town with a traditional downtown center and primarily single-family residential homes. Following this traditional small town pattern, the Business As Usual Alternative projects a concentrated commercial center and further expansion of single-family homes by the City's periphery. This projection is divided into four key growth areas:

- North Section
- Central Section
- West Section
- Southeast Section

North Section

Figure 5.2 shows the existing agricultural lands in the north section of San Juan Bautista. The north section of the City is currently comprised of low-density housing and undeveloped land, most of which is designated agricultural.

Figure 5.2 North Section – Existing Pattern



Cal Poly planning team, 2014  City Limit

The Business As Usual growth model proposes rural residential and low-density housing development occur in the northern section of the City. Agricultural land would need to be

converted to residential uses to fulfill the regional housing needs allocation. Figure 5.3 shows what this growth may look like in the North Section.

Figure 5.3 North Section – Potential Future Pattern



Cal Poly Planning Team, 2014

Central Section

Figure 5.4 shows the City's existing central section where the downtown is located. The Central Section is currently comprised of a mix of commercial and residential uses.

Figure 5.4 Central Section – Existing Pattern



Cal Poly Planning Team, 2014

This alternative proposes very little change to this area. The existing central section of the City, including the 3rd Street business corridor, would accommodate minimal commercial growth through infill of vacant lots with services, retail, or office uses. Figure 5.5 shows what this growth may look like.

Figure 5.5 Central Section – Potential Future Pattern

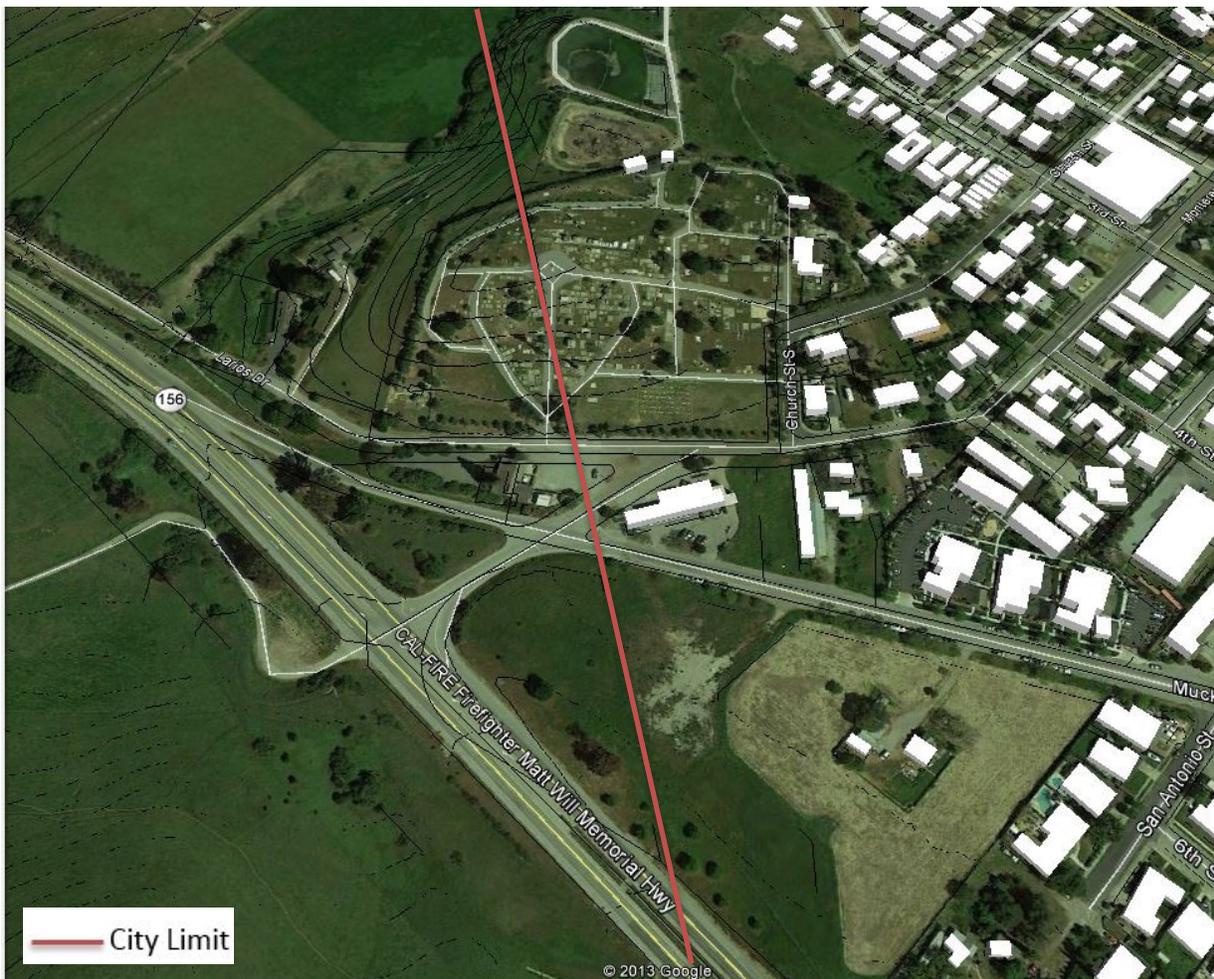


Cal Poly Planning Team, 2014

West Section

Figure 5.6 shows the existing west section of the City. The land west of San Juan Bautista's downtown is currently made up of mostly low and medium-density housing and open space. The land west of San Juan Bautista's downtown would remain largely single-family housing and open space. However, in order to meet housing need projections, high-density residential uses are proposed on vacant parcels and commercial uses are proposed near State Route 156. Figure 5.7 shows what this growth may look like.

Figure 5.6 West Section – Existing Pattern



Cal Poly Planning Team, 2014

Figure 5.7 West Section – Potential Future Pattern

Cal Poly Planning Team, 2014

Southeast Section

The Southeast Section is located south of State Route 156 and consists mostly of rural residential and open space. Figure 5.8 shows the existing land use pattern in the southeast section of the City.

Figure 5.8 Southeast Section – Existing Pattern

Cal Poly Planning Team, 2014

In order to meet anticipated housing need, some new rural and low-density residential land use is proposed in the southeast section of the City. Existing open space area would need to be converted to rural and low density, single-family homes. Additional commercial uses are proposed for land along State Route 156 and Mission Vineyard Rd. Figure 5.9 shows what this growth may look like.

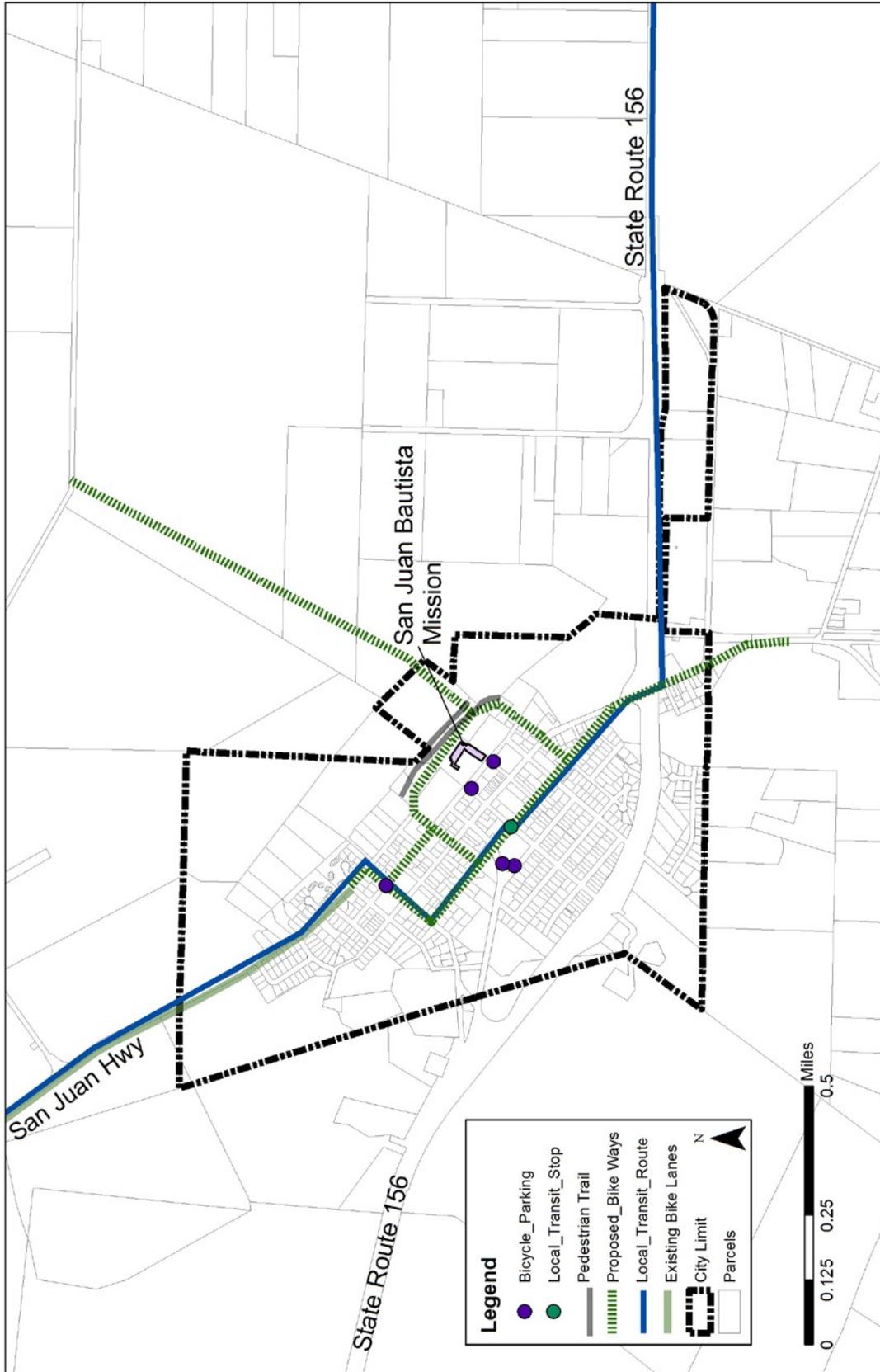
Figure 5.9 Southeast Section – Potential Future Pattern

Cal Poly Planning Team, 2014

5.2.2 Circulation

The current and proposed transit network would be a combination of what the City has today and what is currently proposed. San Benito County Express lines would continue under current operations. Pedestrian and bicycling facilities will have minimal expansion. In the Business As Usual growth model, circulation would remain auto-oriented with few pedestrian and bicycle facilities, as seen in Map 5.3.

Map 5.3 Business As Usual Circulation Map



Cal Poly Planning Team, 2014

5.2.3 Outcomes

The possible outcomes of the Business As Usual model include conversion of open space and agricultural lands into developed land uses and limited commercial growth. The City would not be able to accommodate the total acreage needed for projected agricultural job growth and City park space within the current City limits. New residential lands may need to expand into flood hazard zones and may expand beyond the City's existing public facilities, utilities, or infrastructure. Transportation would remain auto-oriented, so San Juan Bautista may experience more parking and circulation issues in the future.

5.3 Clustered Growth Alternative

The Clustered Growth Alternative arranges growth into central areas, placing retail, jobs, services, and recreation in walkable and bike-able distances. It provides diverse housing options by maintaining existing low-density neighborhoods along with medium and high-density housing options. Potential growth with clustered growth enhances conditions within the City by focusing on underutilized areas. By concentrating areas of development, there is potential to make vibrant neighborhood centers.

This alternative provides sufficient housing units and jobs in five clusters to fulfill growth projections for 2035. According to the required HCD projections, an additional 560 housing units and 397 additional jobs will be needed. Enhancing the transportation networks for transit, bicycles, and pedestrians will create a more accessible city.

5.3.1 Growth Assumptions

The Clustered Growth Alternative is based on the following assumptions:

- Focus housing growth within a short walk (1/4 mile) or bicycle ride to services and amenities.
- Develop vibrant mixed-use neighborhood districts.
- Invest in regional attractions, such as a linear park reconnecting the City north and south of SR 156.
- Establish linkages between districts and regional recreation opportunities with multiuse paths.
- Accommodate job growth focused towards agriculture, light industry, retail, and tourism.

5.3.2 Conceptual Land Uses

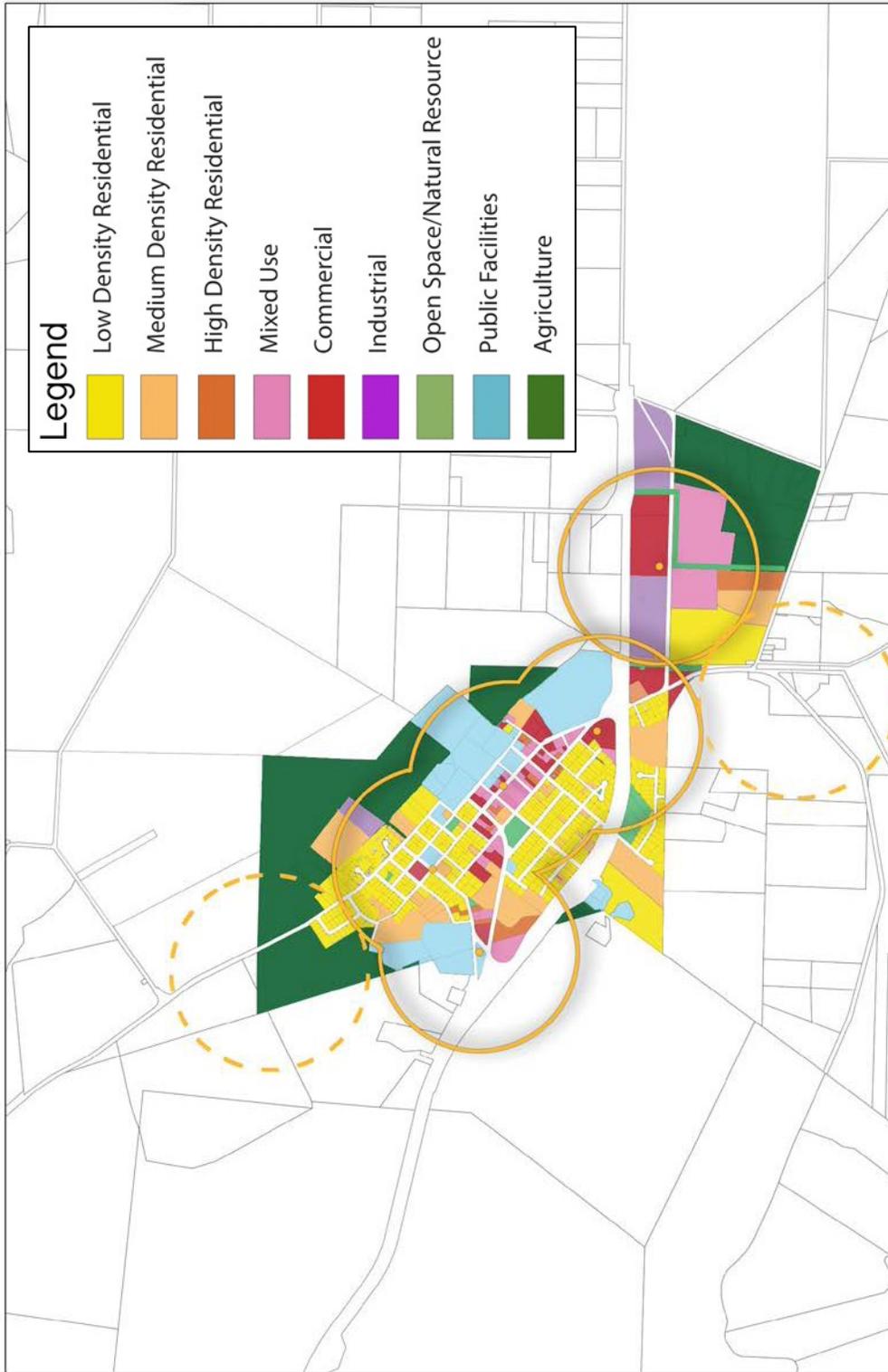
The Clustered Growth Alternative plans for the future of San Juan Bautista to meet population growth, housing, and employment needs through 2035 by the 3 percent state housing growth mandate. Using this growth model, the City will need land to provide an additional 560 housing units. This alternative meets the aforementioned needs by: (1) providing a mix of commercial, office, and industrial uses to increase job opportunities in key areas throughout the city; (2) increasing mixed-use work/housing opportunities; (3) diversifying the housing stock to include medium-density and high-density housing units; and (4) creating a continuous pedestrian and bicycle transportation network through a multiuse pathway system. Conceptual land uses are illustrated in Map 5.4 and are based on the 1998 General Plan, the 2013 City of San Juan Bautista Background Report, community feedback, and the 2013 Land Use Inventory. Proposed land uses and densities in each of the Key Cluster areas are presented in Table 5.3 and 5.4.

The areas located within the bubbles in the core of the City are the planning team's proposal for land uses. This proposal reflects what can be achieved through moderate clustered growth designed around the idea of a ¼ mile walkable radius to housing, employment, goods, and services. Densities will slightly increase from existing conditions, but changes will still maintain the City's small town character. Buildings heights will have a maximum of three stories; as proposed in only two of the clusters. The residential densities in these clusters will be the highest, with a maximum of 30 dwelling units per acre (du/acre). Growth is focused along the City gateway at Muckelemi Street, near State Route 156 along Old San Juan Highway, locations downtown on 3rd Street, along The Alameda at 4th Street, and on Washington Street south of the 156. The dotted bubbles were identified as potential areas for future expansion beyond 2035 keeping with the notion of ¼ mile walkable areas.

Residential Land Use

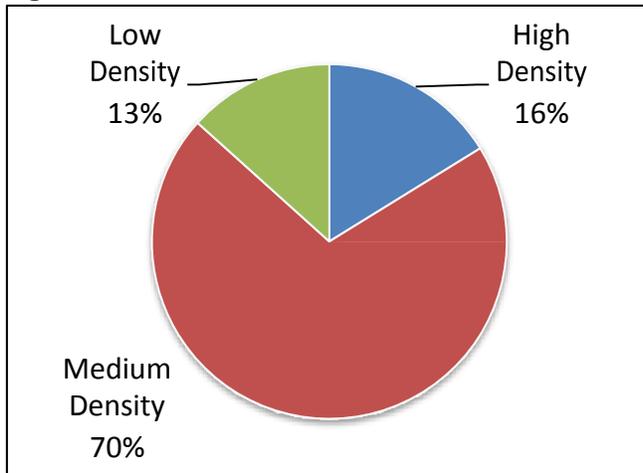
Cal Poly Planning team's population projection indicates that San Juan Bautista's population growth patterns suggest the City will house an additional 240 people by 2035, for a total population of 2,100 residents. The Clustered Growth Alternative assumes an increase of 560 housing units to meet the state mandated housing growth rate of 3 percent. This translates to 1,140 additional residents or a total population of 3,000 by 2035. This plan preserves the character of single-family neighborhoods and utilizes vacant or underutilized parcels for medium, high, and mixed-use densities throughout the clusters in the City to accommodate this growth. This plan also expands on the development trend along The Alameda/Third St to incorporate more mixed-use structures.

Map 5.4 Clustered Growth Conceptual Land Use Map



Cal Poly Planning Team, 2014

Figure 5.10 Clustered Growth Residential Densities



Cal Poly Planning Team, 2014

Table 5.3 Proposed Densities, Clustered Growth			
Key Growth Areas	Proposed Land Use Designations	Number of Stories (Max.)	Residential Density (Max. Dwelling Units/Acre)
Muckelemi St. Gateway	Medium to High-Density, Mixed-Use Residential-Commercial-Retail	1-3	15-30 DU/ Acre
3rd Street Downtown Corridor	High-Density and Mixed-Use Residential-Commercial-Retail	2-3	20-30 DU/ Acre -
Old San Juan Road	Medium to High-Density Residential, Mixed-Use, Retail, Commercial, Light Industrial, Agricultural	2	15-30 DU/ Acre -

Cal Poly planning team 2014

As shown in Figure 5.10, new development between now and 2035 will focus on medium density housing. The breakdown of proposed housing densities for the key growth areas for the Clustered Growth Alternative is shown in Table 5.3. Medium density units are in the range of 15-25 dwelling units per acre. Housing types include townhomes, row homes, and farmworker housing. Units in these categories will be in character with the existing housing stock in the older central area of San Juan Bautista. High-density units will accommodate 30 dwelling units per acre and will include walkup apartments. These units will be well-suited to house those employed in San Juan Bautista without families and looking for affordable housing options.

5.3.3 Commercial Land Use

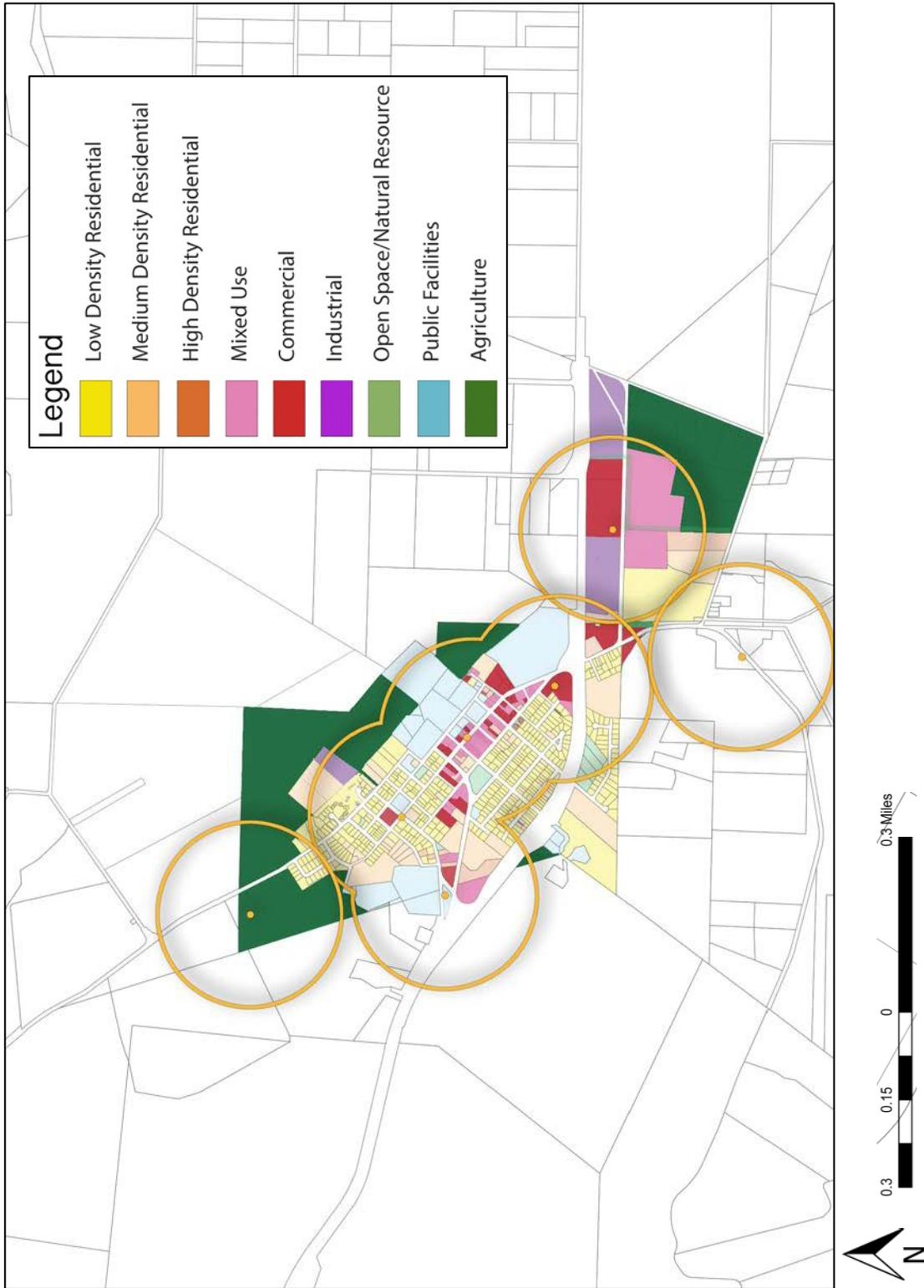
To address future growth, new commercial development is proposed for vacant and underutilized parcels in the business corridor along 3rd Street and areas along Old San Juan Highway. Intensification of existing commercial parcels will also occur, bringing more retail, office, and service employment opportunities to the Downtown core. Proposed commercial

acreages and employment potentials are detailed in Table 5.4. The largest sources for new employment in San Juan Bautista will come from service and industrial jobs created in the currently underutilized Muckelemi St. Gateway and Old San Juan Road clusters. Mixed-use developments will create employment opportunities for higher job density service sector jobs. Map 5.5 shows proposed commercial zones in relation to the clusters.

Table 5.4 Proposed Commercial Acreages & Employment Potential				
Key Growth Areas	Approximate Acreage	Land Use Designation	Standard for Jobs/Acre	Job Growth Potential
Muckelemi St. Gateway	50	Medium to High-Density, Mixed-Use Residential-Commercial-Retail	20 to 40 Jobs/Acre	110
3rd Street Downtown Corridor	30	High-Density and Mixed-Use Residential-Commercial-Retail	20 to 40 Jobs/Acre	100
Old San Juan Road	65	Medium to High-Density Residential, Mixed-Use, Retail, Commercial, Light Industrial, Agricultural	10 to 40 Jobs/Acre	200
Maximum Jobs Added				410
Existing Number of Jobs				393
Maximum Jobs				803
2035 Job Growth Target				790
Difference				13
Estimated Growth in Service/Retail jobs				160
Estimated Growth in Office Jobs				100
Estimated Jobs in Other Categories				150

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Map 5.5 Clustered Growth Conceptual Commercial Map



5.3.4 Key Growth Areas

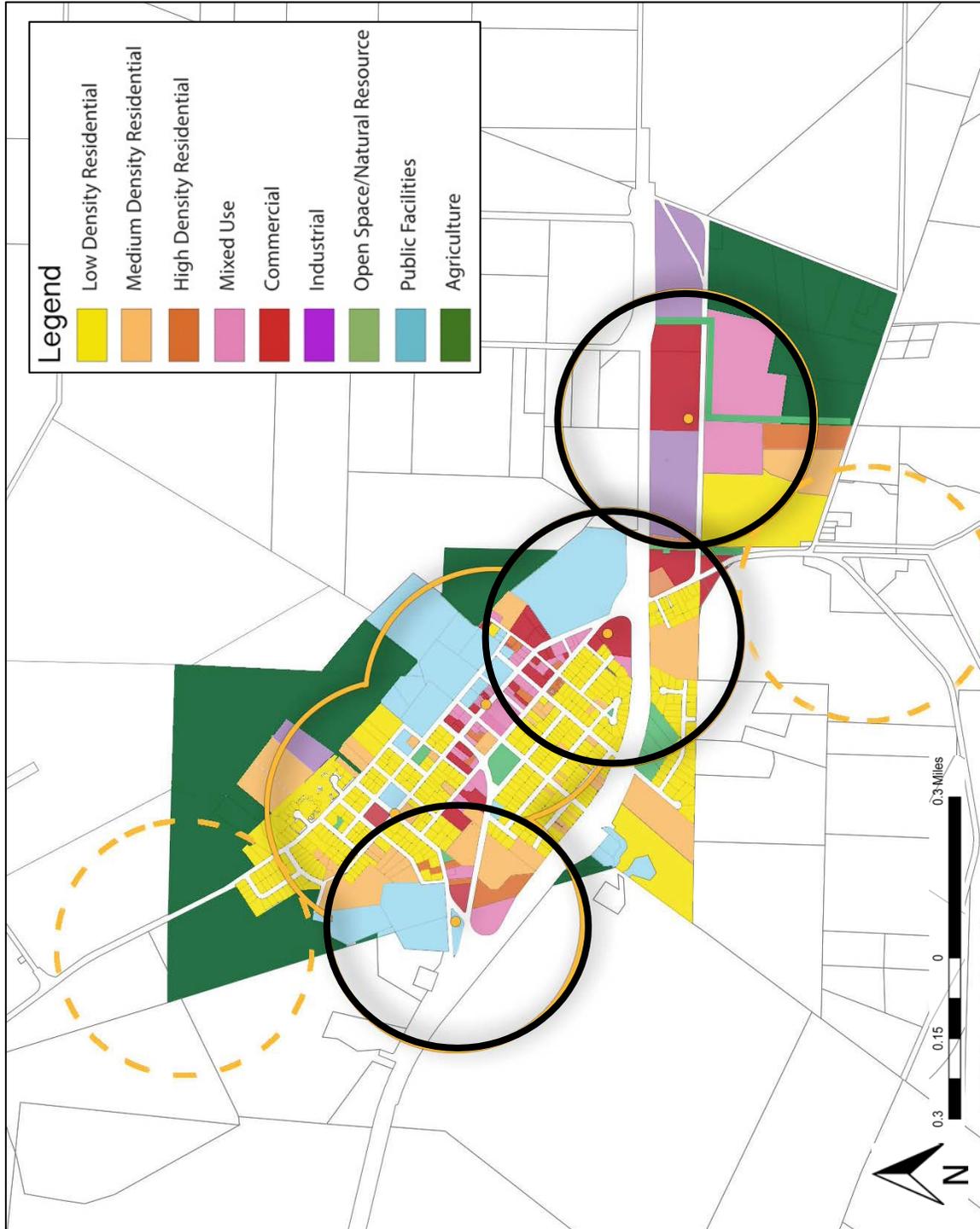
The Clustered Growth Alternative focuses development on five key areas in the City. These areas were selected based on existing conditions, public opinion, and overall potential for creating accessible mixed-use areas. The major linear corridor encompasses four of the five clusters, where development is focused on the proposed Muckelemi Street Gateway leading into the redevelopment of the 3rd Street Downtown Corridor. South of the city, the fifth cluster creates higher density housing, more commercial and mixed-use land uses, and a linear park, in order to connect Old San Juan-Hollister Road to the Downtown Corridor. The dotted clusters are featured in order to provide a vision for growth beyond 2035. The three key growth areas for discussion are shown on Map 5.6.

Muckelemi Street Gateway

The first cluster is located west of the City along the Muckelemi Street entrance into San Juan Bautista. The development would create a gateway in an underutilized part of the City with mixed use, commercial, and medium to high-density housing. Some of the existing low-density housing still exists; however, some have been converted to higher densities to accommodate future growth, as Figure 5.11 shows. Higher density housing includes a planned unit development with recreational open space, townhomes, and apartments. The cemetery and adjoining public facilities are preserved as well. The goal of this cluster is to provide a vibrant gateway into the City with services, jobs, and housing connecting to the downtown corridor. The development promotes increased connectivity to and from all clusters, along with increased accessibility to the west of the City with pedestrian and bicycle circulation.

One unique amenity proposed in this cluster is a YMCA or community center for youth, families, and seniors in the Abbe Park Muckelemi Street Gateway area. With the close proximity to Abbe Park and downtown, a community center would provide access to more recreational facilities for the entire community. The public voiced concern with the lack of activities for both seniors and teens, and a community center could remedy that. Also, with more public space and access to recreation, the proposed amenity would create a more cohesive, safe, and healthy community.

Map 5.6 Clustered Development Key Growth Areas



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Figure 5.11 shows the Muckelemi Street Gateway as it exists today. In the future, Figure 5.12 is a visual representation of what it could look like with the proposed cluster growth. Increased housing densities and more mixed use and commercial development create a livable, workable, and accessible area of growth in the City. The alternative would also create a visible and attractive gateway to welcome visitors and residents into the City.

Figure 5.11 Muckelemi Street Gateway – Existing Pattern



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Figure 5.12 Muckelemi Street Gateway – Potential Future Pattern



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3rd Street Downtown Corridor

The 3rd Street Downtown Corridor is the second cluster focused on redevelopment of the historic downtown. The existing area is the central hub of activity in San Juan Bautista with the dominant commercial zone and the State Park and Mission plazas to the northeast. One to two story commercial and mixed-use buildings currently characterize the downtown, shown in Figure 5.13. The proposed redevelopment is depicted in Figure 5.13 with greater housing density and allowing for 2 to 3 story buildings. The potential for growth in this cluster is again focusing on vacant parcels or underutilized non-historic buildings. With increased mixed use and commercial development, more jobs and housing would create more opportunities for the central corridor of town. Circulation improvements with safer bicycle and pedestrian routes and slower automobile speeds expand accessibility of this cluster, connecting the proposed Muckelemi Street Gateway cluster to the Old San Juan-Hollister Road cluster to the south.

Figure 5.13 shows the existing 3rd Street Downtown as you enter off of State Route 156 from the east. The existing Windmill Market parcel development is preserved in the proposed redevelopment, depicted in Figure 5.14. Increased building heights and uses with commercial and mixed-use development expand the potential for jobs and housing in this vibrant zone.

Figure 5.13 3rd Street Downtown – Existing Pattern



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Figure 5.14 3rd Street Downtown – Potential Future Pattern

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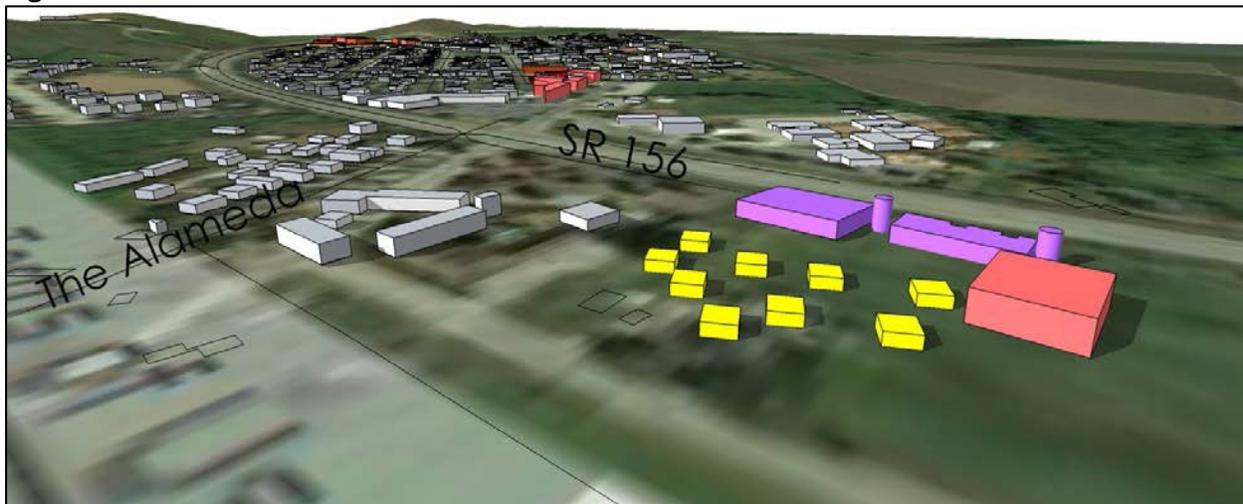
Old San Juan-Hollister Road

The third key area of growth for the Clustered Growth Alternative is located southeast of the City along State Route 156 and Old San Juan-Hollister Road. Underutilized parcels and one large vacant lot characterize the existing conditions in this cluster. These existing conditions are shown in Figure 5.15. The highway separates this part of town, with transportation options focused on automobile use and little to no pedestrian or bicycle connections. The planning team chose this cluster in order to promote growth and increase accessibility throughout the City. Job growth is focused on increasing commercial, mixed-use, light industrial, and agriculture related land uses. Housing growth is accommodated with more low density housing, high and medium density housing, and mixed-use. Circulation is a major element in this alternative. Integrating more pedestrian and bicycle friendly infrastructure and denser development can promote another accessible and vital area of growth for the City.

Figure 5.16 shows the proposed Old San Juan-Hollister clustered growth for increased housing, commercial, and light industry opportunities. One unique amenity of this area is a proposed linear park to connect north and south of State Route 156 utilizing an existing underpass. The park would connect Breen Road to Old San Juan-Hollister Road, run east and connect Old San Juan-Hollister Road to Mission Vineyard Road. The linear park would create more open space to help the City meet its national and county standards for Park and Recreation areas. It would also be a step towards the goal of providing a non-motorized network connecting the City north and south of the State Route to the new clustered development.

Figure 5.15 Old San Juan-Hollister Road – Existing Pattern

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Figure 5.16 Old San Juan-Hollister Road – Potential Future Pattern

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5.3.5 Circulation

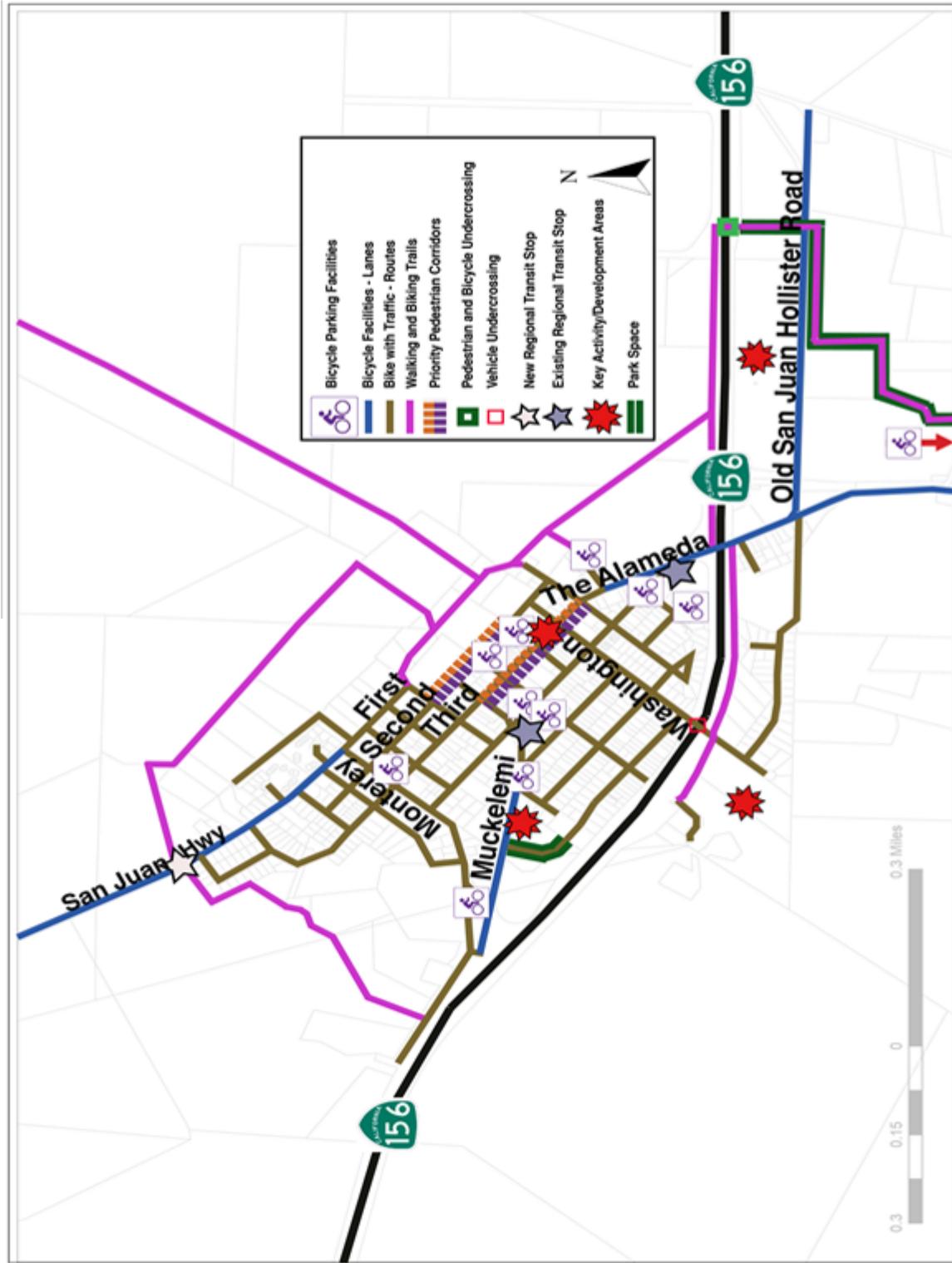
The Clustered Growth Alternative proposes a network of multiuse paths, bicycle lanes, sidewalk installation and repair, and expanded bike parking to provide ample opportunities for walking and biking across town. Circulation flows for all forms of transportation are depicted in Maps 5.7 and 5.8. This reflects the routes of the proposed paths. You will notice a linear park adjacent to the Mission Farm RV Park on Old San Juan Road. This will take advantage of an existing underpass to connect under SR 156 to a new multiuse path, which will extend to The Alameda at Pearce St. The linear park will also run south, connecting the multiuse path to a new park off of San Juan Canyon Road. This park would provide areas of recreation as well as walking and bicycle paths. A priority pedestrian corridor is indicated on 3rd Street from Franklin Street to

Muckelemi Street. This reflects the desire for widened sidewalks, way finding signage, and regularly maintained crosswalks and sidewalks. Another priority pedestrian corridor is indicated on 2nd Street from Franklin Street to Muckelemi Street. This also reflects a desire to have a more complete pedestrian network on this street that is accessible by all abilities, way finding signage to draw visitors to shops and restaurants on 3rd Street, the use of a different street texture and signage emphasizing the pedestrian nature of the street. In addition to an expanded network of bike lanes along roads entering the City, all City roads are targeted to be slow speed streets that can safely accommodate bicycles with maintained sidewalks and corner curbs that can accommodate users of all abilities.

5.3.6 Outcomes

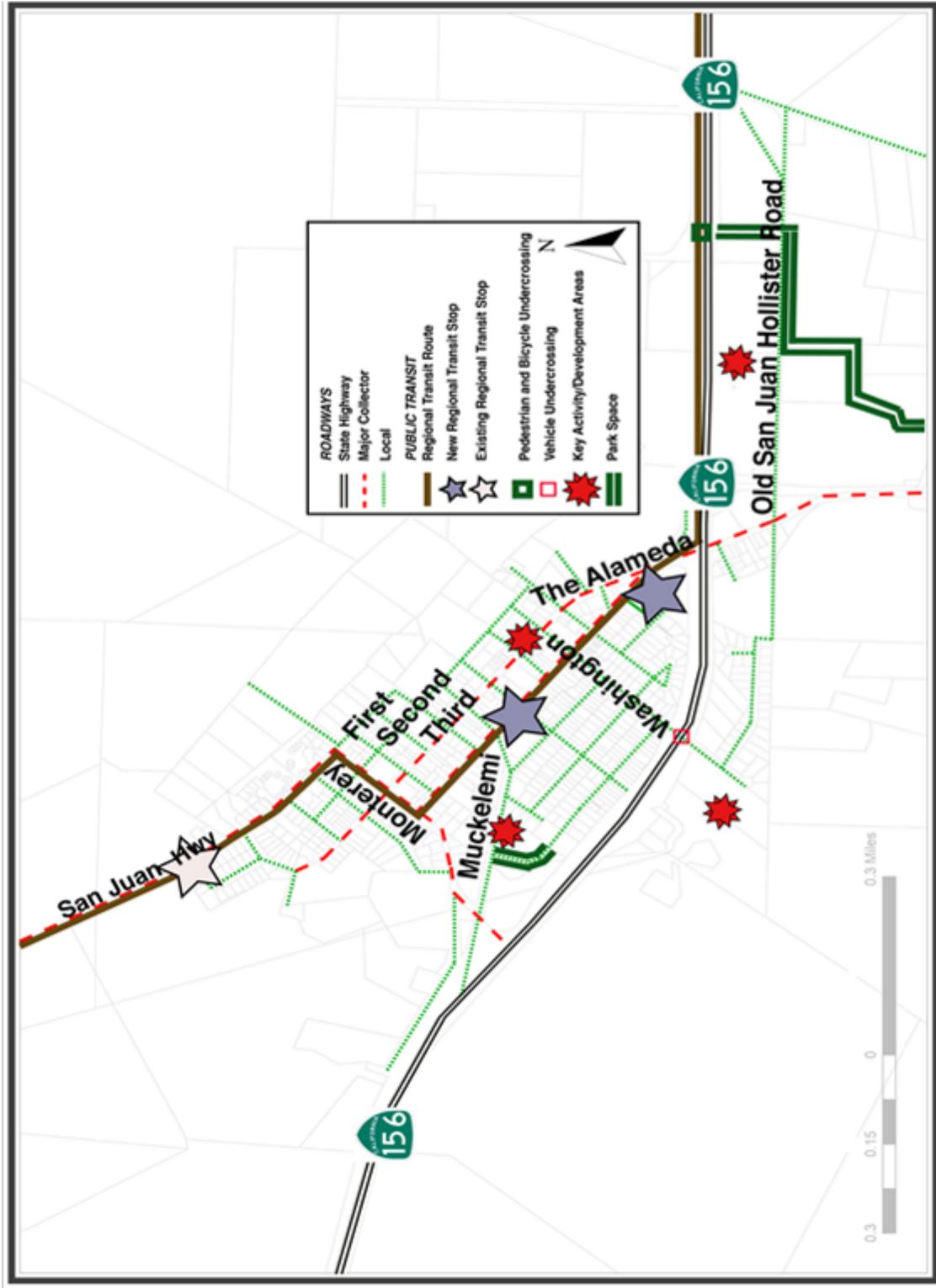
The Clustered Growth Alternative can accommodate 800 additional housing units and 500 additional jobs by 2035. The Alternative calls for strategic growth while maintaining the rural, small-town, and historic character of San Juan Bautista that community members value. There is an emphasis on the development of high density housing on vacant parcels and the redevelopment of underutilized parcels to accommodate higher density housing. Surrounding open space and prime agricultural lands will be preserved. High-density and mixed-use residential, retail, services, and offices will encourage residents to walk more frequently and increase retail and service opportunities appropriate for residents and tourists alike. Walkability will also be supported by an improved and continuous network of sidewalks throughout the City. A mix of medium density townhomes and row homes ensures there is ample housing for families of both married and single-head households. Light industry will be expanded in the area south of State Route 156. This would ideally decrease commuting because residents would be able to find appropriate employment without commuting to adjacent employment centers. The redevelopment of the Muckelemi Street would also create a gateway to visually attract visitors from State Route 156. This would create activity in an area which is currently underutilized.

Map 5.7 Clustered Growth Circulation Map



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Map 5.8 Clustered Growth Transit Map



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5.4 Dynamic Growth

5.4.1 Growth Assumptions

The Dynamic Growth Alternative emphasizes infill development along key corridors connecting the main entry gateways of the City to the downtown. Dynamic Growth in these specific areas can help San Juan Bautista meet its future commercial and residential needs more efficiently than Business As Usual or Clustered Growth Alternatives. These corridors include:

- 3rd Street
- Muckelemi Street
- The Alameda

Community feedback emphasized the importance of encouraging commercial growth that would support residential service needs as well as broader economic development. The combination of diverse housing and job densities can draw the growth needed to provide these things to the community. Proposed housing densities for the key growth areas in the Dynamic Growth Alternative are shown in Table 5.5. In this alternative, we assume development will accommodate 560 State-mandated housing units by the year 2035. We also assume a total of 790 jobs, which is an increase of 390 jobs. As a result of community preferences, service and light industrial sector job growth are prioritized. Another important part of this alternative is the relocation of the wastewater treatment facility, which can be accomplished by expanding the city boundary. The former location of the wastewater treatment facility will provide additional land for growth and open space needs within the City.

Table 5.5 Proposed Densities Under Dynamic Growth			
Key Growth Areas	Proposed Land Use Designations	Number of Stories (Max.)	Residential Density (Max. Dwelling Units/Acre)
North of 3rd Street	Medium Density Residential	2	25 DU/ Acre
Muckelemi Street at Monterey Street	Mixed-use residential-commercial Retail	2-3 2-3	20 DU/ Acre -
Historic Downtown	Mixed-use residential-commercial Retail	2 2	20 DU/ Acre -
South of SR 156	Low-density Residential	2	8 DU/ Acre

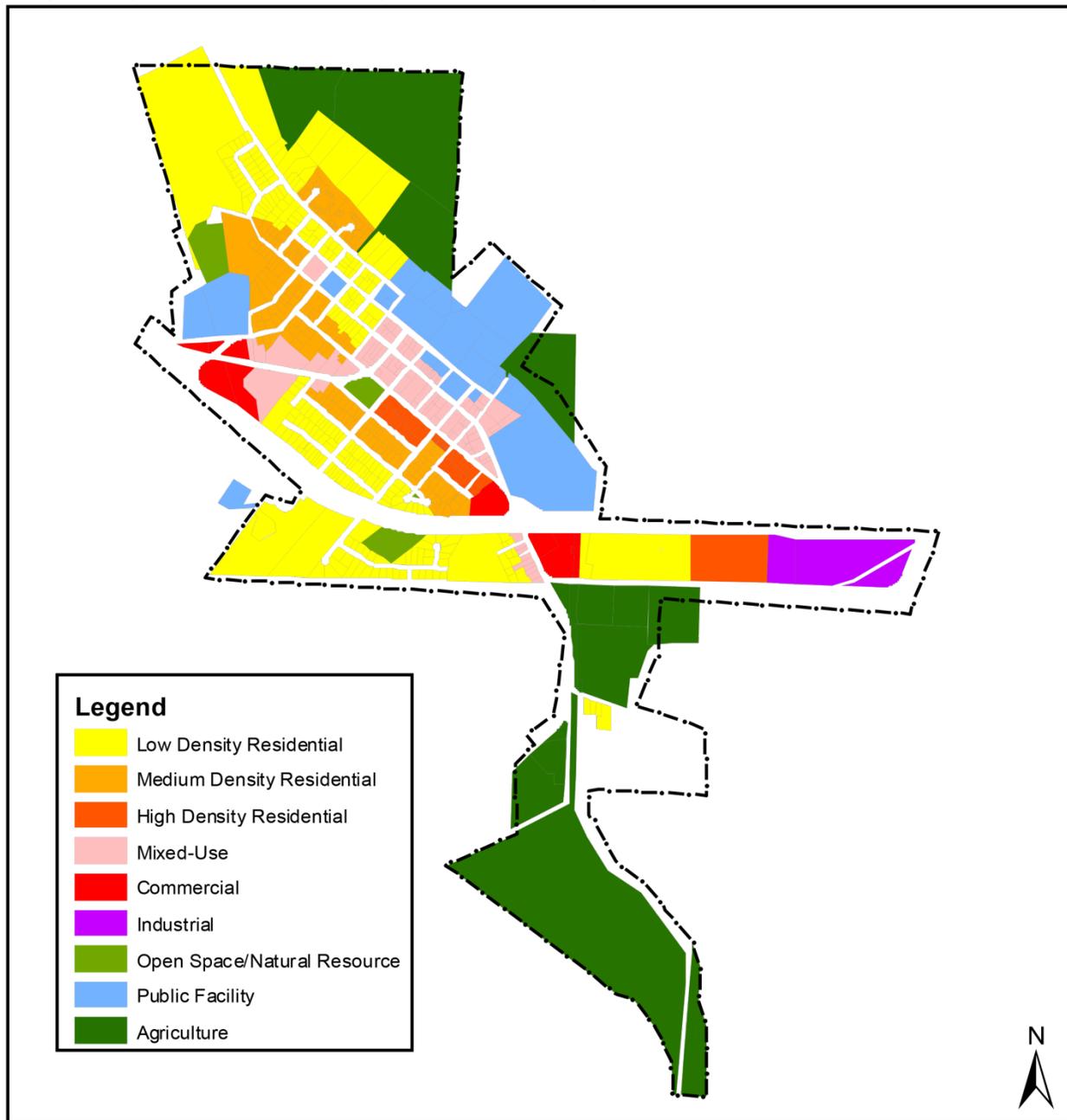
5.4.2 Conceptual Land Use

A mix of low density, medium density, high-density, and mixed-use housing is proposed for the Dynamic Growth Alternative. By focusing housing development of these different types in several key areas of San Juan Bautista, the small-town feel of the area will be maintained while still allowing for growth. Medium density mixed-use development on Muckelemi Street, medium to high-density mixed-use development along The Alameda, and low and medium-density residential use along 1st Street will accomplish these goals. Opportunities for infill development within the City are also priority sites expected to accommodate job and housing growth. Map 5.9 depicts land uses for the Dynamic Growth Alternative and shows the new growth areas.

The Dynamic Growth Alternative prioritizes infill development and focuses housing growth in San Juan Bautista in four key areas. Map 5.10 shows the continuity of residential development. Table 5.6 shows the number of housing units and densities in each key growth area. The relocation of the wastewater plant in Area 1 will allow for an increase in medium-density residential housing and opportunities to create open space. Area 2 is identified as a strategic location for mixed-use housing with diverse densities along Muckelemi Street and continuing through the downtown corridor. Residential options in a vibrant downtown area can be marketable to year-round residents, tourists, and potential income-property investors interested in property near the downtown core.

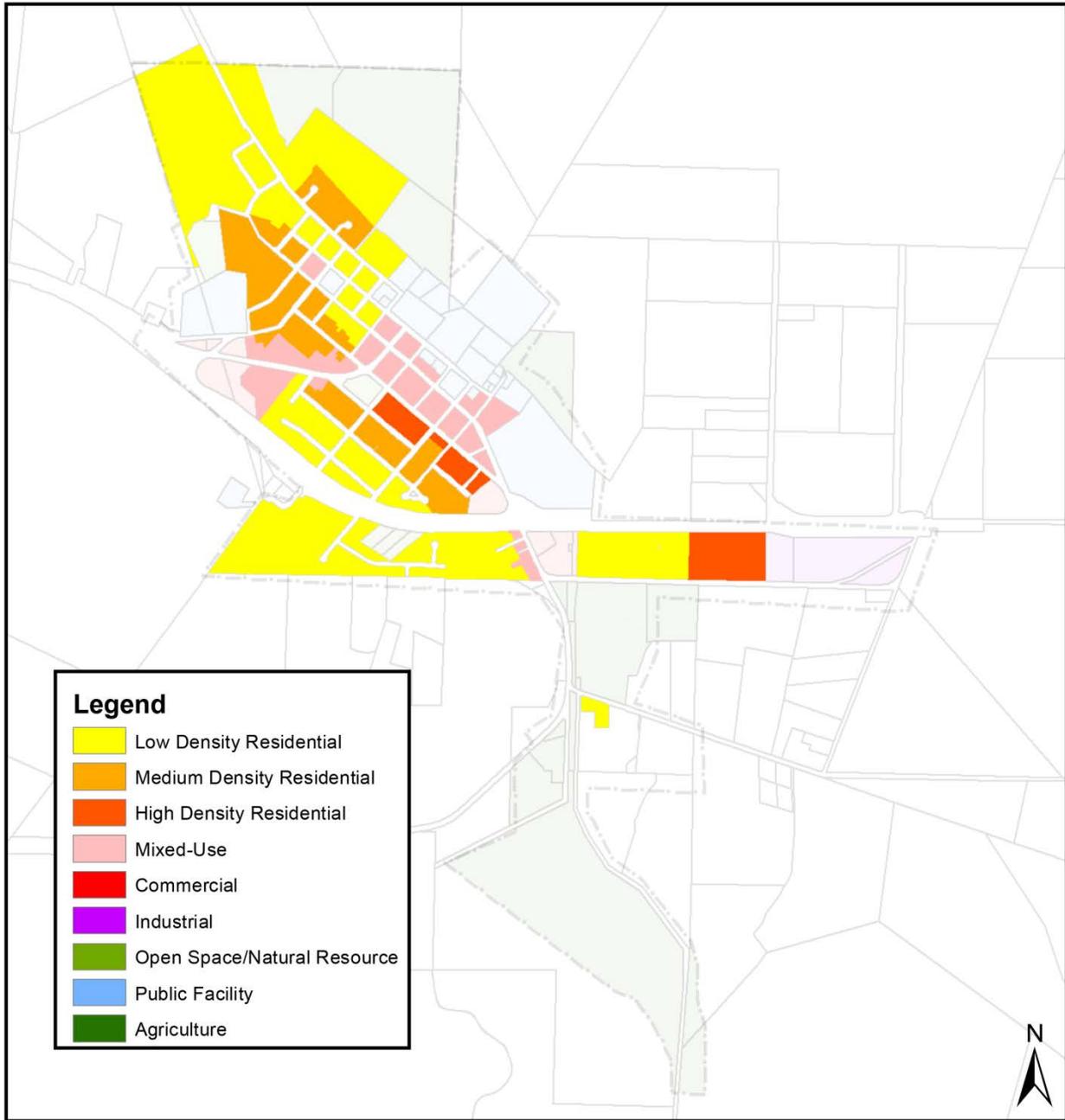
Table 5.6 Proposed Residential Acreages & Housing Potential				
Housing Areas	Approx. Acreage	Residential Density	Expected DU/Acre	Estimated Residential DU
North of 3rd Street	6	Medium-density Residential	25	150
Muckelemi Street at Monterey Street	9	Mixed-use residential-commercial	20	180
Historic Downtown	.3	Mixed-use residential-commercial	20	6
South of SR 156	24	Low-density Residential	8	192
RV park, S. of SR 156	9	High-density Residential	35	315
Estimated Residential Dwelling Units Added				843
Estimated Number of Existing Dwelling Units				554
Maximum Total Dwelling Units by 2035				1,397
2035 Housing Units Target				1,114
Difference				+283

Map 5.9 Dynamic Growth Conceptual Land Use Map



Rene Anchieta, San Benito County GIS, 2015

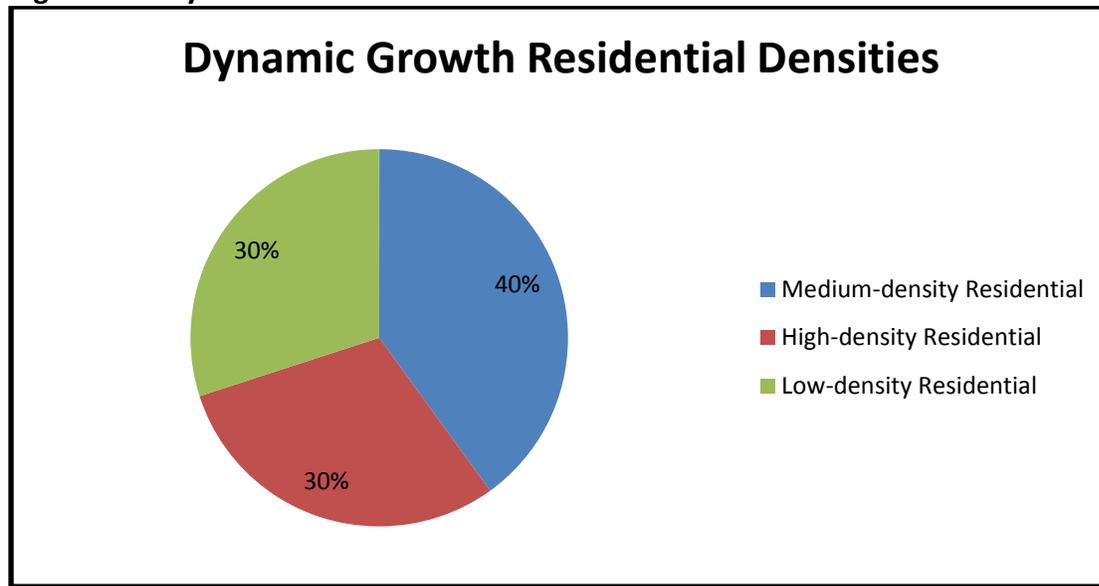
Map 5.10 Dynamic Growth Conceptual Residential Land Use Map



Rene Anchieta, San Benito County GIS, 2015

The Dynamic Growth Alternative prioritizes infill development and focuses housing growth in San Juan Bautista in four key areas. The relocation of the wastewater plant in Area 1 will allow for an increase in medium-density residential housing and opportunities to create open space. Area 2 is identified as a strategic location for mixed-use housing with diverse densities along Muckeleme Street and continuing through the downtown corridor. Area 2 is identified as a strategic location for mixed-use and residential options in the vibrant downtown area that can be marketable to year-round residents, tourists, and potential income-property investors interested in property near the downtown core. Area 4, located south of State Route 156, was identified as an area where additional low-density residential units and high-density residential developments could be located. Figure 5.17 shows an even balance between medium and high-density housing.

Figure 5.17 Dynamic Growth Residential Densities



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The strategy of concentrating future growth by prioritizing infill as much as possible within the City boundaries was developed as a result of community feedback expressing the need for a vibrant downtown area, the desire for more robust retail amenities, and clear preferences for preserving agricultural land and retaining the walkable characteristics of San Juan Bautista.

5.4.3 Commercial Land Use

For the Dynamic Growth alternative, it is assumed that the City of San Juan Bautista will need to accommodate a total of 790 jobs within the city by 2035. Additionally, the community expressed the desire for a greater diversity of jobs in the service and light industrial sectors. This alternative provides a job growth distribution by 2035 that is 50 percent light-industrial, 30 percent retail, and 20 percent office. Two main areas were identified for commercial

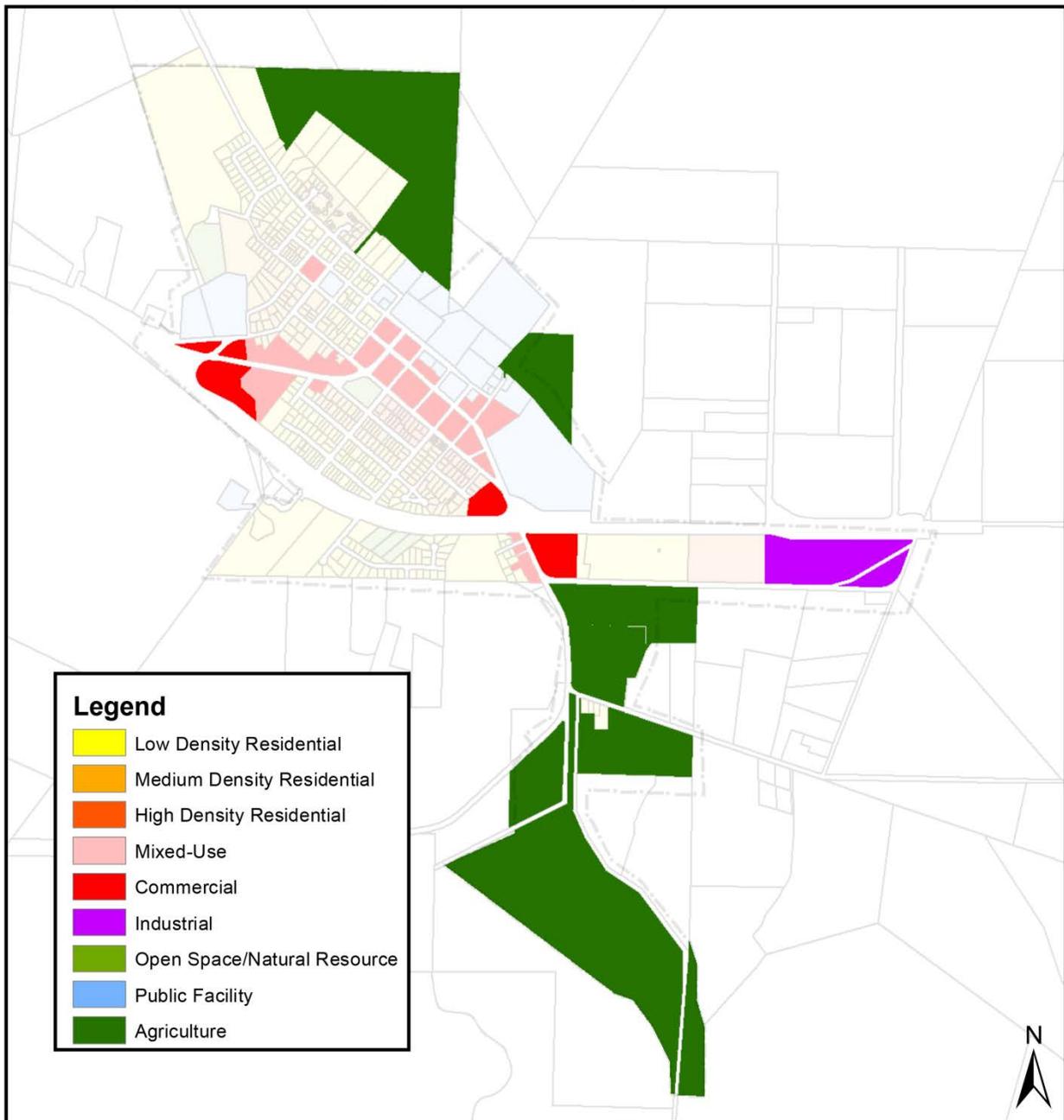
development, as shown in Map 5.11. First, service jobs would be accommodated through development of mixed-use corridors along Muckelemi Street through the historic downtown. Mixed-use development integrates residential and commercial land uses, providing many social and economic benefits. Reducing the distance between housing, workplaces, retail businesses, and other destinations makes for more transportation efficient, compact, and safe neighborhoods for automobiles, pedestrians, and bicyclists. Increased pedestrian activity also encourages social interaction, which contributes to strong neighborhood character. Greater housing variety and density give potential residents flexible housing options.

Second, light industrial and agricultural jobs will be located in the sphere of influence areas to the northwest of the city along the San Juan Highway and south of State Route 156. Providing space for these commercial land uses outside of the downtown area, but on easily accessible roadways, will allow the city to grow its economic base without altering the small-town feel of its core. This alternative will provide enough foot-traffic to support a vibrant downtown area with robust retail amenities for residents and visitors, as well as space to expand agricultural and light industrial activities. The job growth target for this alternative is 790 jobs. This target was derived by looking at the previous highest jobs to labor force ratio, which the City had in 2005. Table 5.7 details the number of jobs that could be generated in the key growth areas.

Table 5.7 Proposed Commercial Acreages & Employment Potential Under Dynamic Growth				
Key Growth Areas	Approximate Acreage	Land Use Designation	Standard for Jobs/Acre	Job Growth Potential
NW of City, within Sphere of Influence	53	Industrial	5	265
Muckelemi St. at Monterey St,	9	50% Mixed-use residential	40	130
		50% commercial-Retail	40	130
Historic Downtown	0.3	50% Mixed-use residential	40	6
		50% commercial-retail	40	6
South of 156		Agriculture	0.5	
Maximum Jobs Added				637
Existing Number of Jobs				393
Maximum Jobs				1030
2035 Job Growth Target				790
Difference				+ 240
Estimated Growth in Service/Retail jobs				136
Estimated Growth in Office Jobs				136
Estimated Growth in industrial				265

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Map 5.11 Dynamic Growth Conceptual Commercial Map



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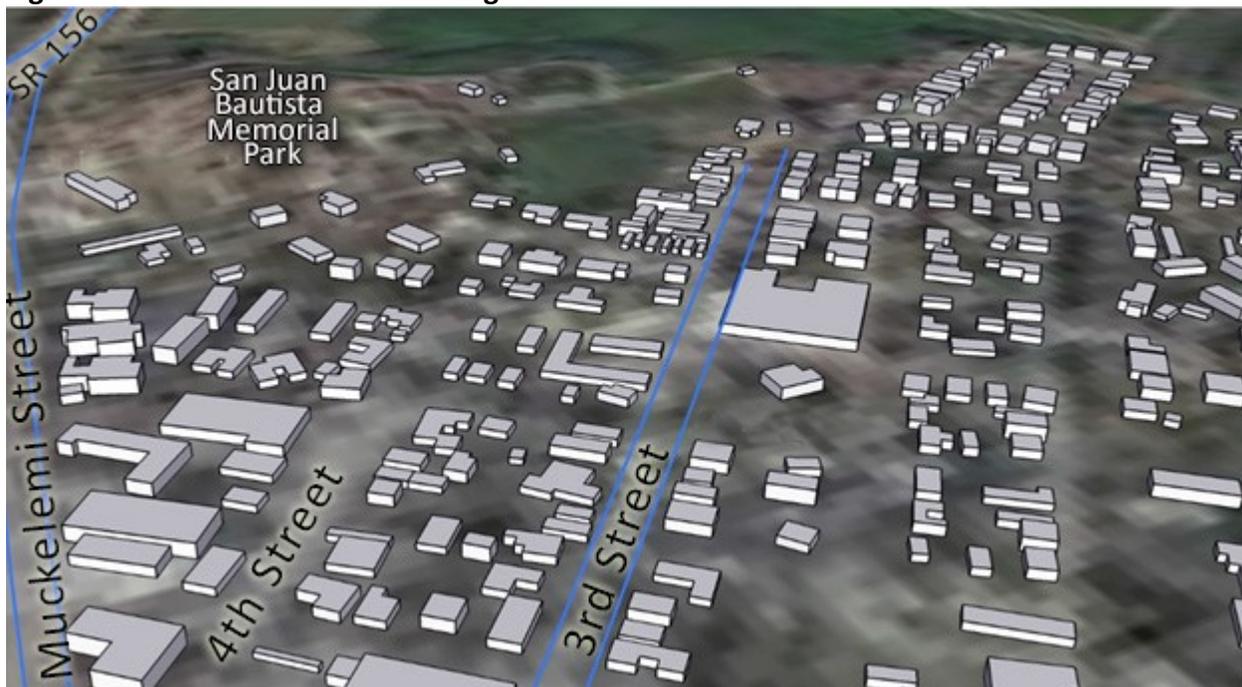
5.4.4 Key Growth Areas

North 3rd Street

A potential development area within San Juan Bautista is located north of 3rd Street. This location currently consists of undeveloped land and the City’s wastewater treatment facility. The Dynamic Growth Alternative envisions the relocation of the wastewater treatment facility

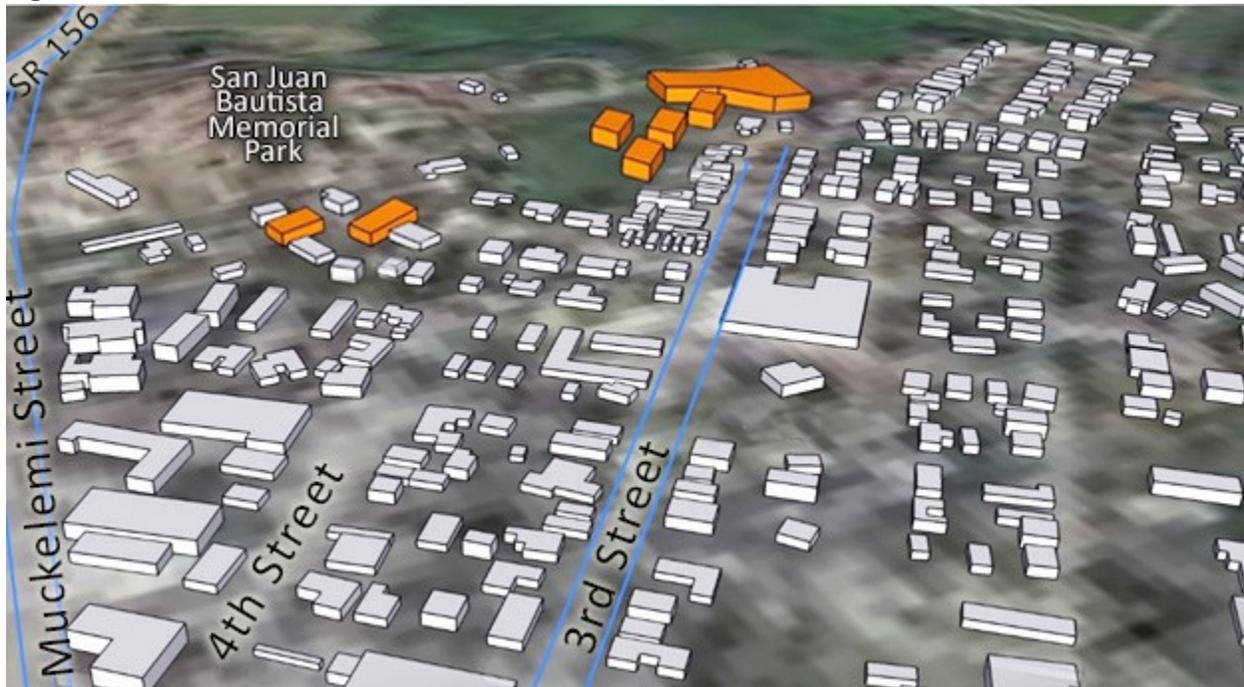
to an abandoned quarry north of the city limits but within the sphere of influence. Medium density housing will be encouraged in the area north of 3rd Street, and the former location of the wastewater treatment facility will be converted into open space. Medium density housing can serve to meet the City's long term housing needs. Replacement of the wastewater treatment facility with open space can allow for additional recreational opportunities. The area identified for potential development of medium density housing is located mainly on undeveloped and underutilized land, and detailed in Figure 5.18. Mixed-use development provides much needed space for service, commercial, and office sector jobs as well as an increase in housing supply.

Figure 5.18 North 3rd Street – Existing Pattern



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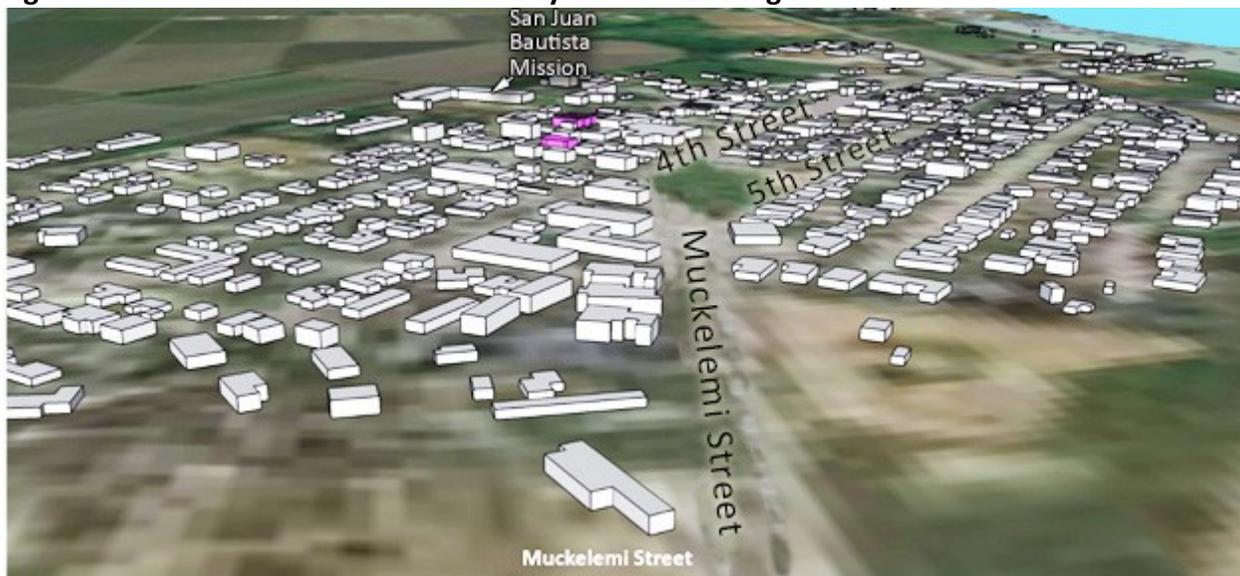
Figure 5.19 shows the potential development pattern and future changes to the area north of 3rd Street.

Figure 5.19 North 3rd Street – Potential Future Pattern

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Muckelemi Street at Monterey Street

This alternative identifies an area south of Muckelemi Street at Monterey Street as a potential location for mixed-use development. As a result of community input, structures in this area should be limited to two stories. Mixed-use development could incorporate commercial, office, and service sector jobs on the first floor with multi-family units on the second floor. A mixed-use corridor could begin at the Muckelemi and Monterey Street intersection and continue on Muckelemi Street through to the Historic Downtown on 3rd Street. The area identified for development is located mainly on undeveloped and underutilized land, and is detailed in Figure 5.20. Mixed-use development provides much needed space for service, commercial, and office sector jobs while offering an increase in housing supply. A structure that is of historical significance to the City is located in the targeted area; however, the structure could remain and be incorporated into any future development. Figure 5.21 demonstrates a potential development alternative that incorporates mixed-use development while preserving the historically significant structure.

Figure 5.20 Muckelemi Street at Monterey Street – Existing Pattern

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Figure 5.21 Muckelemi Street at Monterey Street – Potential Future Pattern

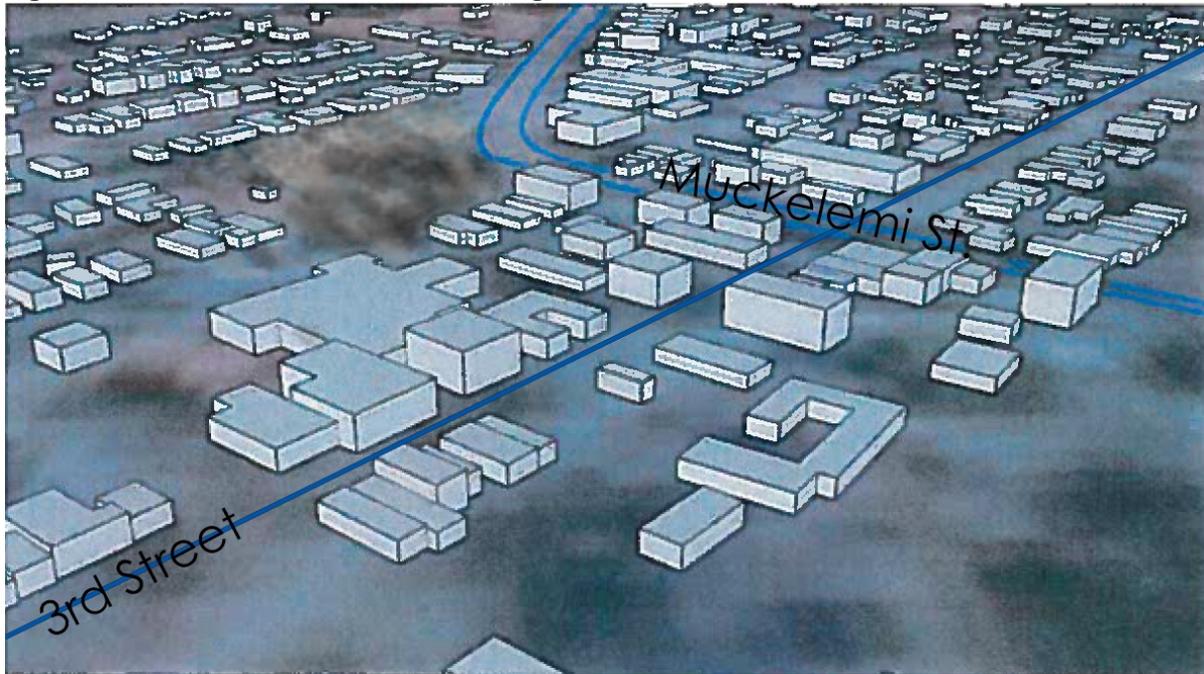
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Historic Downtown

The Historic Downtown is not only a significant cultural resource for the area, but also provides a key economic base for the City. The Dynamic Growth Alternative seeks to utilize the vacant and underutilized parcels along 3rd Street as shown in Figure 5.22. New development in the Historic Downtown should be designed to emulate the surrounding building forms. Mixed-use development is the desired land use pattern for this area. By utilizing mixed-use development, the area will promote connectivity to other mixed-use areas, such as the Muckelemi Street

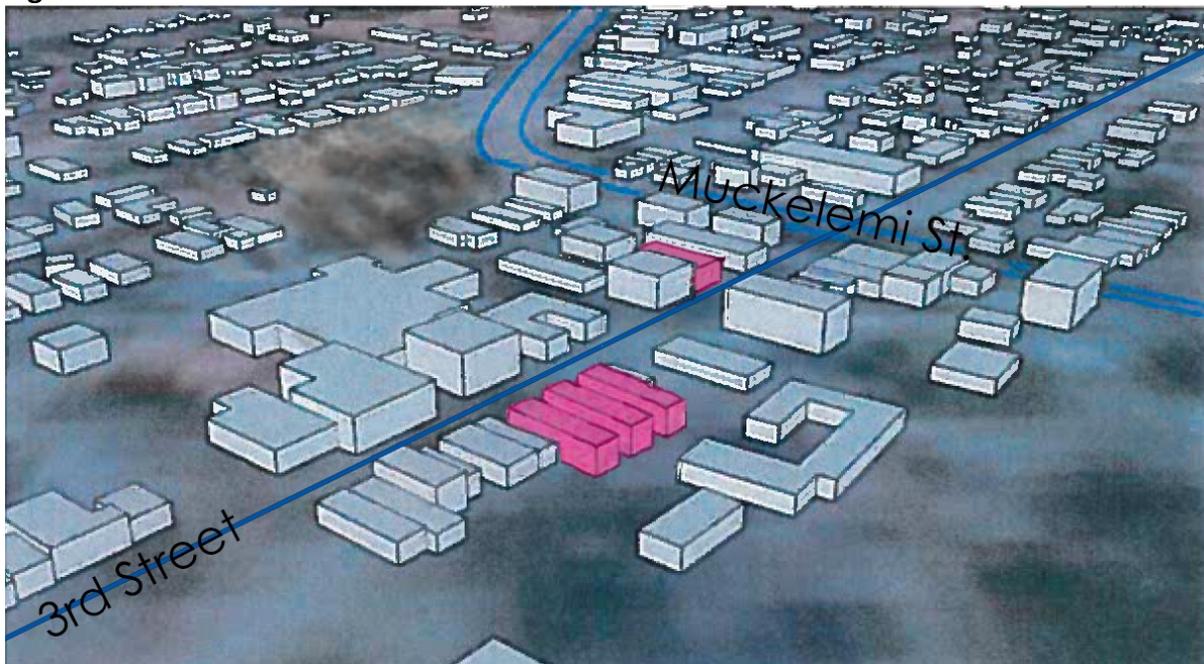
mixed-use corridor. Infill development in this area allows for additional services in the Historic Downtown as well as additional housing for residents. Figure 5.23 shows what infill development in the Historic Downtown could look like.

Figure 5.22 Historic Downtown – Existing Pattern



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Figure 5.23 Historic Downtown – Potential Future Pattern

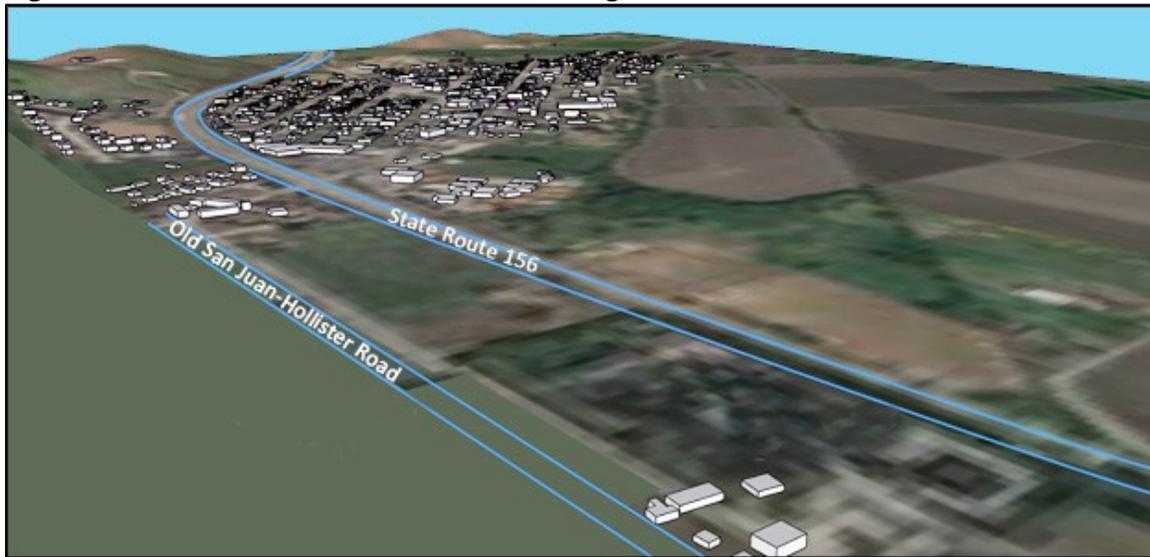


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South of State Route 156

Another key development area for the Dynamic Growth Alternative is south of State Route 156. This area contains several large vacant or underutilized parcels, shown in Figure 5.24. As a result of community input indicating a desire to retain low-density housing, this area provides space for single-family homes. Low-density single-family housing in this location could provide traditional housing as part of a mixture of other housing densities included in the entire Dynamic Growth Alternative. Figure 5.25 demonstrates how low-density housing could potentially be situated in the targeted areas south of State Route 156.

Figure 5.24 South of State Route 156 – Existing Pattern



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Figure 5.25 South of State Route 156 – Potential Future Pattern



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5.4.5 Circulation

The Dynamic Growth Alternative proposes a circulation plan that emphasizes walking and biking in the City center. San Juan Bautista is a compact city, and the infill and mixed-use development proposed by the Dynamic Growth Alternative will maintain and enhance the City's compactness. The objective is to make the City safer and more accessible to pedestrians, bicyclists, transit riders, and motorists.

Pedestrians and Bicycles

The alternative proposes a complete network of bicycle lanes and sidewalks that give residents and visitors the ability to reach all points in the City without the need for a car. Key areas of interest, such as the historic downtown and the Mission, will have enhanced pedestrian amenities such as extra wide sidewalks, seating, and trashcans. Every street in the City will have sidewalks that are accessible to everyone, including children and mobility-impaired individuals. Bicycle lanes create a connected bicycle network providing cyclists a fast and easy way to reach all points in the City, and a multi-use path in the linear park provides residents and visitors alike a recreational connection to the County's network of trails. Class III bicycle routes (routes shared by autos and bicycles, termed "sharrows") will provide bicyclists additional access to and around the downtown and the Mission. Map 5.12 illustrates a pedestrian and bicycle network that connects the entire city. Convenient and direct pedestrian and bicycle infrastructure provides San Juan Bautista residents with an attractive alternative to the automobile.

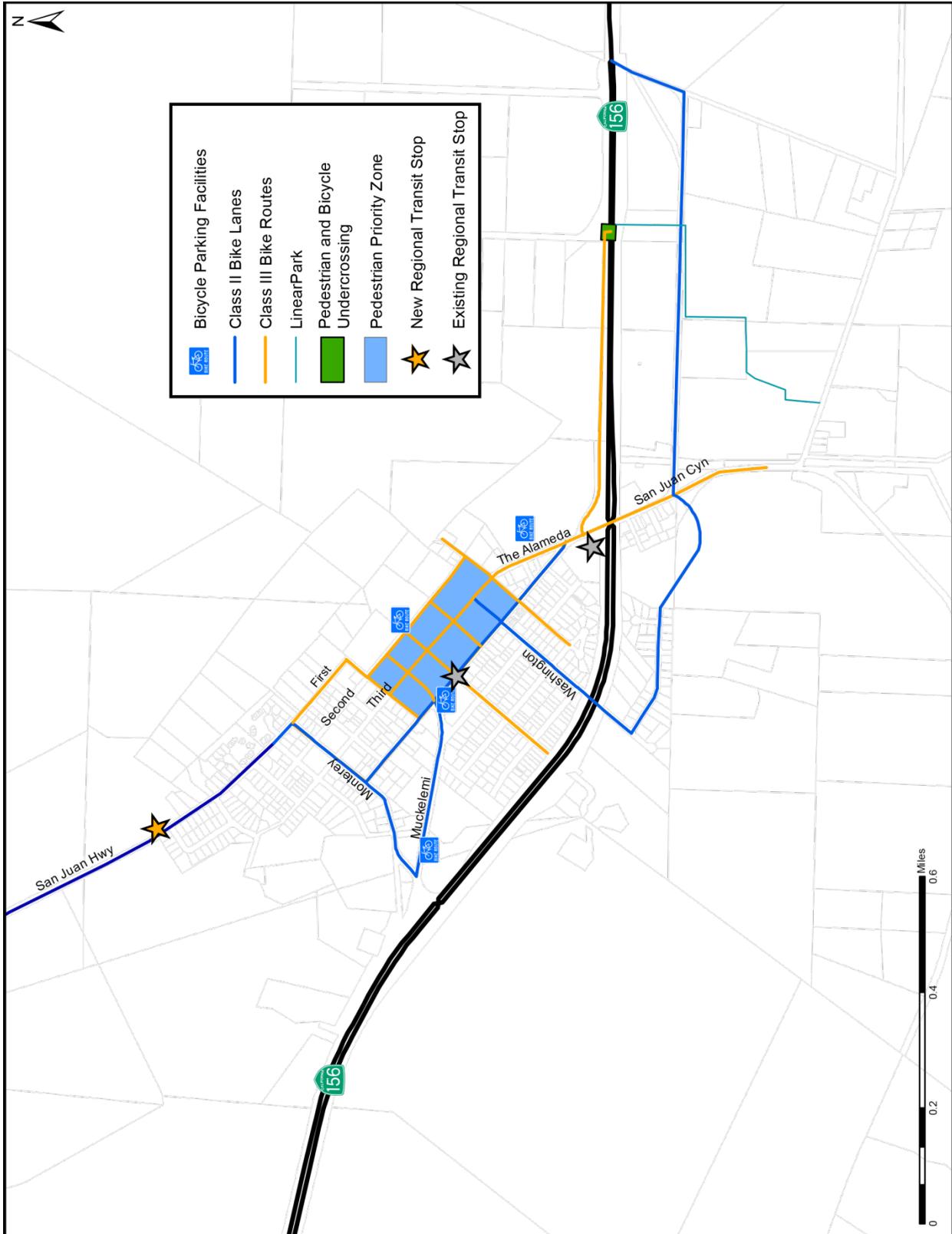
Transit

This alternative proposes a San Juan Bautista weekend trolley that operates a route between the northern and southern parts of the City and brings riders past attractive destinations such as the Mission and historic downtown. The weekend trolley would only operate on the weekends when visitor activity is at its highest. This alternative also proposes an increase in the frequency of service from the County Express. Additional transit stops are suggested at San Juan Elementary and on 1st Street just north of Ahwahnee Street. The bus routes and additional transit stops are shown on Map 5.13.

Automobiles

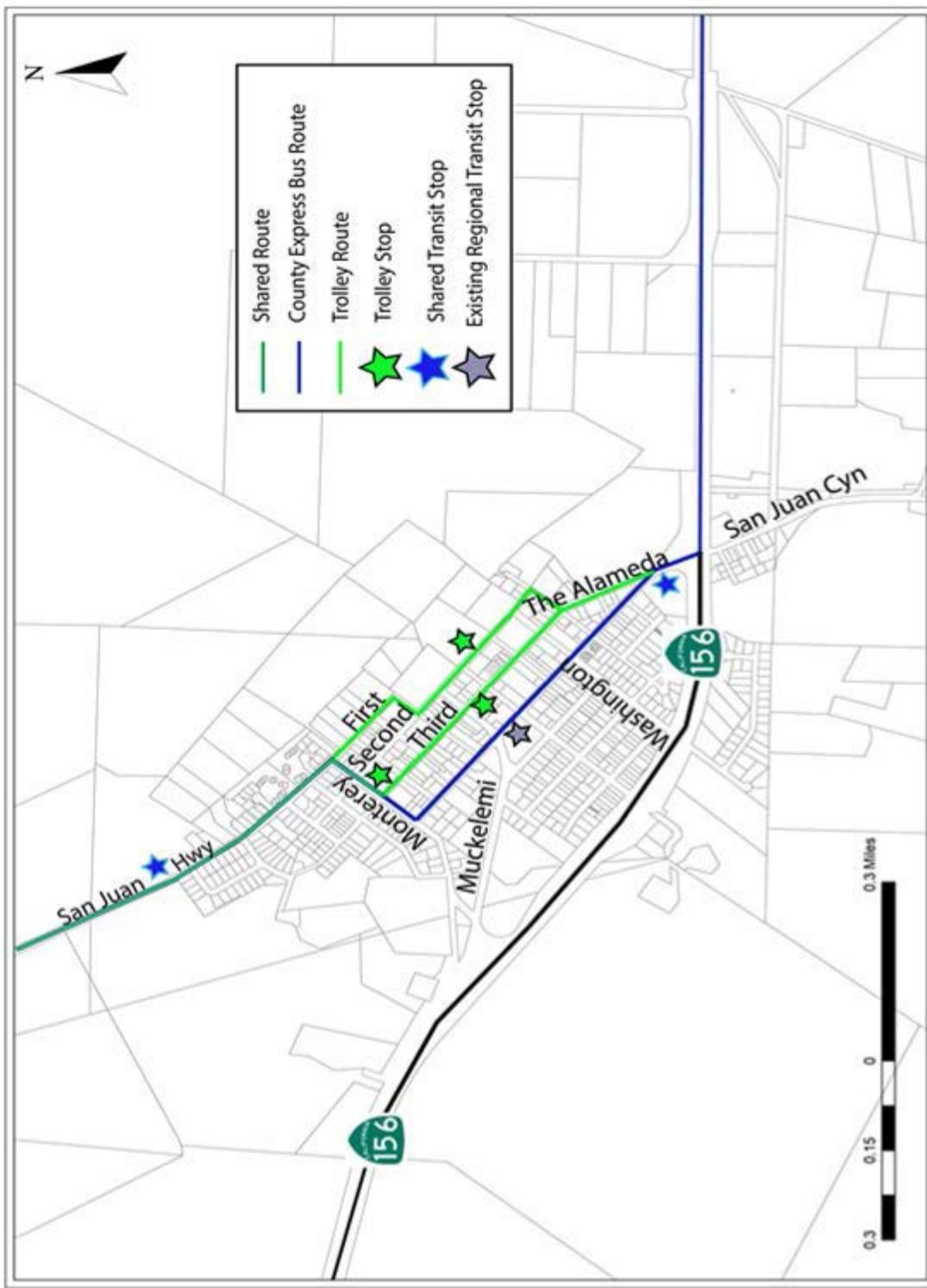
This alternative proposes replacing several stop-controlled intersections with roundabouts to improve the flow of traffic and enhance the aesthetics of the roadway. Road quality will also be improved through repaving. No major changes to the vehicle road network are suggested.

Map 5.12 Dynamic Growth Circulation Map



Rene Anchieta, San Benito County GIS, 2015

Map 5.13 Dynamic Growth Transit Map



5.4.6 Outcomes

The Dynamic Growth Alternative proposes job and housing growth in three main areas of San Juan Bautista: along the San Juan Highway north of the city, along Muckelemi Street through the downtown corridor, and south of State Route 156. The objective is to utilize properties in close proximity to major circulation corridors while maintaining the small-town feel in the downtown core. A major outcome of this alternative is the proposed utilization of vacant and underutilized parcels in these areas. Putting these parcels to more efficient and productive residential, commercial, and light industrial use will strengthen the tourism economy, add retail and service sector jobs, and deliver public services to residents more efficiently.

Residential Land Uses

Future residential development is concentrated in four distinct areas. The objective is to encourage medium-density residential development and create: open space along the San Juan Highway north of the city, mixed-use housing with diverse densities along Muckelemi Street through the downtown corridor, and low density residential units and high density residential developments south of State Route 156. Redevelopment in these areas is also encouraged to accommodate future residential needs and improve the quality of housing and community character.

Commercial Land Uses

Commercial land uses are proposed in three main areas to support service, retail, office, light industrial, and agricultural jobs. Based on our assumptions, the proposed allocation by type of employment exceeds the estimated number of jobs needed by 2035. This increase in jobs and types of jobs will provide a more diverse job sector and job location options for City residents as well as future businesses. Standards set under each of these land uses will focus and enable development in key growth areas.

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6 PREFERRED GROWTH SCENARIO

6.1 Introduction

The Preferred Growth Scenario for 2035 is a combination of the community-preferred concepts from the proposed growth alternatives discussed in Chapter 5, Development Alternatives. This chapter discusses the concepts and growth assumptions that support the Preferred Growth Scenario and reflect the community's vision for the City. The Preferred Growth Scenario directly influences future land use allocation and circulation improvements, and has specifically been designed to meet future community needs and growth expectations. The Preferred Growth Scenario has implications for each element of the General Plan, including circulation, housing, conservation, open space, noise, public safety, economic development, public facilities and services, historic preservation and community design, and health, each of which is discussed individually in this chapter.

6.2 Concept & Proposal

The Preferred Growth Scenario is directly based on public input from community meetings, including the Alternatives Community Meeting #3 on February 12, 2014. The concept focuses infill development in the downtown and along key corridors connecting the main entry gateways of the City to the downtown. Growth in these areas can help San Juan Bautista meet its future commercial and residential needs. These corridors include 3rd Street, 4th Street, Muckelemi Street, and The Alameda. The Preferred Growth Scenario prioritizes a 'complete streets' circulation system that recognizes automobile, pedestrian, and bicycle traffic equally. It also provides a linear park that runs north/south underneath State Route (SR) 156 at Breen Rd, unifying both sides of the City for pedestrians. The Preferred Growth Scenario seeks to provide a variety of residential densities, a mixed-use retail core, a diverse economic base, and improved connections throughout the City. This vision is reflected throughout the General Plan, and can be achieved through the adoption of the General Plan goals, objectives, policies, and programs.

6.2.1 Growth Assumptions

The Preferred Growth Scenario is based on a set of growth assumptions for the City of San Juan Bautista through the year 2035. The City's anticipated population growth necessitates the allocation of adequate amounts of land to house and employ a growing population. A more detailed discussion of population, housing, and employment projections can be found in Chapter 3, Conditions and Factors of Growth.

Housing

A mix of low-density, medium-density, and high-density housing is proposed for the Preferred Growth Scenario. By focusing development of these different housing types in several key areas of San Juan Bautista, the small town feel of the area will be maintained while still allowing for growth. Medium-density mixed-use development on Muckelemi Street, medium-density to high-density mixed-use development along The Alameda, and low-density and medium-density residential use along 1st Street will accomplish these goals. Vacant infill sites within the City will be prioritized for infill development, and are also expected to accommodate job and housing growth. In this scenario, we assume development can accommodate 560 State-mandated housing units by the year 2035.

Employment

Community feedback emphasized the importance of commercial growth that would support residential service needs, as well as broader economic development to support job creation. The combination of diverse housing and job densities can draw the growth needed to provide these amenities to the community. The Preferred Scenario assumes a total of 790 jobs, which is an increase of 390 jobs. As a result of community preferences, service and light industrial sector job growth are prioritized.

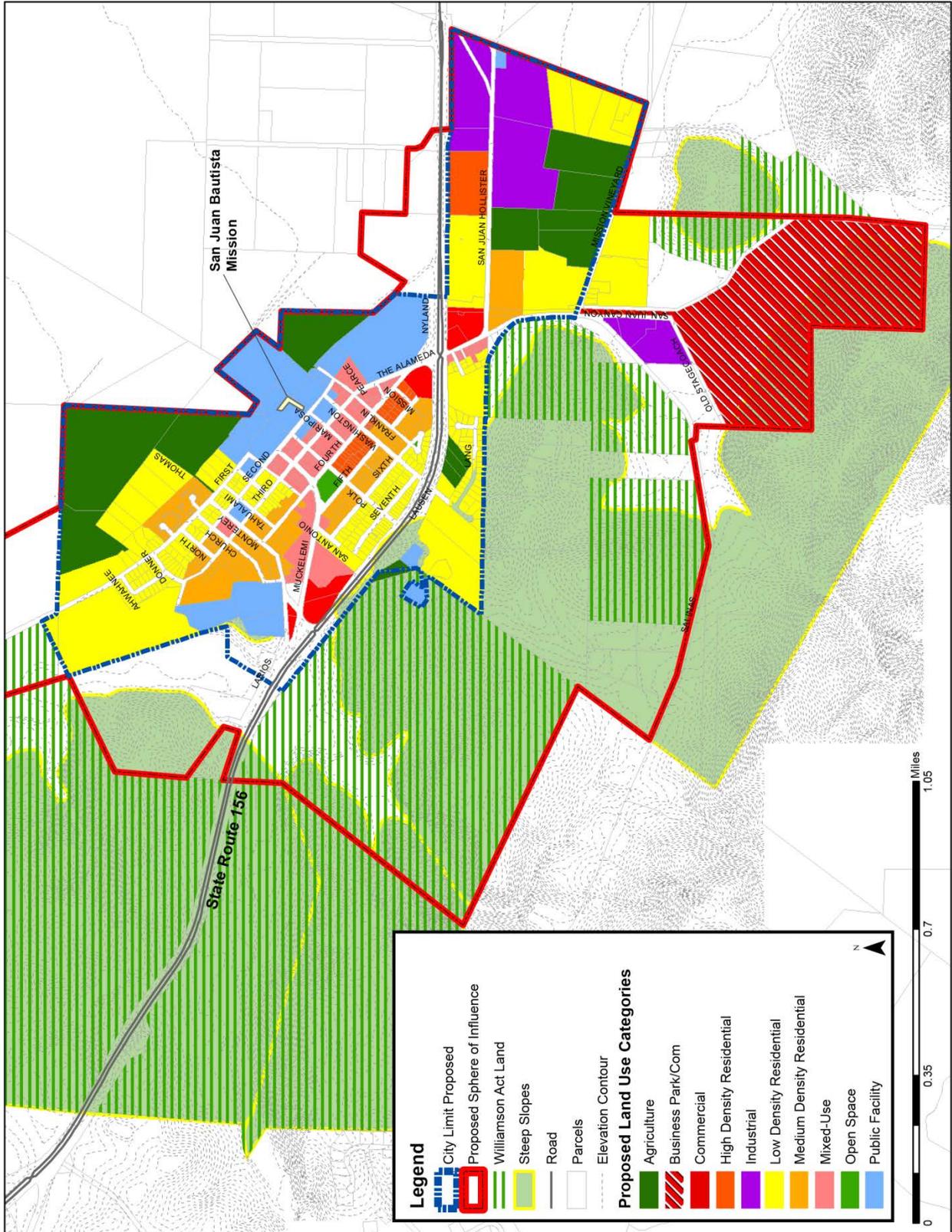
6.2.2 Conceptual Land Uses

The Preferred Scenario emphasizes infill development along key corridors connecting the main entry gateways of the City to the downtown. Growth in these specific areas can help San Juan Bautista meet its future commercial and residential needs more efficiently. The four areas selected to accommodate future growth needs are:

- North 3rd Street Extension
- Muckelemi Street at Monterey Street
- Historic Downtown
- South of State Route 156

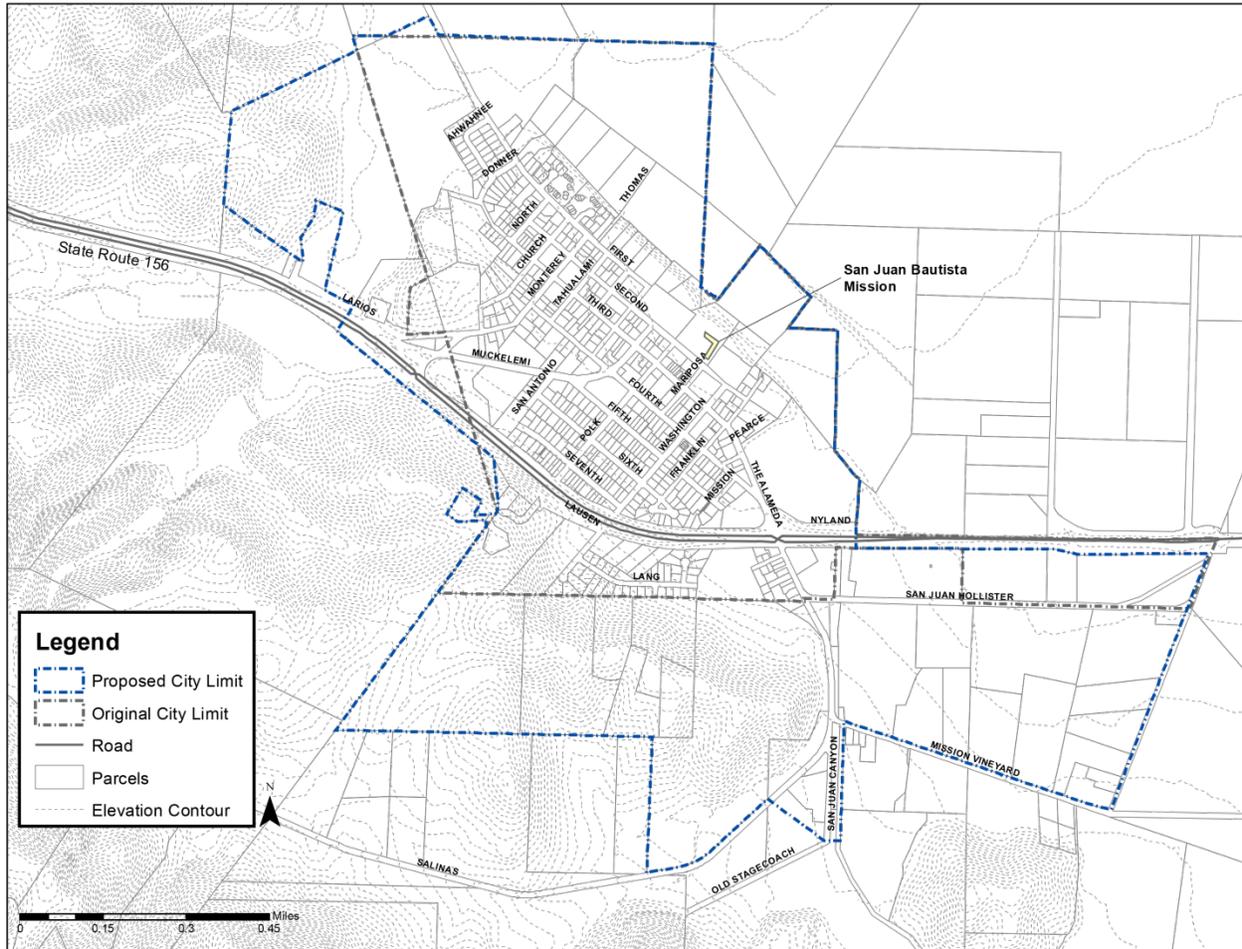
Map 6.1 shows the conceptual land uses proposed under the Preferred Scenario. Map 6.2 depicts new proposed City boundaries where land use is controlled by the City, including an expansion in the southeast portion of the city and a slight expansion to the north. Map 6.3 depicts a proposed expanded sphere of influence (SOI), which defines the city's ultimate service area and lands for potential future annexations. Map 6.3 also shows the proposed area of concern, which is larger than the SOI and is also related to future planning for the City.

Map 6.1 Preferred Growth Scenario Conceptual Land Use Map



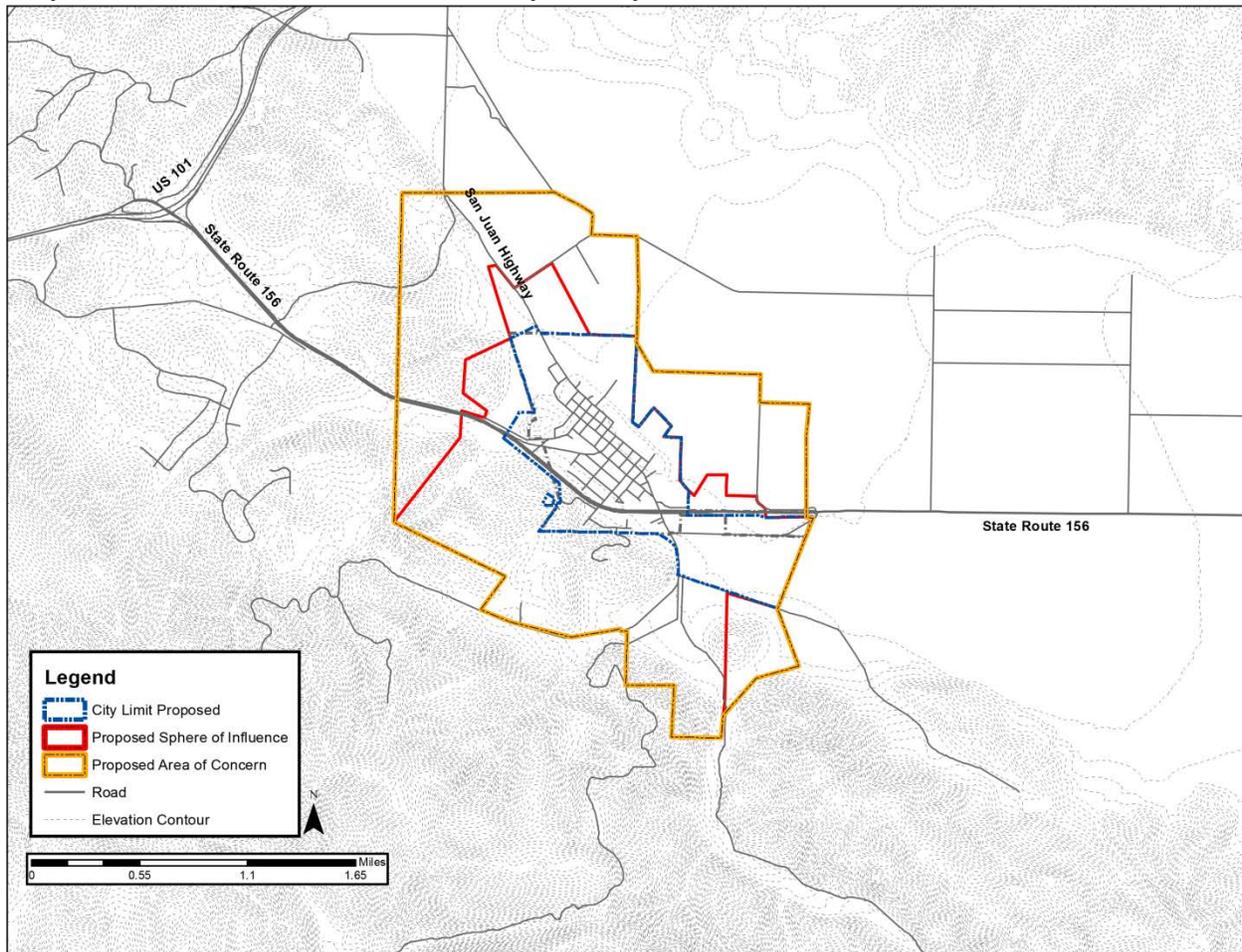
Rene Anchieta, San Benito County GIS, 2015

Map 6.2 Preferred Growth Scenario Proposed City Boundaries



Rene Anchieta, San Benito County GIS, 2015

Map 6.3 Preferred Growth Scenario Proposed Sphere of Influence



Rene Anchieta, San Benito County GIS, 2015

Housing

The Preferred Growth Scenario concentrates residential growth in selected areas of the City. This growth takes place in the following four key areas:

- Area 1: North 3rd Street Extension
- Area 2: Muckelemi Street at Monterey Street
- Area 3: Historic Downtown
- Area 4: South of State Route 156

The relocation of the wastewater treatment plant from Area 1 will allow for opportunities to create open space. Area 2, along Muckelemi Street, is identified as a strategic location for mixed-use housing with diverse densities continuing through the downtown corridor. These additional residential options in a vibrant downtown area will attract year-round residents, tourists, and investment. South of SR 156 and west of The Alameda, limited single-family

residential infill development will tie together existing low-density housing areas. East of The Alameda, the existing mobile home park can be converted to full-time residential use. Table 6.1 shows the existing and proposed residential densities.

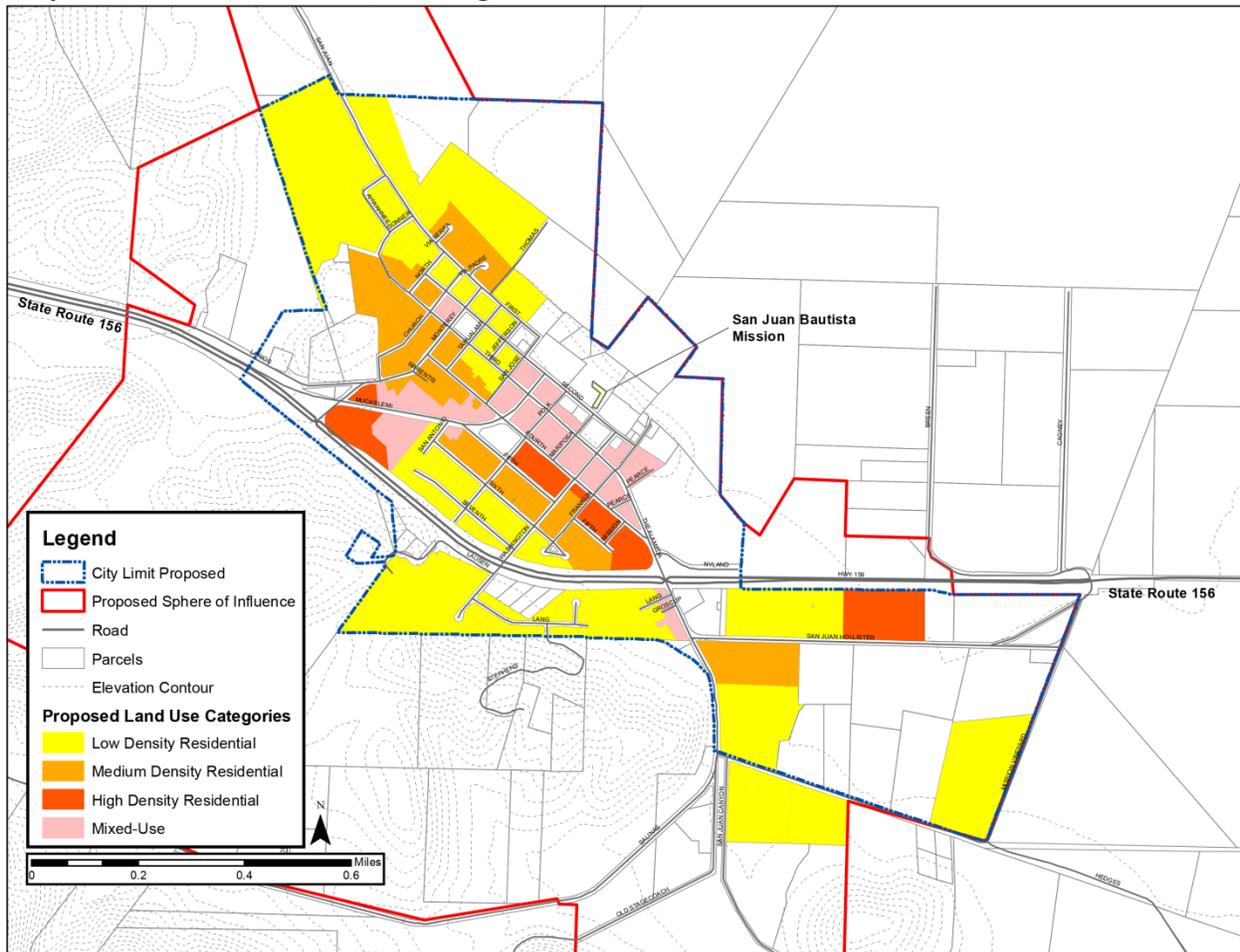
Table 6.1 Proposed Densities Under Preferred Scenario			
Preferred Scenario (maximum densities)		Existing Standards	
Low	6 DU/ Acre	Low	0.5-5 DU/ Acre
Medium	12 DU/ Acre	Medium	6-10 DU/ Acre
High	20 DU/ Acre	High	11-21 DU/Acre
Mixed-use	16 DU/ Acre	Mixed-use	15 DU/ Acre

Cal Poly Planning Team, 2014

The strategy of concentrating future growth by prioritizing infill within the City boundaries was developed as a result of community feedback. The community expressed the need for: a vibrant downtown area, more robust retail amenities, preservation of agricultural land, and retaining the walkable characteristics of San Juan Bautista. Table 6.2 shows the proposed housing allocation for each density under the Preferred Scenario. Map 6.4 shows the extent of the proposed residential land uses.

Table 6.2 Proposed Housing Allocation by Density		
Housing Density	Acres	Percent of Future Housing Allocation
High	34.4	12.14%
Medium	85.1	30.04%
Low	163.7	57.82%
All Residential	283.1	100.00%

Cal Poly Planning Team, 2014

Map 6.4 Preferred Scenario, Housing Land Use

Rene Anchieta, San Benito County GIS, 2015

Commercial

The Preferred Growth Scenario concentrates commercial growth in select areas of the City. This growth takes place at:

- Area 2: Muckelemi Street at Monterey Street
- Area 3: Historic Downtown
- Area 4: South of State Route 156

Service jobs would be accommodated through the development of a mixed-use corridor extending along Muckelemi Street and through the historic downtown. Mixed-use zoning would allow for both commercial and residential land uses within the same building, reducing the distance between housing, workplaces, retail businesses, and other destinations. This type of development has the potential to create more efficient, compact, and safe neighborhoods for automobiles, pedestrians, and bicyclists. Increased pedestrian activity also encourages social

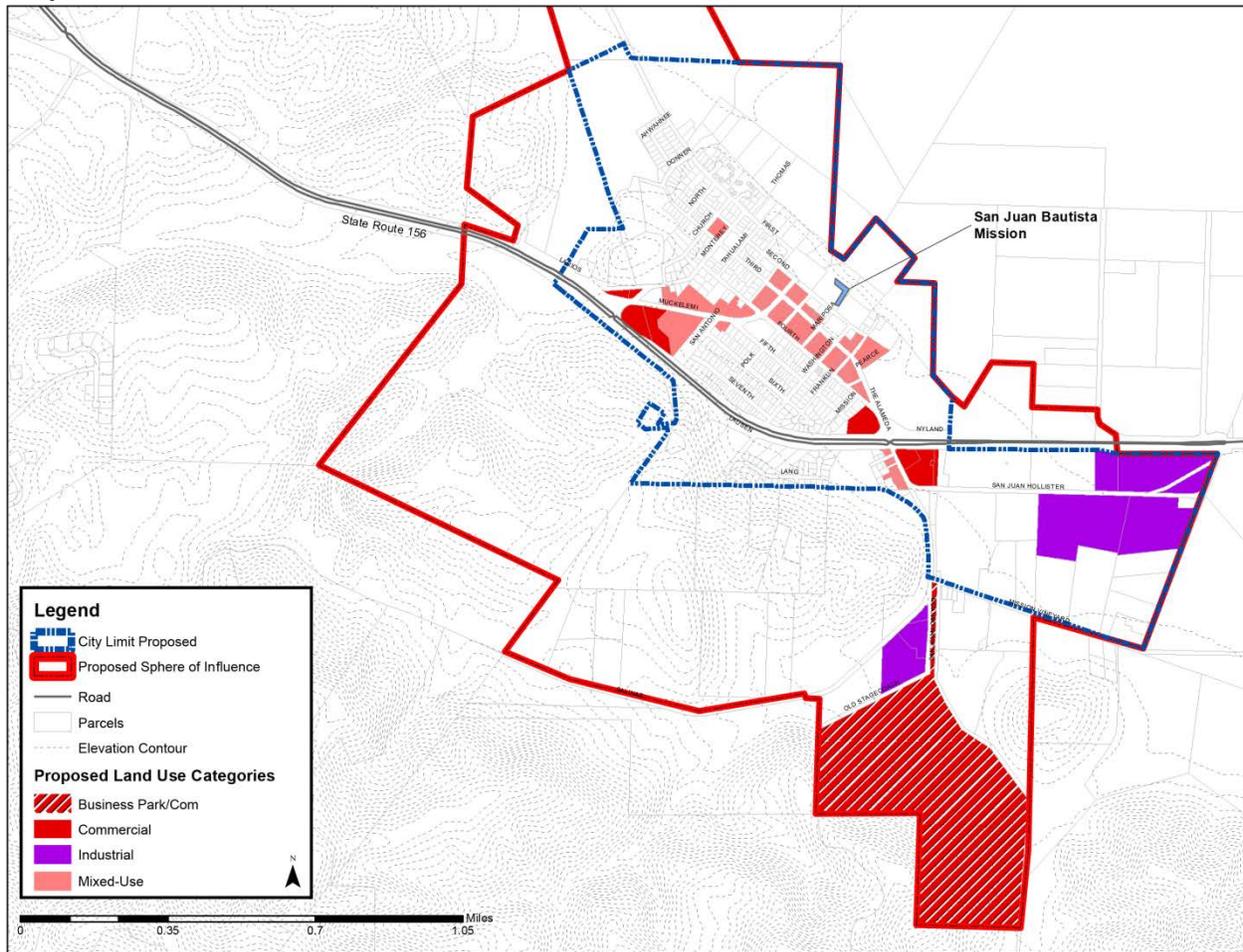
interaction, which contributes to strong neighborhood character. Greater housing variety and density give potential residents flexible housing options.

Light industrial jobs will be located south of SR 156. It is expected that much of the light industrial development will be dedicated to agriculture related industries such as canning and packaging. Providing space for these commercial land uses outside of the downtown area, but on easily accessible roadways, will allow the city to grow its economic base without altering the small-town feel of its core. This scenario also proposes limited development of vacant parcels within the historic downtown. Developments will need to adhere to the City's design guidelines, which mandate architectural styles consistent with existing historic structures.

This scenario can provide enough foot traffic to support a vibrant downtown area with robust retail amenities for residents and visitors, as well as space to expand agricultural and light industrial activities. The job growth target for this alternative is 790 jobs. This target was derived from the highest ratio of jobs to labor force, which occurred in 2005. Map 6.5 shows the extent of the proposed commercial land uses. Table 6.3 shows the overall land use allocations proposed under the Preferred Scenario. Major allocations may be summarized approximately as follows:

- 283 acres for housing of all types
- 97 acres in retail and industrial use
- 115 acres for a business park
- 111 acres in agricultural use

Map 6.5 Preferred Growth Scenario, Commercial Land Use



Rene Anchieta, San Benito County GIS, 2015

Table 6.3 Proposed Land Use Allocations						
Land Use Type	Within City Limits		Outside City Limits		Sphere of Influence	
Land Use Type	Acreage	% of Acreage	Acreage	% of Acreage	Acreage	% of Acreage
Agriculture	72.6	20%	38.4	12%	111.0	16%
Business Park/Commercial	0.0	0%	114.9	36%	114.9	17%
Commercial	7.9	2%	11.0	3%	18.9	3%
High Density Residential	15.5	4%	18.9	6%	34.4	5%
Industrial	30.0	3%	40.0	13%	51.9	8%
Low Density Residential	113.9	31%	49.8	16%	163.7	24%
Medium Density Residential	39.6	11%	18.9	6%	58.4	9%
Mixed-Use	31.0	9%	22.2	7%	53.3	8%
Open Space	10.9	3%	0.0	0%	10.9	2%
Public Facility	60.1	17%	5.4	2%	65.5	10%
Total Allocation	363.3	100%	319.5	100%	682.8	100%
<i>Other Lands</i>	227.7		539.5		767.2	
Total Proposed Area	591		859		1450	

Cal Poly Planning Team, 2014

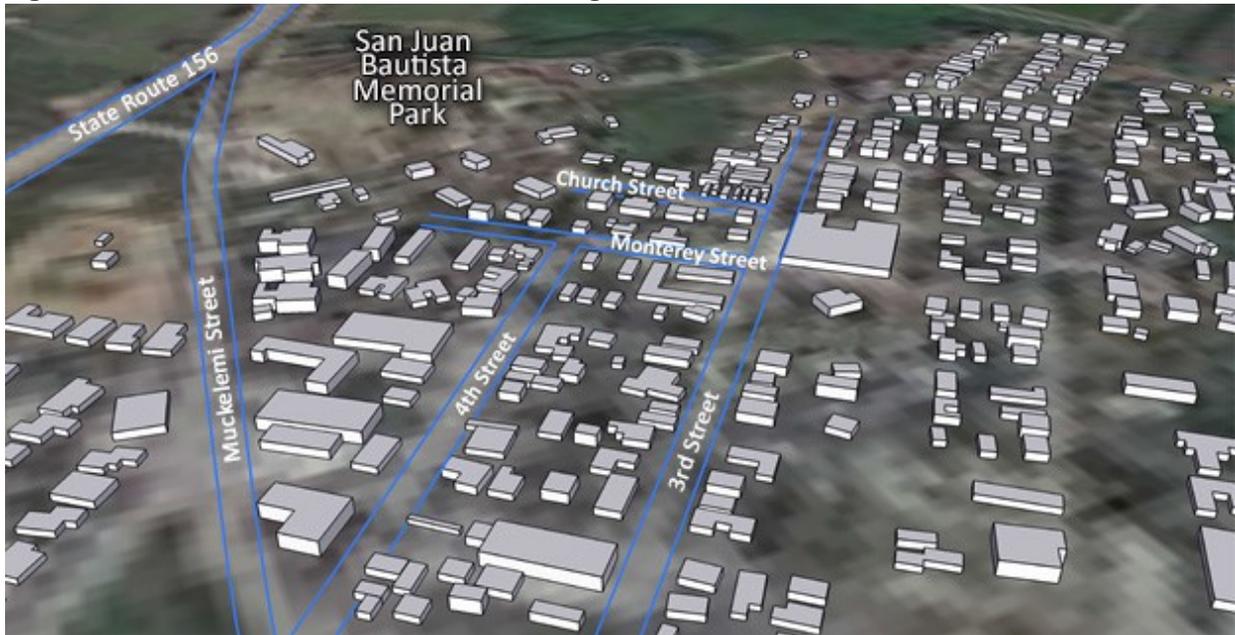
6.2.3 Key Growth Areas

North 3rd Street Extension

A focal area for development is located north of 3rd Street. This area contains undeveloped land along with the City's wastewater treatment facility. The wastewater treatment facility constrains growth in nearby areas due to odors. The Preferred Growth Scenario envisions the relocation of the wastewater treatment facility outside City limits, within the proposed expanded sphere of influence, shown in Map 6.3. During community meetings, residents were responsive to the relocation of the facility and utilization of the land for a different use, most notably open space. Map 6.6 shows the conceptual land use map of the North 3rd Street Extension area.

An emphasis on mixed density housing is a key part of this growth area. This growth area will allow low density housing to the north, create new open space on the former location of the wastewater treatment plant and emphasize medium density east of the former treatment plant. Adequate housing opportunities were a priority for residents during community meetings. Medium-density housing is typically more affordable than low-density housing due to lower land acquisition costs and greater construction efficiency. This type of housing can help to meet the City's long-term housing needs.

Figure 6.1 North 3rd Street Extension, Existing Conditions



Cal Poly Planning Team, 2014

Figure 6.2 North 3rd Street Extension, Proposed Conditions



Cal Poly Planning Team, 2014

Figure 6.3 North 3rd Street Extension, Existing Conditions



Google Earth Street View, 2014

Figure 6.4 North 3rd Street Extension, Example Development

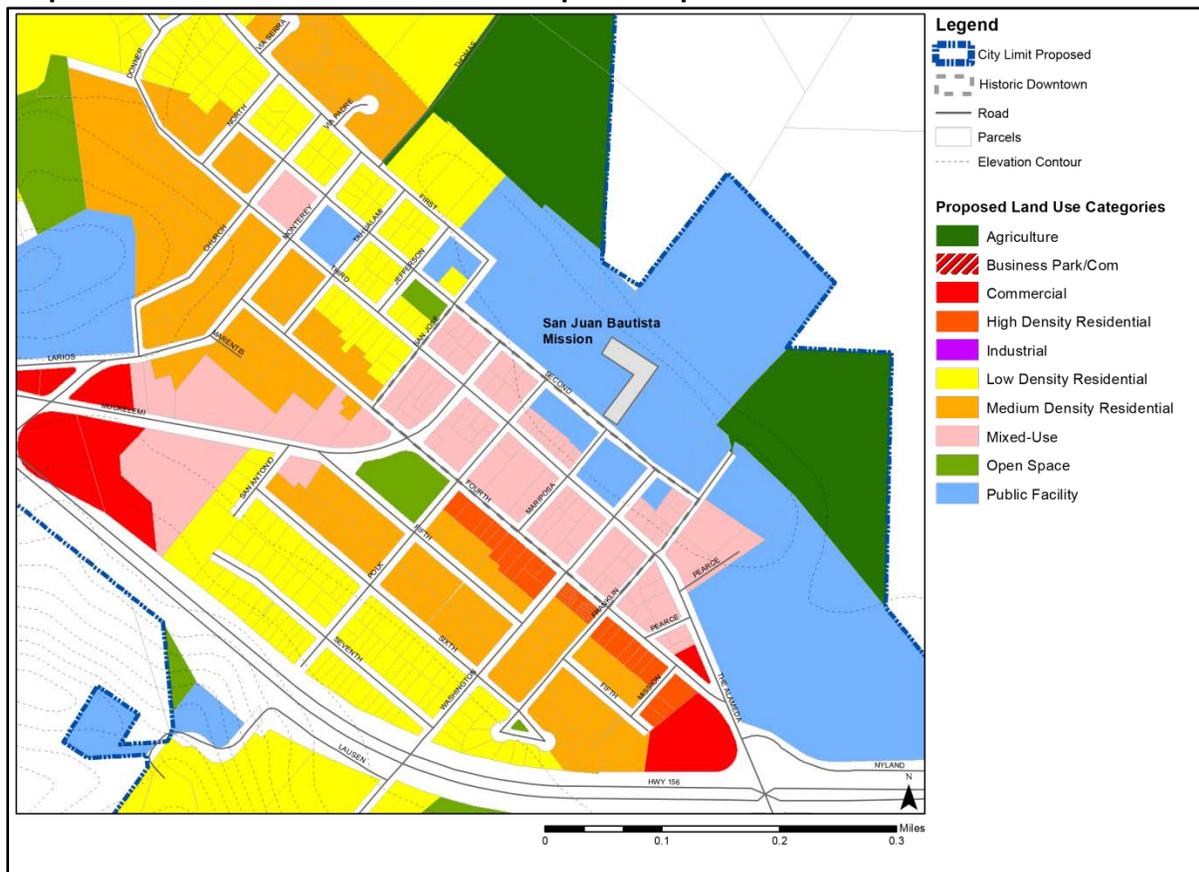


Muckelemi Street Corridor

The Preferred Growth Scenario identifies the area along Muckelemi Street as a potential location for mixed-use development. Community members were responsive to the development of mixed-use in the vacant and underutilized parcels, and noted that structures should be limited in size to a maximum of two stories. Mixed-use development could incorporate commercial, office, and service sector jobs on the first floor with multi-family units on the second floor.

A mixed-use corridor could begin at the Muckelemi Street and Monterey Street intersection and continue on Muckelemi Street to the Historic Downtown on 3rd Street. Map 6.7 shows the conceptual land use map of the Muckelemi Street focal area. Areas identified for development are mainly undeveloped and underutilized lands, and are detailed in Figure 6.5 and Figure 6.6. Mixed-use development provides much needed space for service, commercial, and office sector jobs while offering an increase in housing supply. Community members often spoke of the need to increase commercial opportunities in the area and increase housing. The development of a mixed-use area is a key component of this strategy by fulfilling both of these needs concurrently.

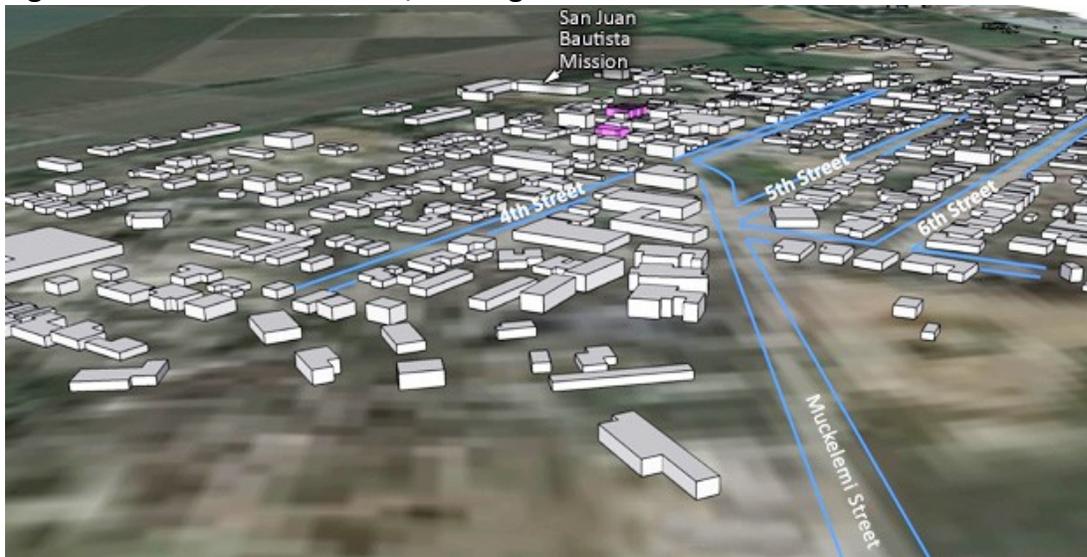
Map 6.7 Muckelemi Street Corridor Conceptual Map



Rene Anchieta, San Benito County GIS, 2015

A structure of historical significance to the community is located in the targeted area; however, the structure could remain and be incorporated into any future development in the mixed-use area. Figure 6.7 shows a landscape view of what this area looks like while Figure 6.8 demonstrates a potential mixed-use development scenario that incorporates the historically significant structure.

Figure 6.5 Muckelemi Corridor, Existing Conditions



Cal Poly Planning Team, 2014

Figure 6.6 Muckelemi Corridor, Proposed Conditions



Cal Poly Planning Team, 2014

Figure 6.7 Muckelemi Street, Existing Conditions



Google Earth Street View, 2014

Figure 6.8 Muckelemi Street, Example Development

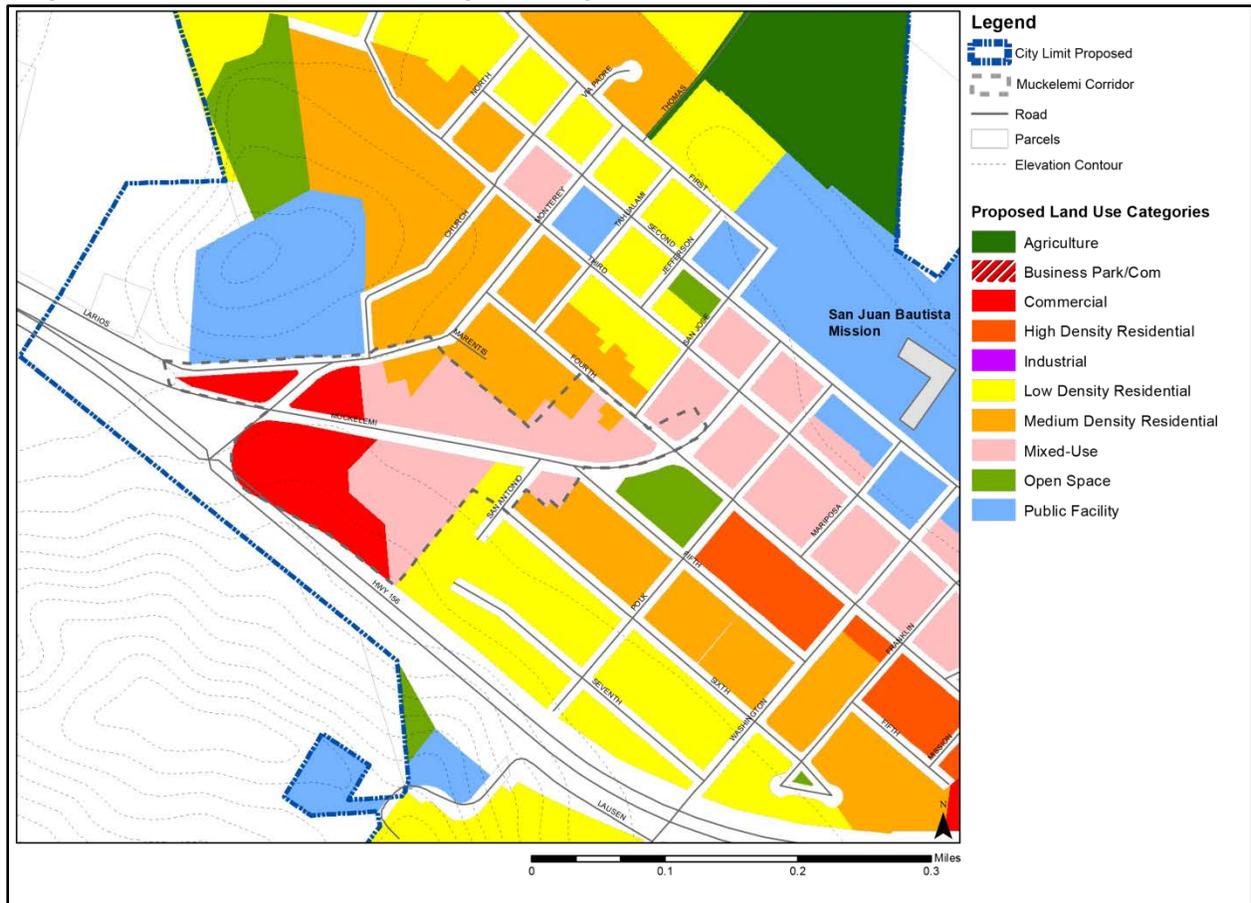


Historic Downtown

The Historic Downtown is not only a significant cultural resource for the area, but also a key economic base. Community members referred to the Historic Downtown as a driving force in the City.

Mixed-use and retail development is the desired land use for this area. By utilizing mixed-use development, the area will promote connectivity to other mixed-use areas such as the Muckelemi Street mixed-use corridor. Infill development in this area allows for the location of services in the Historic Downtown, as well as additional housing for residents, while minimizing impacts to surrounding businesses. Map 6.8 shows the conceptual land use map of the Historic Downtown focal area. Figure 6.9 shows the existing development pattern in the Historic Downtown, and Figure 6.10 shows what infill development in the Historic Downtown could look like. Figure 6.11 is a landscape image of the Historic Downtown. Figure 6.12 shows what the Historic Downtown could look like with the addition of infill development.

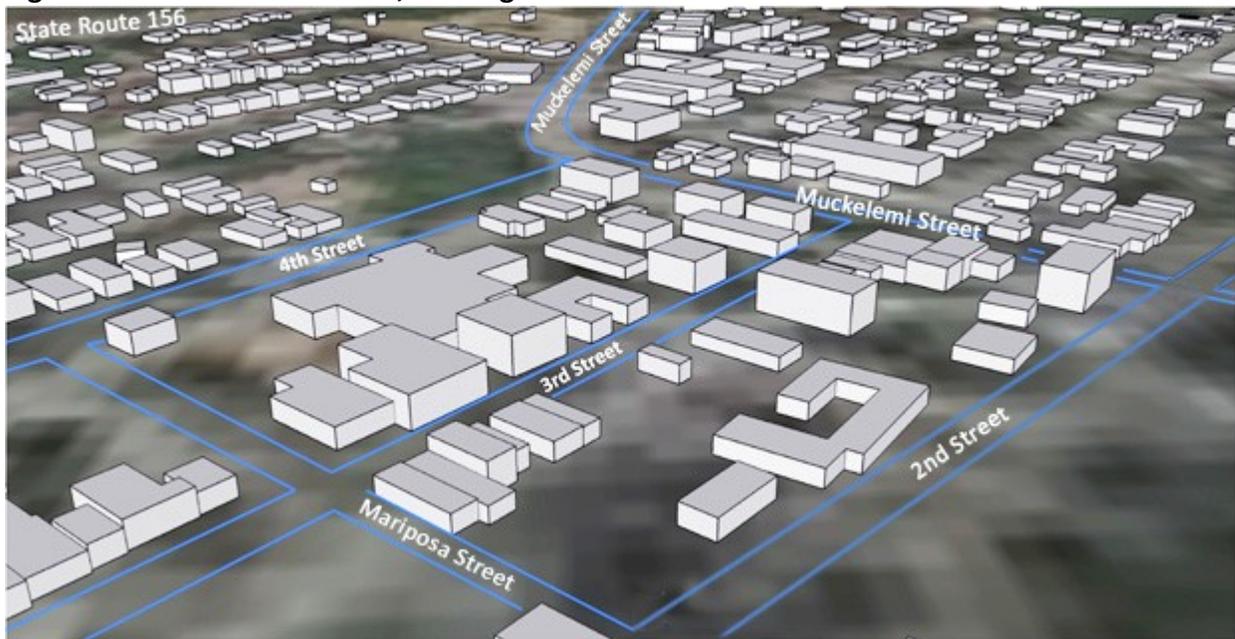
Map 6.8 Historic Downtown Conceptual Map



Rene Anchieta, San Benito County GIS, 2015

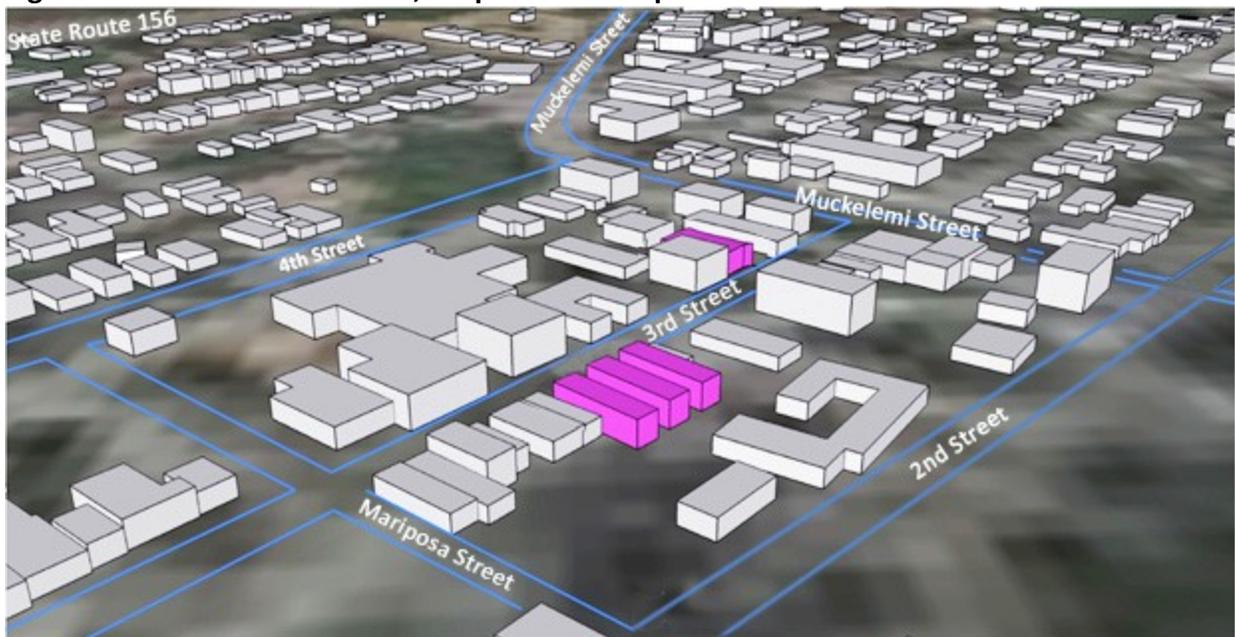
Utilizing vacant and underutilized parcels along 3rd Street in the Historic Downtown is a key strategy in the Preferred Growth Scenario. New development in the Historic Downtown should be designed to emulate the surrounding building forms and maintain the historic character of the area.

Figure 6.9 Historic Downtown, Existing Conditions



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Figure 6.10 Historic Downtown, Proposed Development



Cal Poly Planning Team, 2014

Figure 6.11 Historic Downtown, Existing Conditions



Google Earth Street View, 2014

Figure 6.12 Historic Downtown, Example Development

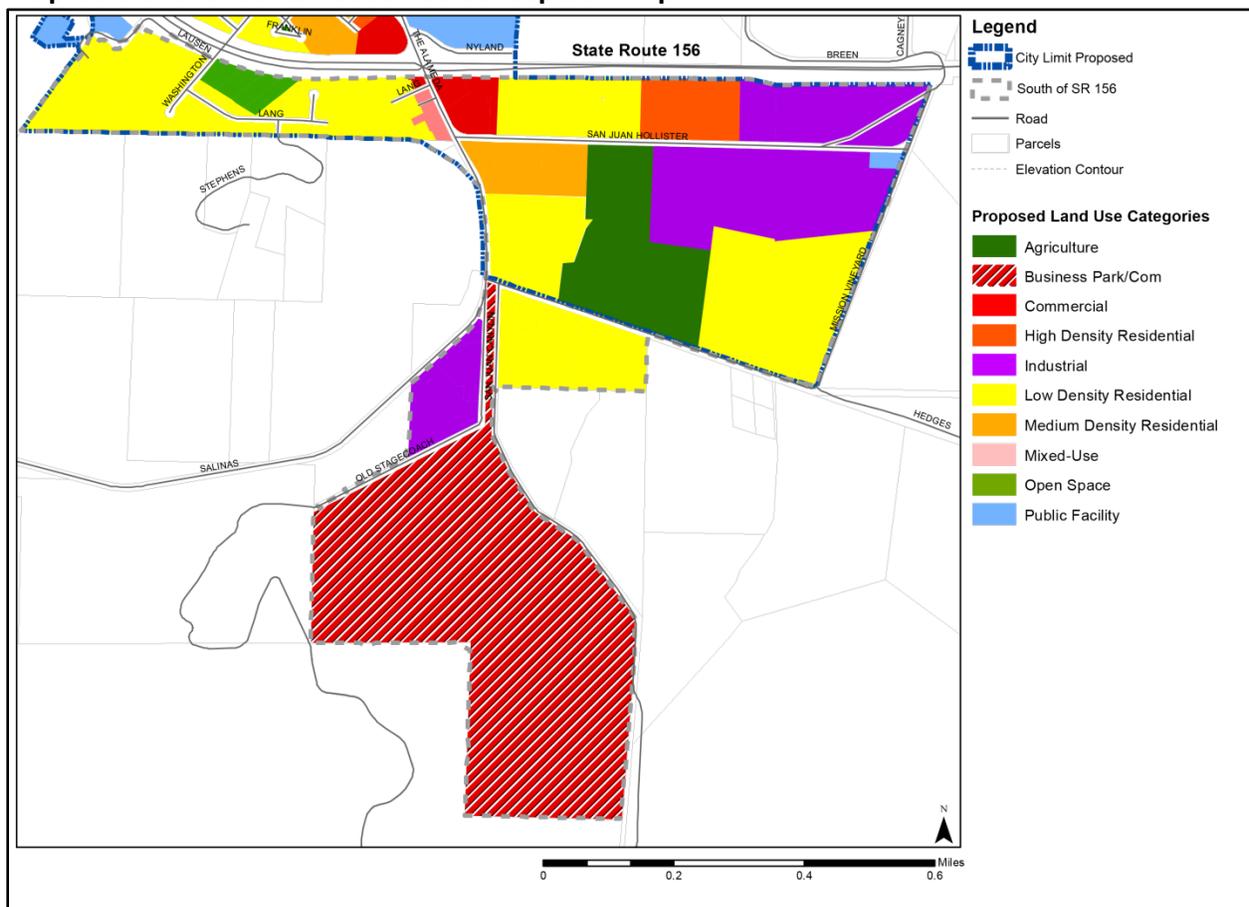


Cal Poly Planning Team, 2014

South of State Route 156

Economic and housing growth was a priority for many of the residents who attended community meetings. A key area of growth in the Preferred Growth Scenario is located south of the City along SR 156 and Old San Juan-Hollister Road as well as along San Juan Canyon Road. Map 6.9 shows the conceptual land use map of the focal area south of SR 156. Several underutilized parcels, one large vacant lot, and some light industrial and commercial uses characterize the existing conditions in this growth area, as shown in Figure 6.13. Some of the proposed land uses in this area carried over from the previous General Plan including the Business Park and some of the residential land uses. Many of the land uses in this growth area are outside the City limits, suggesting future annexation in order to achieve economic and housing targets implicit in community aspirations.

Map 6.9 South of State Route 156 Conceptual Map

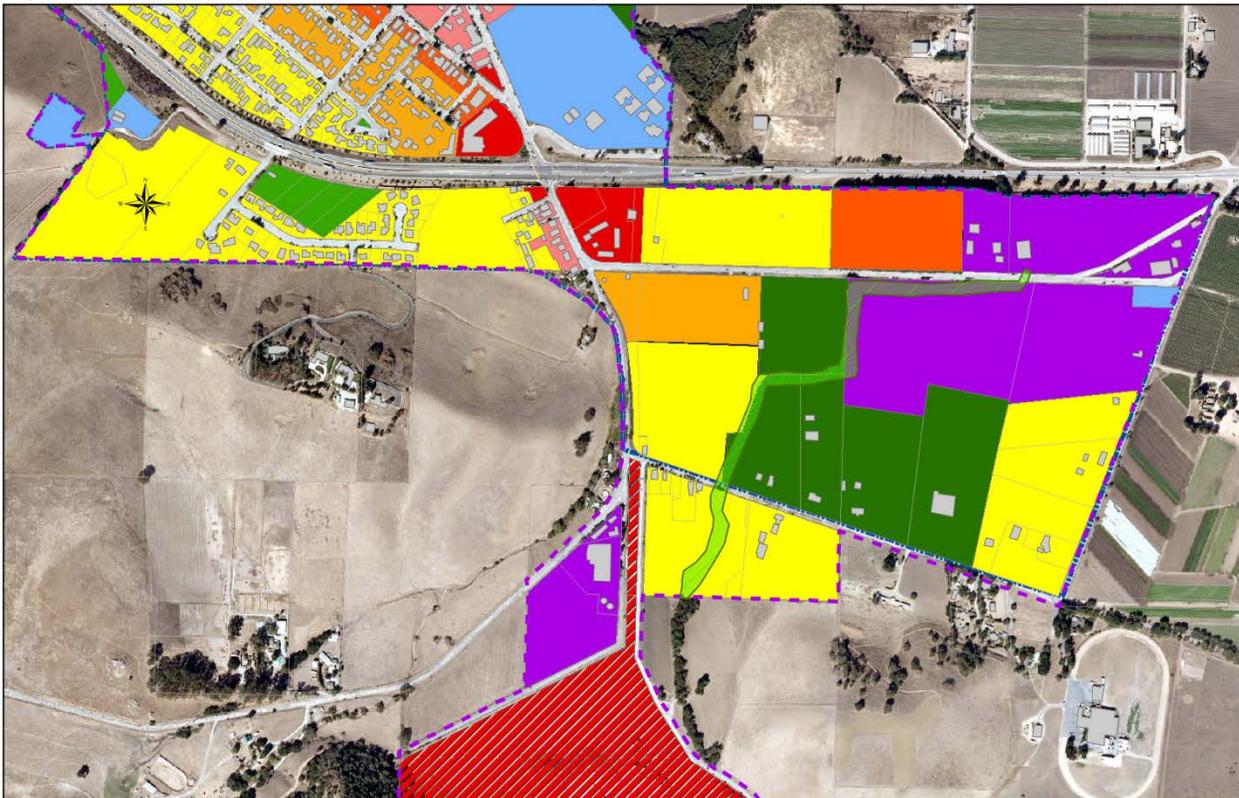


Rene Anchieta, San Benito County GIS, 2015

Community members preferred light industrial growth in this area with increased accessibility to the rest of the City. Job growth is focused on increasing commercial and light industrial uses related to agriculture. Housing growth is accommodated through infill low-density housing west and east of The Alameda and limited high density housing to the east of The Alameda.

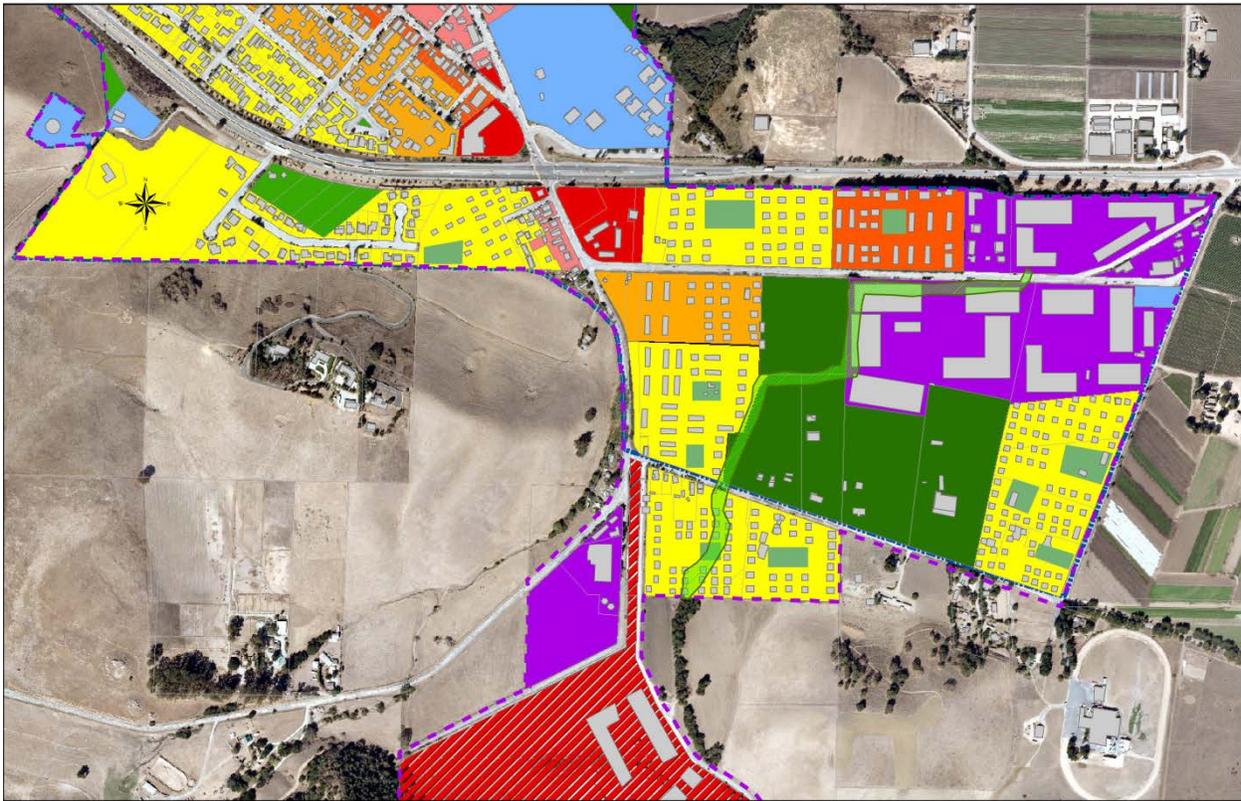
SR 156 separates this area from the center of the town, with transportation focused on automobiles and little to no pedestrian or bicycle connection. Circulation improvements, such as a linear park and multi-use path, will help to create a more comprehensive connection to the rest of the City. Integrating more pedestrian and bicycle friendly infrastructure and denser development can help turn this area into an accessible and vital area of growth. Figure 6.14 shows the proposed development along Old San Juan-Hollister Road, which includes increased housing, commercial, and light industry. A unique amenity proposed for this area is a linear park to connect areas north and south of SR 156, utilizing an existing underpass. The park would connect Breen Road to Old San Juan-Hollister Road, run east, and then connect Old San Juan-Hollister Road to Mission Vineyard Road. The linear park would create more open space to help the City meet national and county standards for community access to parks and recreation. Figure 6.15 is an image of the intersection of SR 156 and The Alameda. Figure 6.16 is an illustration of how the interface of the linear park and an industrial building could look.

Figure 6.13 South of State Route 156, Existing Conditions



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Figure 6.14 South of State Route 156, Example Development



Rene Anchieta, San Benito County GIS, 2015

Figure 6.15 State Route 156 at the Creek Underpass near Breen Road, Existing Conditions



Google Earth Street View, 2014

Figure 6.16 Creek Underpass with Linear Park and Light Industrial Building

6.2.4 Circulation

The Preferred Scenario proposes a circulation plan that emphasizes walking and biking in the City center. The objective of this plan is to address the circulation needs of the City by increasing connectivity within the City, enhancing the safety of all modes of travel in the City, and increasing accessibility for all residents. This plan also seeks to comply with the California Complete Streets Act (2008, A.B. 1358), and the Americans with Disabilities Act (1990), by providing new or enhanced, safe, and connected routes for all modes of travel. San Juan Bautista is a compact city, and the infill and mixed-use development proposed by the Preferred Scenario will maintain and enhance the City's compactness, making walking and biking convenient and direct ways to get around the City.

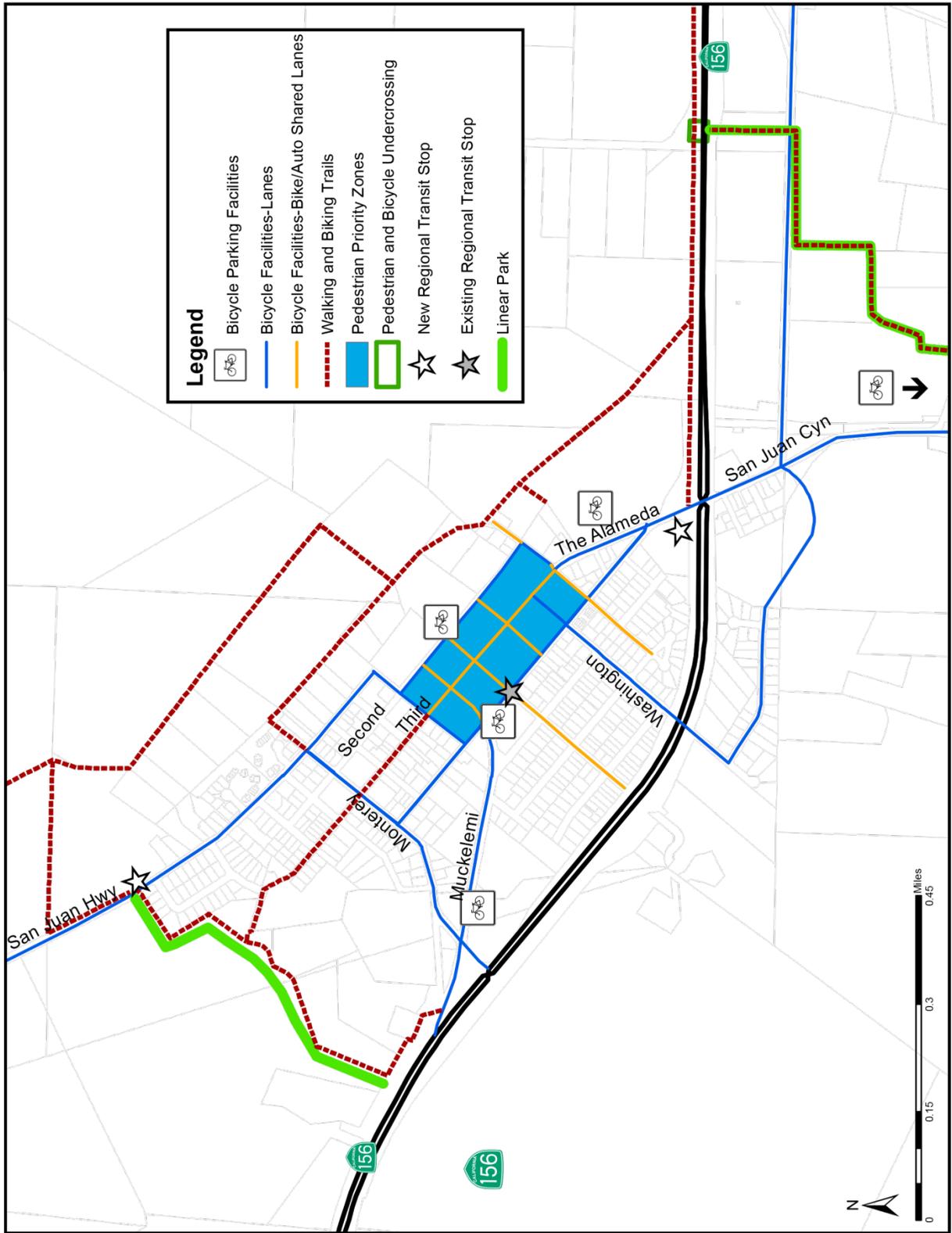
Non-Motorized Circulation

The scenario proposes a complete network of bicycle lanes and sidewalks that give residents and visitors the ability to reach all points in the City without the need for a car. Key areas of interest, such as the Historic Downtown and the Mission, will be treated as priority pedestrian zones, featuring enhanced pedestrian amenities, extra wide sidewalks, seating, trashcans, way-finding signage, and textured streets and crosswalks. Outside of the Historic Downtown, an expanded network of maintained sidewalks and corner curbs that can accommodate users of all abilities is planned. This is an important and safe way to facilitate additional walking trips within the City.

Dedicated bicycle lanes will be added within the City core to give bicyclists a more direct and scenic route, allowing them to stop and enjoy the City's many historical resources or grab a bite to eat on their way through town. These additional connections will provide a network for cyclists to quickly and safely reach all points in the City. A multi-use path in the linear park provides residents and visitors alike a recreational connection to the County's network of trails. "Sharrows" (that is, slow-speed local streets shared by autos and bikes) provide bicyclists additional access to and around the downtown and the Mission. Map 6.10 illustrates a pedestrian and bicycle network that connects the entire city. Convenient and direct pedestrian and bicycle infrastructure provides residents with an attractive alternative to the automobile.

Regional connections are a very important part of the bikeway system. After the SR 156 widening project, the California Department of Transportation (Caltrans) will be handing over the frontage road to the County to create connections to Hollister, including a possible multi-modal improvement to Hollister and the County fairgrounds.

Map 6.10 Preferred Growth Scenario, Non-Motorized Circulation Map



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Motorized Circulation

The Preferred Scenario promotes an increase in regional connectivity for all users through multiple modes of transportation. Bus service in San Juan Bautista is limited to the County Express, an intercity bus service operated by San Benito County. To make public transit a more practical alternative, County Express service is to be increased to every half hour, with the addition of weekend service as well. The addition of a fixed route between San Juan Bautista and Hollister will provide residents of both cities frequent access to popular destinations. These bus routes are shown in Map 6.11.

Additional transit stops (a) at the Windmill Market and (b) on 1st Street, just north of Ahwahnee Street, will increase the accessibility of the bus services, as shown in Map 6.11. Amenities at the bus stops, such as benches and shelters, lighting, and signage identifying bus routes and schedules, are some of the key components to improving the bus system. Secure bike lockers at the bus stops can encourage seamless transition to other modes of travel.

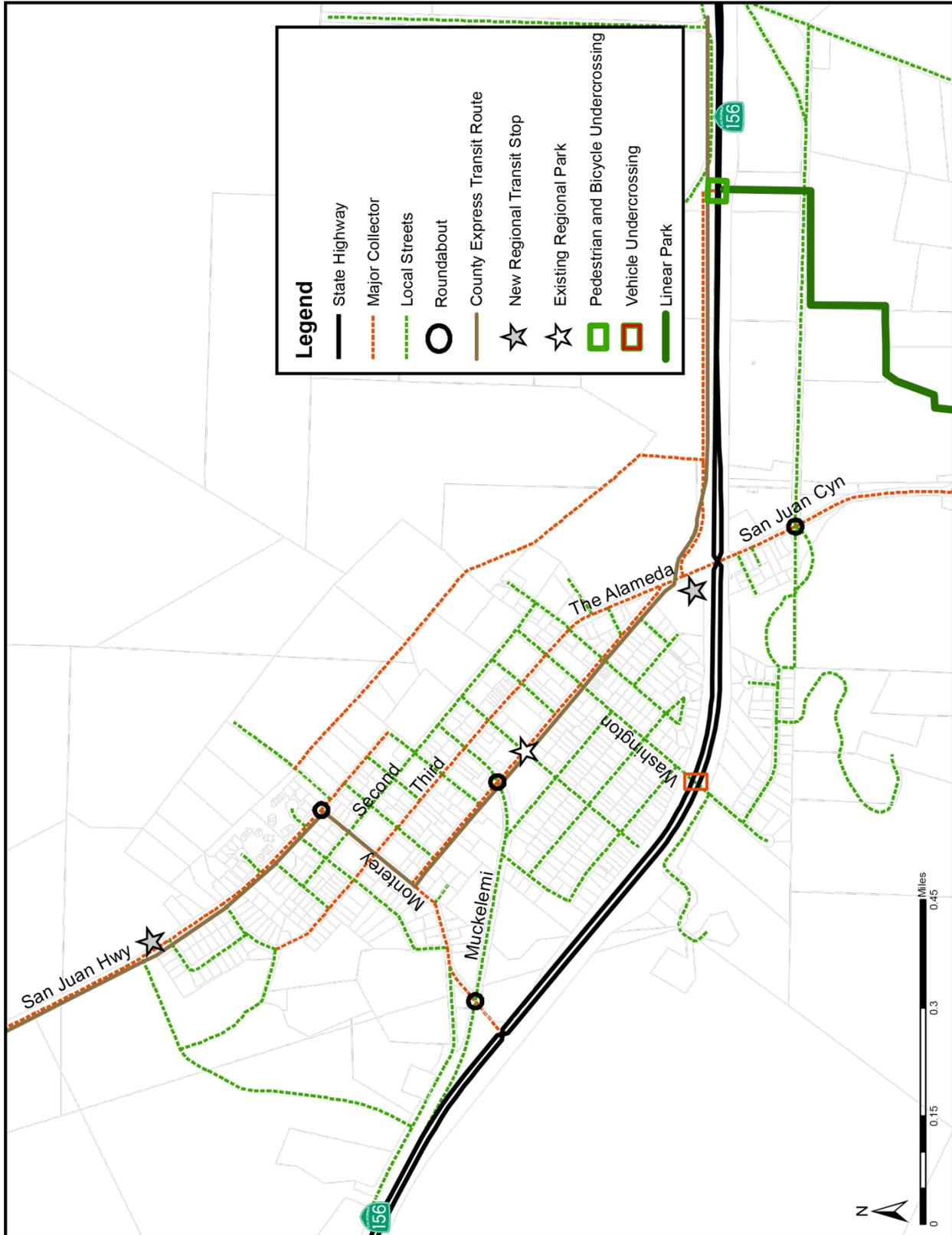
Roadways

Road quality is a key concern for many residents of San Juan Bautista. Many roads are in poor condition due to limited fiscal resources. The poor condition of the pavement is uncomfortable to drive on and damaging to the vehicles that use them. Bicycle infrastructure improvements can coincide with street repaving projects to reduce costs and delays for residents. Regular road maintenance will increase the life of the pavement while reducing overall costs.

The Preferred Scenario promotes improvements to safety and aesthetics through the use of roundabouts at key intersections. Roundabouts are a safe, visually appealing, and environmentally friendly alternative to stop-controlled intersections. Roundabouts also enhance mobility when used in the correct location. Roundabouts are proposed at these intersections: (a) Muckelemi Street and Monterey Street, (b) Muckelemi Street and 4th Street, (c) The Alameda and Old San Juan-Hollister Road, (d) Monterey Street and 1st Street, and where appropriate as new developments are approved.

South of SR 156, Lang Street does not connect through on its eastern end, leaving only one entrance to the residential neighborhood it serves. Lang Street will be extended to The Alameda at its intersection with Old San Juan-Hollister Road. It is noteworthy that the section of Lang Street connected to The Alameda is too narrow to support any through traffic from the Lang/Washington Street intersection. Thus the connection would essentially serve neighborhood traffic.

Map 6.11 Preferred Growth Scenario, Motorized Circulation Map



Rene Anchieta, San Benito County GIS, 2015

6.2.5 Land Use Outcomes

Residential Potential

Future residential development is concentrated in the four distinct focal areas. The objective is to add medium-density residential housing and create open space near the area to be vacated when the wastewater treatment plant is relocated outside City limits. The proposed plan would accommodate mixed-use housing with diverse densities along Muckelemi Street through the downtown corridor and low density infill residential units with a high density residential mobile home park south of SR 156. Redevelopment in these areas is to accommodate future residential needs while improving the quality of housing and community character.

Another objective is to utilize properties in close proximity to major circulation corridors while maintaining the small-town feel in the downtown core. A major outcome of this alternative is the proposed use of vacant and underutilized parcels in these areas. Putting these parcels to more efficient and productive residential, commercial, and light industrial use will strengthen the tourism economy, add retail and service sector jobs, and deliver public services to residents most efficiently. Table 6.4 shows the total residential acreages, densities, and housing unit potential under the Preferred Scenario. The proposed expansion in City limits would enable the City meet space requirements for housing by 2035 with additional space outside City limits as reserves.

Table 6.4 Allocated Residential Acreages and Housing Potential					
Housing Type	Residential Density	Acres Allocated (City Limits)	Acres Allocated (SOI)	Maximum Residential Potential (City Limits)	Maximum Residential Potential (SOI)
High	24	15.5	34.4	371	824
Medium (Mixed Use)	20	16	27	310	533
Medium (residential only)	16	39.6	58.4	633	935
Low	4	164	164	655	655
All Residential	--	234.2	283.1	1969	2947
Potential Residential Dwelling Units in Plan				1969	2947
Estimated Number of Existing Dwelling Units				554	554
Maximum Potential Additional Dwelling Units by 2035				1,415	2,393
2035 Housing Units Target (mandated)				1,114	1,114
Difference (Max Potential New - Mandated Need) = Reserves				301	1,279

Cal Poly Planning Team, 2014

Commercial & Industrial Potential

Commercial land uses are proposed in three of the four focal areas to support service, retail, office, light industrial, and agricultural jobs. The North 3rd Street Extension area has limited potential for commercial space while the other focal areas have varying levels of commercial space. Table 6.5 shows the potential for number of jobs that can result from development proposals under the Preferred Scenario. The allocated space within the proposed expanded City limits still may not be sufficient to meet space needs for job targets. There is sufficient space in the SOI, however, to meet job targets by 2035 with additional space for reserves. This increase in jobs and types of jobs could provide more diversity in job type and job location options for businesses and residents.

Table 6.5 Allocated Commercial Acreages and Employment Potential					
Economic Category	Jobs per Acre	Acres Allocated (City Limits)	Acres Allocated (SOI)	Job Potential (City Limits)	Job Potential (SOI)
Agriculture	0.5	72.6	111.0	36	55
Commercial	15	8	46	118	683
Mixed Use (retail & service)	15	16	27	233	399
Industrial	20	12	52	239	1039
Business Park/Com	20	0.0	114.9	0	2298
All Commercial	--	35	239	590	4418
Total Job Potential				590	4418
Existing Number of Jobs				393	393
Potential Additional Future Jobs				197	4025
2035 Job Growth Target				790	790
Difference (Total Potential- Job Growth Target) = Reserves				-200	3628

Cal Poly Planning Team, 2014

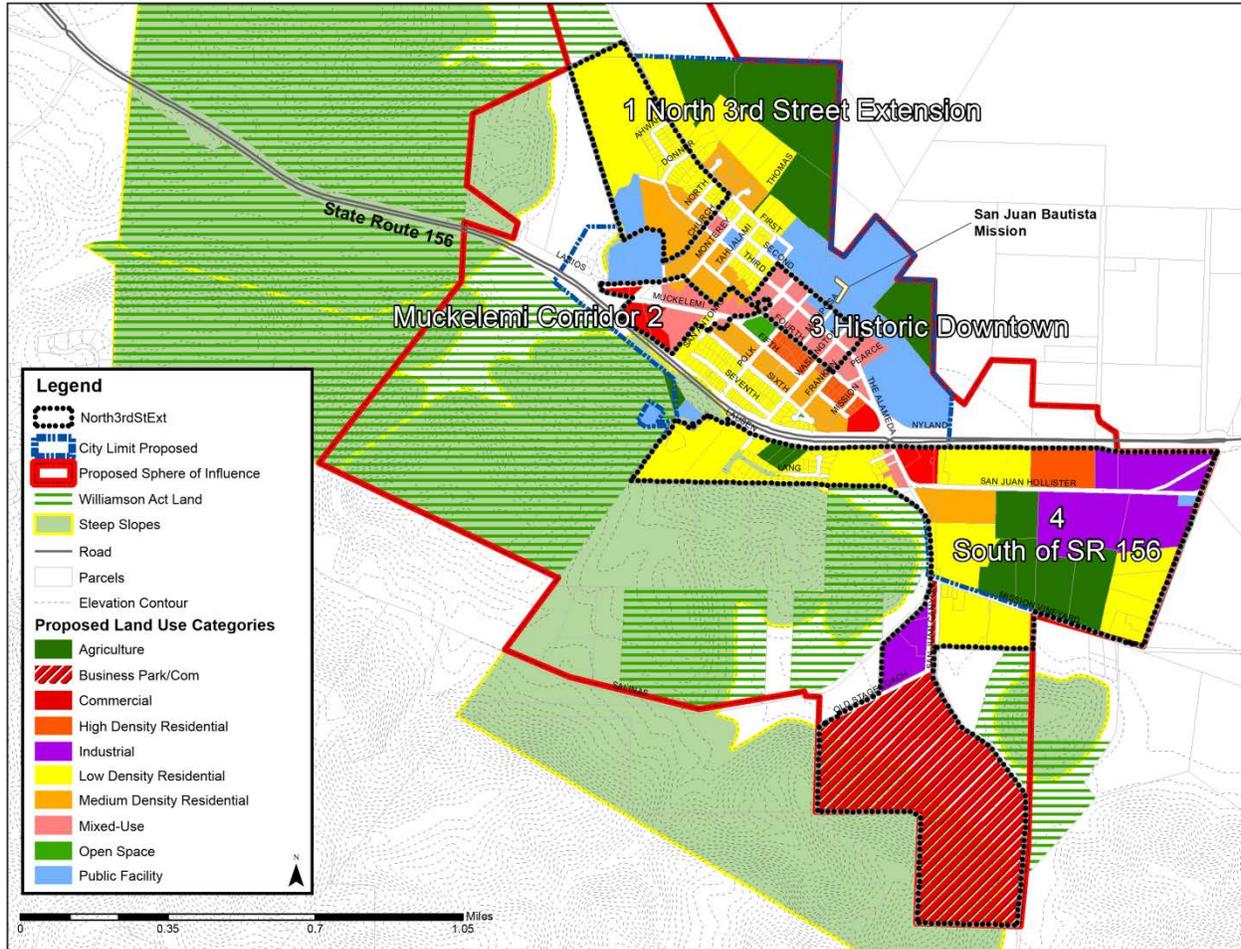
6.3 Effects on Community Needs

6.3.1 Land Use

A majority of the proposed new developments and land uses are to occur on vacant or underutilized land. The Preferred Growth Scenario would concentrate new development in the designated four areas for growth. These are chosen because they have the most available land and are closest to existing major circulation corridors, allowing new developments to be

connected to the rest of the City. Map 6.12 shows the four proposed growth areas, and the proposed land uses within them.

Map 6.12 Proposed Growth Areas and Land Uses



Rene Anchieta, San Benito County GIS, 2015

Proposed land use changes can strengthen the local economy. Light industrial uses can dramatically increase the economic strength of the City. Industrial development is to occur in the southern portion of San Juan Bautista away from residential uses, so there would be minimal, if any, cases of incompatible land uses as a result of industrial growth.

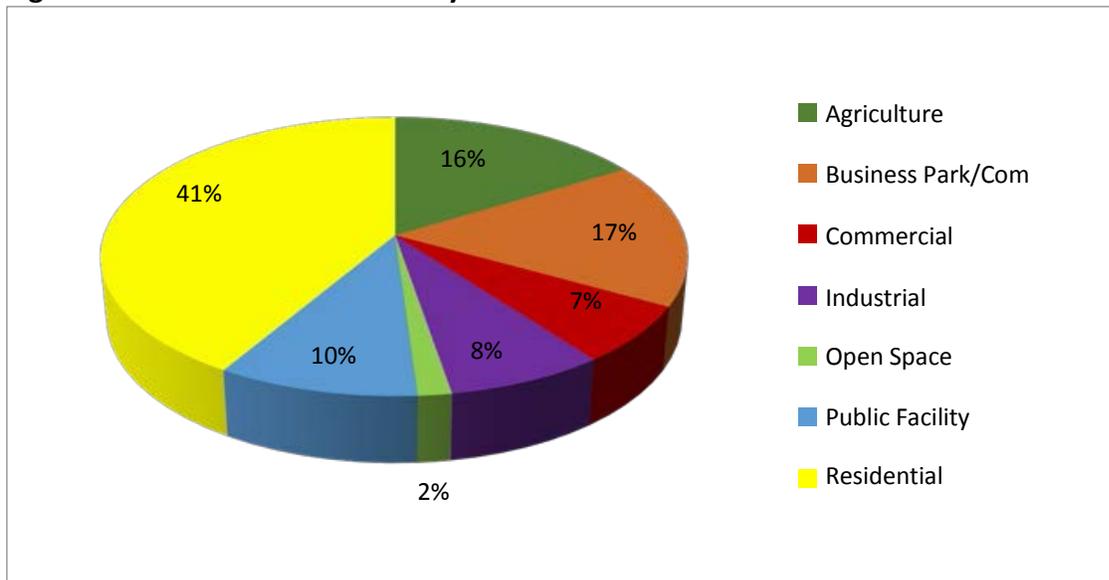
Table 6.6 shows the existing acreages of land uses and compares them to proposed changes in land use in the Preferred Growth Scenario. The reduction in commercial land uses can be explained by the growth of mixed-use land uses; some land uses that are designated commercial are to be converted to mixed-use, which would maintain the commercial qualities of the land use while increasing the City’s housing stock. The growth in Open Space land uses is due to the introduction of three proposed parks in San Juan Bautista: the Linear Park, the park proposed south of State Route 156, and the park proposed at the location of the wastewater

treatment facility. It is also notable that the proposed expansion of City limits results in a 30 percent gain in acreage to accommodate growth targets under the Plan.

Table 6.6 Proposed Land Use Changes by 2035					
Land use type	Acres in Use (Existing City Limits)	Acres Allocated (City Limits)	Acres Allocated (SOI)	Percent Change (Old vs. New City Limits)	Percent Change (Old City Limits vs. SOI)
Residential	118.9	168.9	256.5	42%	116%
Commercial	28.6	7.9	18.9	-73%	-34%
Light Industrial	2.4	12.0	51.9	398%	2064%
Open Space	2.3	10.9	10.9	374%	374%
Agriculture	93.2	72.6	111.0	-22%	19%
Public Facility	46.3	60.1	65.5	30%	42%
Mixed-use (commercial and residential)	2.8	31.0	53.3	1007%	1802%
Total	294.5	363.3	567.9	23%	93%
<i>Other Lands</i>	<i>159.9</i>	<i>227.7</i>	<i>882.1</i>	<i>42%</i>	<i>452%</i>
Total in Area	454.4	591	1450	30%	219%

Cal Poly Planning Team, 2014

The area that holds the wastewater treatment facility is one of the few parcels proposed for development that is not vacant or underutilized. This facility would be converted to mostly open space, a proposal that found support with the San Juan Bautista community. Figure 6.17 shows the distribution of land use under the proposed Plan.

Figure 6.17 Distribution of Land by Use under the Preferred Growth Scenario

Cal Poly Planning Team, 2014

6.3.2 Circulation

The multimodal circulation plan proposed under the Preferred Growth Scenario aims to increase pedestrian, bicycle, and public transit while accommodating automobile traffic patterns in the City. The additional growth proposed in the Preferred Growth Scenario, along with increases in tourism, can potentially increase the amount of vehicular traffic in the City. This increased traffic can, in turn, lead to a potential need to provide parking for vehicles along 3rd Street. Potential increases in vehicular traffic can be mitigated by improving alternative transportation options, creating a more walkable and bikeable City through: the provision of pedestrian and bicycle facilities around the City, safer streets for all users, a higher level of transport services, and the use of vehicular traffic calming measures where appropriate.

Increasing pedestrian facilities was seen as important by the San Juan Bautista population, and was voiced in several community meetings. Ways to increase the viability of walking in the City include filling in gaps in sidewalks and making sure that current and future pedestrian infrastructure meets ADA requirements.

City residents have voiced their support for increasing bicycle accommodations. This includes increasing the amount of class II bike lanes in the City, along with the introduction of bicycle and vehicular-shared streets or “sharrows” throughout the City.

6.3.3 Housing

The Preferred Scenario will provide ample opportunities for the development of diverse housing types and densities within the City. Housing development will be concentrated within the existing core of the City, with the majority of new units located along the 3rd Street Extension. Some additional single-family housing will be developed as infill housing in existing single-family residential areas. State mandated housing goals will be accommodated as required for San Juan Bautista to serve regional housing needs. The City's housing mix will become more diverse and more affordable, helping to meet the community's needs.

6.3.4 Conservation

New development resulting from the Preferred Growth Scenario has the potential to affect the environment. This development may impact soils, biological resources, water resources, air quality, and energy use and greenhouse gas emissions. However, the Preferred Growth Scenario was developed with the natural environment and minimizing environmental impacts in mind.

Soil and Mineral

The City is surrounded by grazing and agricultural lands, while prime farmlands are located along the eastern and southern boundary of City limits. The Preferred Growth Scenario concentrates development within the built environment, which minimizes the negative impacts on soils and mineral resources.

Biological

The Preferred Scenario emphasizes infill and redevelopment in existing residential and commercial centers. Much of the land surrounding the City is grazing or agricultural land, so development within the City would have minimal impact on natural ecosystems. Inward development would minimize the impact on federally endangered or threatened plant and wildlife species. Additionally, any new development will need to undergo environmental review to determine impacts on plant and wildlife habitat.

Water

Water supply is a limiting factor for growth in many California cities. San Juan Bautista, however, has adequate groundwater resources to accommodate the population as well as the projected population growth. Tax revenue growth can make the implementation of infrastructure improvements feasible and lower the costs passed on to residents and businesses that utilize the City's water supplies. Water savings from additional water

conservation efforts, needed to meet the per capita water consumption goals established in Senate Bill X7-7, can also help offset the demand associated with projected growth.

Water quality in San Juan Bautista may be impacted under the preferred growth scenario. New residential and commercial development will increase the amount of property that is impervious to water infiltration. However, low-impact development strategies can address the increases in storm water runoff that could negatively affect water quality. The preferred growth scenario also has the potential to improve the quality of water in San Juan Bautista. The proposed relocation of the City's wastewater treatment plant will provide the opportunity to implement the most up-to-date wastewater treatment practices and technology, ensuring that the City will remain in compliance with State water quality standards. In addition, the proposed 'pellet plant' will treat water to higher standards before delivery to residences, eliminating the need for household water softeners and raising the quality of water sent to the wastewater treatment plant.

Water recycling is another option for the City to consider. Rain and recycled water can be stored and used to irrigate public open space areas and parks. Such efforts can push the City further to meeting its sustainability goals.

Air

San Juan Bautista is out of attainment for several Federal and State air quality standards. The Preferred scenario may result in increased air pollution associated with population growth. However, San Juan Bautista should be able to minimize its release of all criteria pollutants under the Preferred Scenario. The Preferred Growth Scenario includes implementation of Complete Streets, which includes improvements to pedestrian and bicycle infrastructure in order to reduce single occupancy driving and increase the prevalence of walking and biking. In addition, the Preferred Growth Scenario includes improvements to public transit to reduce auto dependency for regional travel. The Preferred Growth Scenario aims to improve the jobs to housing balance, which would reduce inflow and outflow of San Juan Bautista employees. This reduction in workforce commute can also counter-balance additional air pollution associated with future growth. Other air quality improvements are likely under the Preferred Growth Scenario, including the reduction in per capita vehicle miles traveled due to greater local retail and commercial options.

Energy and Greenhouse Gas Emissions

Energy use and greenhouse gas (GHG) emissions are an important factor to consider in the Preferred Growth Scenario. Continued development of San Juan Bautista has the potential to increase the energy demand of the City and increase GHG emissions. Given the State and local GHG emission reduction goals, the Preferred Growth Scenario should be seen as an opportunity for San Juan Bautista to invest in energy efficiency and GHG reduction. By focusing on and

supporting alternative energy (i.e., solar and wind), both new and existing (retrofitted) properties could achieve energy savings and associated cost savings. Through continued compact development that focuses on walkability and mixed-use development, San Juan Bautista can increase capacity yet maintain, or even reduce, GHG emissions associated with transportation. The consideration of energy use and GHG emissions in the Preferred Growth Scenario also speaks to the desire of the community to expand upon the existing tourism industry through possible eco-tourism initiatives.

6.3.5 Open Space

The Preferred Growth Scenario emphasizes additional park and open space, including new parks north of 3rd Street and south of SR 156. A linear park and multi-use path creates an opportunity to connect the City to the Juan Bautista de Anza National Historic Trail. The linear park is proposed adjacent to the Mission Farm RV Park and Old San Juan-Hollister Road, which will take advantage of an existing underpass under SR 156. From the underpass, the linear park and new multi-use path may extend northwest to The Alameda at Pearce Street on Nyland Drive and south connecting to Old San Juan-Hollister Road. This park would provide areas of passive recreation as well as walking and bicycle paths. The linear park and multi-use path may continue to Old Stage Coach Road and the trailhead of the Juan Bautista de Anza National Historic Trail, creating a connection between the City and a National trail that extends from Mexico to San Francisco. Table 6.7 shows the locations and acreages of existing and proposed parks and open space.

The Preferred Growth Scenario conserves open space land; ensuring that open space remains to act as a buffer for safety and protection of agricultural resources and hillsides. Agricultural open space will continue to be preserved, and sustainable agricultural practices will be promoted. Concentrating development in the four key growth areas of the Preferred Growth Scenario encourages open space preservation and expansion. This development proposal enables preservation of agricultural land and protects urban areas from natural hazards.

Table 6.7 Preferred Scenario, City Park and Open Space Acreage

Park	Park	Classification	Location	Existing Acreage	New Acreage	Total Acreage
1	Lauren E. Verutti Memorial Park	Neighborhood Park	Third and San Jose Street	0.5	0	0.5
2	Abbe Park	Neighborhood Park	Polk and 4th Street	1.8	0	1.8
3	"Old Water Treatment" Park	Neighborhood Park	North of 3rd Street	0	4.2	4.2
4	"South of State Route 156" Park	Neighborhood Park	South of SR 156 between Washington Street and Lang Court	0	3.0	3.0
5	Linear Park	Linear Park	Breen Rd to SR 156 existing underpass to Old San Juan-Hollister Road	0	Approx. 5.6	5.6
TOTAL CITY PARK ACREAGE				2.3	13.8	16.1
Public/Quasi-Public Open Space that Offers Active and Passive Recreational Opportunities						
	San Juan Bautista Historic Park	State Park	2nd Street between Mariposa and Franklin Street	6.5	0	6.5
	Mission San Juan Bautista	Church	2nd Street between Jose and Mariposa Street	15.8	0	15.8
	San Juan School	School	The Alameda between Franklin Street and SR 156	9.4	0	9.4
	Carl Martin Luck Memorial Library	City Library	2nd Street between Monterey and Tahualami Street	0.4	0	0.4
	San Juan Bautista Cemetery	Cemetery	Larios Drive and Church Street	6.0	0	6.0
TOTAL PUBLIC/QUASI-PUBLIC OPEN SPACE						38.1
TOTAL ACREAGE DEDICATED TO RECREATIONAL OPPORTUNITIES						54.2

Land Use Inventory, 2013

6.3.6 Noise

The projected increase in population and jobs in San Juan Bautista suggests a potential increase in noise levels due to increases in vehicular traffic. Traffic on SR 156 is expected to increase in the future, and may increase along The Alameda/3rd Street as more people drive into San Juan Bautista.

The majority of new development along SR 156 will not be adversely affected by increases in noise levels on SR 156 because these developments are not sensitive to noise. The conversion of the existing mobile home park to permanent residential use may require the construction of additional noise mitigation such as sound walls or berms. Non-sensitive developments include land uses such as light industry, which can serve as a buffer to noise sensitive receivers such as single family homes.

Increases in bus service to San Juan Bautista will reduce dependency on automobiles, and as a result may reduce the percentage of residents using their cars to commute. This may offset the increase in noise caused by additional auto trips as San Juan Bautista's population increases. Infill development and the addition and completion of pedestrian and bicycle networks will reduce the need for automobile trips within the City. This can reduce the level of noise produced on City streets and the surrounding neighborhoods.

6.3.7 Public Safety

New economic and housing growth will occur in areas with minimal relative risk. By increasing development in the center of the city and in existing key corridors where fire hazard is low, as opposed to developing outside of City limits where the fire hazard is high, less strain will be placed on fire and police response times. The infill housing and commercial development along Muckelemi Street and the downtown is likely to make the downtown corridor more active at night, making for a safer atmosphere. Natural hazards do not change based on development, but the placement of services in lower risk zones makes for a more resilient community. Seismic, geologic, and hazardous material hazards will not change with the preferred development scenario. These hazards should continue to be mitigated; however, no additional challenges exist from Preferred Growth Scenario conditions. Flooding, fire, and emergency response will be impacted by future development and are discussed in the following subsections.

Flooding

The Preferred Growth Scenario places some new development in the 100-year flood zone. The flood zones were avoided for the majority of future development, except in some areas south of SR 156, where residential and industrial structures are proposed. The annual flooding risk is small, however, mitigation measures will need to be implemented during construction of these structures, and countywide mitigation efforts should attempt to manage storm water that drains into the local hydrologic system.

Fire

The majority of San Juan Bautista's western and southern edges are in high and moderate fire severity zones. Projected job and housing growth is largely outside of the high fire severity zones, due to development emphasis on infill in the city center and key corridors; however, proposed development north of 3rd Street and south of SR 156 are in high fire severity zones, and coordination with all relevant fire protection agencies should take place in the design and construction process of any development in these areas. Increasing density within the City's center will ensure faster response times for a large proportion of San Juan Bautista's residents and limit the population exposed to the dangers of the wild land urban interface. The most

effective method of mitigating the wild land fire impact on San Juan Bautista is to limit growth outside the City's boundaries, which the Preferred Growth Scenario promotes.

Emergency Response

The increase in City population will place an additional strain on the evacuation routes out of the City. Locally, SR 156 offers access to the south while San Juan Highway offers access to the north of the City. In addition to an increase in overall population, San Juan Bautista is expected to have a larger number of seniors who may need additional attention and assistance in an evacuation scenario.

6.3.8 Economic Development

The development of vacant and underutilized commercial parcels will generate new job growth in the City. The conversion of vacant and underutilized parcels to more efficient commercial and light industrial uses will strengthen the tourism economy and add retail and service sector jobs. The light industrial facilities envisioned on the parcels south of SR 156 and east of The Alameda will likely be used for agricultural support, such as food processing and packing. This industry can generate needed service jobs and provide additional revenue sources for the City. The preservation of agricultural lands can maintain the City's agricultural jobs and preserve the agricultural character of the community. The intensification of the downtown can increase its attractiveness as a tourist destination and provide additional retail jobs and opportunities.

6.3.9 Public Facilities & Services

New development is directly related to the need for, and provision of, public facilities. The Preferred Growth Scenario contains development that will impact water, sanitary sewer, drainage, solid waste, fire and police services, schools, libraries, and youth services.

Public Education

In the 2012-2013 school year, San Juan and Aromas Elementary Schools had excess classroom capacity for the number of enrolled students. Despite having adequate capacity to meet state maximum classroom size guidelines, Kindergarten and 2nd grades at San Juan and Aromas Elementary experienced overcrowding. The average class size for these grades ranged from 25 to 27, slightly above the state standard of 22.8 students for Kindergarten and 22.5 for 2nd grade (California Department of Education, 2014). Table 6.8 shows the average class size by grade for the 2012-2013 school year, and highlights the overcrowded grades in blue.

By 2035, it is expected that the population of K-8 graders living in San Juan Bautista will increase from 910 to approximately 1,012 students. In order to accommodate this 102 student increase in the K-8 population, the Aromas/San Juan Unified School District could potentially

need to add more classrooms at the elementary level. This projection assumes that each of the two schools will first maximize their existing classrooms, then look to fulfill the excess need. At the high school level, there will be an expected increase of approximately 41 students from San Juan Bautista by 2035. In order to accommodate the expected increase in K-8 enrollment in 2035, the Aromas/San Juan School District has several options:

1. Open a middle school and restrict elementary schools to serve only K-6 grades
2. Construct or add portable classrooms to existing schools
3. Build a small school with one to five classrooms for K-8 grades

If the third option is pursued, minimum standards set by the California Department of Education will need to be observed if the District plans to use State funding.

Table 6.8 Average Class Size for K-8 Schools, San Juan Bautista, 2013		
Grade	San Juan School	Aromas School
K	27	21
1	22	19
2	23	25
3	19	23
4	14	24
5	15	15
6	19	18
7	No data	No data
8	No data	No data

Aromas/San Juan Unified School District, 2013

*Boxes in blue indicate overcrowding.

Public Library

The San Juan Bautista Library provides greater than five books per capita, which is higher than the two books per capita industry standard. However, additional population growth could necessitate the need for the library to acquire more computers. Also, population growth will heighten demand for educational programs at the library, especially for youth, seniors, and English language learners.

Police & Fire Protection

The police officer ratio for San Juan Bautista is less than 1 part-time officer per 1,000 residents. This is less than the California statewide average of 1.5 officers per 1,000 residents, for cities of similar population size (Federal Bureau of Investigations, 2013). Growth in population may warrant more police officers to be added to the police force in the City.

San Juan Bautista Fire Department and San Benito County Fire Department (both under contract with the City of Hollister Fire Department) as well as the City of Hollister Fire Department all currently provides fire protection for San Juan Bautista. San Juan Bautista's fire risk is largely derived from wild land fires that could encroach on City land. The Preferred Growth Scenario will focus most development outside of the high fire risk areas by concentrating development in the center of the City and along key corridors. In areas of high fire risk, coordination with all relevant local fire protection agencies should take place during the design and construction of new development in order to ensure emergency vehicle access.

Water

The proposed growth in the Preferred Growth Scenario can increase the demand for water in San Juan Bautista, but the area has adequate groundwater resources to provide for this growth. Water quality has been an issue for which the City is seeking improvement strategies in collaboration with the State. Connection fees from future development can help fund planned and proposed infrastructure improvements and lower the costs passed on to residents and businesses that utilize the City's water supplies.

Storm Water

The proposed growth in the Preferred Growth Scenario can allow San Juan Bautista to expand and improve its drainage system. There is no coordinated drainage system in place, but curb and gutter installation is required for parcels upon which new construction takes place. New residential and commercial developments, as well as infill development, can contribute to a better and more coordinated drainage system.

Wastewater

The proposed growth in the Preferred Growth Scenario can increase the amount of wastewater produced in San Juan Bautista. However, the current wastewater treatment plant can process flows far greater than the current average in the City, and can thus accommodate the expected increase. In addition, this scenario proposes relocating the wastewater treatment plant outside of the City. Relocating the wastewater treatment plant will require a study to see what options would best accommodate future growth as well as the most up to date practices and technology.

Solid Waste Management

The Integrated Waste Management Department is responsible for the oversight of landfill operations and the County refuse and recycling contract. In addition, this department serves as the lead agency for the San Benito County Integrated Waste Management Regional Agency, which consists of the unincorporated County and the cities of Hollister and San Juan Bautista.

This agency is responsible for compliance with the State of California mandated waste diversion goal of 50% (AB 939), which has been achieved in the County. This agency also manages the countywide Household Hazardous Waste Management program and Small Quantity Generator program for qualifying business hazardous waste.

The City sends an estimated 836 tons of waste to John Smith Road Landfill over an entire year (or approximately 3 tons per weekday). The facility is permitted to receive up to 1,000 tons of waste per day and is estimated to continue operation to 2025 if the landfill were to receive 850 tons per day (TPD), or 2032 at 500 TPD (San Benito County, 2008). The countywide average residential disposal rate in 2012 was 2.41 pounds per-capita per day (ppd), or 0.44 tons per-capita per year; lower than the 2012 statewide average disposal rate of 4.3 ppd, the lowest state disposal rate to date. The proposed growth in the Preferred Growth Scenario could increase the amount of solid waste produced in San Juan Bautista, however given the capacity of the John Smith Road Landfill, the waste reduction programs established by Recology, and the low countywide average rate of residential disposal, there should not be a need to alter solid waste management in 2035.

Energy

PG&E provides electricity to San Juan Bautista. All energy providers in California must meet the cap on emissions from the process of energy generation, as outlined in the State's Energy Action Plan.

6.3.10 Historic Preservation & Community Design

The Preferred Growth Scenario includes future population growth and subsequent residential, commercial, and industrial development. This growth is concentrated in key growth areas, including the Historic Downtown. Increased development in these areas has the potential to impact San Juan Bautista's historic sense of place and overall community form.

Historic Preservation

The Preferred Growth Scenario will impact future development within the City. The aim of Preferred Growth Scenario is to ensure that any future development will not compromise the City's valuable historic resources, but will in turn promote further use and enjoyment of historic resources. The Preferred Growth Scenario will allow for development in areas that can enhance the historic districts of San Juan Bautista. Infill development that is harmonious with the scale and style of historical development will be focused along the historic 3rd Street corridor in the Historic Downtown.

Community Design

Community Design addresses the preservation and enhancement of buildings, structures, places, and landscapes within the City that contribute to its historic and cultural character. These efforts recognize historical and cultural resources as an essential part of the City's heritage; promoting community vitality and pride. Within the Preferred Growth Scenario, this sense of vitality and pride is something that can be cultivated through development that celebrates historical value while meeting the future needs of the community. This is reflected in the emphasis on walkability included in the health and circulation alternatives.

Community Form and Spatial Definition

Community form and spatial definition refers to the unique character and features of a city's built environment and sense of place. The Preferred Growth Scenario has been developed based on San Juan Bautista's existing spatial definition and historical resources, while considering how to accommodate the future needs of the community.

Maintaining a strong sense of place is a major consideration of the Preferred Growth Scenario. In terms of spatial definition, San Juan Bautista's sense of place can be largely attributed to its small town atmosphere and diverse architectural heritage. The Preferred Growth Scenario takes this into account by matching new development to the historical scale and composition of San Juan Bautista. Strategically placed infill and mixed-use development along the historic 3rd Street and Muckelemi corridors maintains compact development while supporting future needs of the community. Additional medium density housing is proposed north of 3rd Street, intensifying an existing residential area. Development adjacent to existing activity centers promotes a more walkable community, a strong contributing factor to San Juan Bautista's sense of place.

6.3.11 Health

The Preferred Growth Scenario has many effects on, and implications for, community health. Proposed changes to land use, circulation, housing, and recreational amenities provide new opportunities for active living and make use of San Juan Bautista's walkable size. These changes can improve environmental health and elevate the quality of life for residents. The effects of the Preferred Growth Scenario on health are explained in the following subsections.

Land Use & Design

The Preferred Growth Scenario encourages active, or non-motorized, forms of transportation, along with the preservation of neighborhood character. High-density and mixed-use commercial, retail, and residential development is focused on 3rd Street in the existing

downtown and along Muckelemi Street. Residents will be encouraged to walk or bike through safety improvements and expansion of the active transportation network, as well as aesthetic improvements to the built environment. Specifically, the area of Muckelemi north of State Route 156 is underutilized and full of vacant parcels. These types of blighted environments discourage residents from walking or biking. The increased access to goods and services that the expanded mixed-use and commercial districts provide will lead to greater opportunities for social recreation for residents of all ages. Residents in the adjacent medium-density and low-density developments will also enjoy the health benefits of walkability, as they are still within reasonable walking distance of commercial centers. Another health co-benefit from decreased demand for automobile trips is better air quality.

Areas zoned for mixed-use commercial and retail or industrial land uses will create new employment opportunities for residents and promote a healthy jobs-to-housing balance. Commuting detracts from health through stress, increased air pollution, and financial burdens. New employment opportunities are within walking distance of housing, giving residents the option to walk or bike to work. Adding jobs to the City will push the jobs-to-housing balance closer to the ideal 1:1 ratio.

Circulation

Walkability is a major component of the Preferred Growth Scenario. The pedestrian and bicycle network will be strengthened by the inclusion of infrastructure such as well-paved and continuous sidewalks, bike lanes, and “sharrows”. This will make for ‘complete streets’ designed for all modes of transportation. Residents will enjoy the positive health impacts of an active lifestyle. Creating complete streets on The Alameda and 3rd Street can create safe linkages for youth to get from major residential areas to San Juan School.

Parks & Open Space

The Preferred Growth Scenario increases City parkland acreage with the proposal to create a linear park, a multi-use path, and two new parks. The addition of walking and bicycle paths and a connection between San Juan Bautista and the Juan Bautista de Anza National Historic Trail may provide for a variety of outdoor and physical activities. The additional parks will compensate for the City’s lack of parkland, as defined by National Parks and Recreational Standards and the San Benito County Parkland Classification system. Increased areas for outdoor play can contribute to improved fitness and mental health. The linear park and multi-use path may create a public trail system providing additional access to recreation and the creation of a more desirable walkable and bicycle environment in and around the City.

Public Spaces

The Preferred Growth Scenario highlights infill commercial and medium-density residential development along 3rd Street to preserve the compact historic feel of the downtown. The additional and improved services downtown may enhance the heart of the City's historic culture and provide a place that welcomes community gathering such as farmers markets, festivals, or art walks. Increased areas for public gatherings can contribute to community building and social capital.

6.3.12 Strategic Plan

The Strategic Plan Element is based on the Preferred Growth Scenario and supports the Preferred Growth Scenario by organizing the 'next steps' for implementing programs written in the General Plan. The Strategic Plan Element sets priorities, suggests funding sources, and assigns responsible parties for each program. Since community input was vital for creating the Preferred Growth Scenario, the Strategic Plan also emphasizes community input as part of its strategy. Chapter 17, Strategic Plan, provides more detail on strategic planning.

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7 LAND USE

7.1 Introduction

The Land Use Element provides a guide for planners, the general public, developers, and decision makers for future development and growth. The main objective of the Land Use Element is to play a “central role in correlating all land use issues into a set of coherent development policies” (OPR, 2003). The Element designates the location, distribution, and intensity of: housing, industry, recreation, education, open space, public facilities and buildings, and waste management facilities. Land use impacts all other Elements and is the most representative of the General Plan. The goals and policies in the Element “play a pivotal role in zoning, subdivision and public works decisions” (OPR, 2003).

The 2013 Land Use Inventory surveyed existing uses and found that 10.9 percent of the acreage within the City (38.9 acres) was vacant, allowing for a variety of development opportunities. New development is needed to improve conditions in the City. The remainder acreage in the City is made up of: 33 percent residential; 27 percent open space; 13 percent public facilities; 8 percent commercial, retail, and services; 0.7 percent mixed-use; and less than 1 percent industrial.

Trend data and future projections indicate that population and related housing and employment growth can be accommodated; however, maintaining the small town pedestrian character in the agricultural setting and improving infrastructure, diverse economic opportunity, and public space are essential to the City residents’ well-being. The Land Use element sets goals and objectives that prioritize these factors through careful consideration of resident input.

7.2 Goals, Objectives, Policies, & Programs

Goal LU 1

A City surrounded by a thriving agricultural setting.

Objective LU 1.1

Minimize the loss of prime farmland in the San Juan Valley.

Policy LU 1.1.1

Give priority to agricultural uses in agricultural areas.

Program LU 1.1.1.1

Develop an accessible and well-organized Assessor's database that identifies preservation, conservation, and other opportunities in surrounding agricultural lands.

Program LU 1.1.1.2

Continue contracts under Williamson Act and support tax breaks for owners of recreational, forest, or agricultural lands that maintain the specified land use.

Program LU 1.1.1.3

Establish a minimum lot area of 35 acres for all lots in the agriculture designation to discourage unwanted fragmentation of farmland.

Program LU 1.1.1.4

Establish leasing as an alternative to creation of small farm parcels.

Objective LU 1.2

Preserve agricultural viewsheds.

Policy LU 1.2.1

Adopt guidelines for transferring developmental rights of agricultural lands necessary to prevent viewshed loss.

Program LU 1.2.1.1

Develop a viewshed ordinance.

Program LU 1.2.1.2

Identify and map all viewsheds along city entry roads.

Program LU 1.2.1.3

Identify and map all viewsheds from other culturally and tourist important spots such as the Mission.

Objective LU 1.3

Maintain the viability of local agricultural operations.

Policy LU 1.3.1

Reduce administrative complexity for activities related to agriculture.

Program LU 1.3.1.1

Facilitate location of farming industry facilities in nearby lands to promote the economic viability of agricultural operations.

Program LU 1.3.1.2

Establish a Farmer's Market as an outlet for local farming products.

Goal LU 2

A town with a balanced and diversified set of land uses

Objective LU 2.1

Increase the amount of commercial uses.

Policy LU 2.1.1

Improve infrastructure to facilitate the location and activity of businesses.

Program LU 2.1.1.1

Identify necessary sidewalk maintenance and improvement locations.

Program LU 2.1.1.2

Identify street surface maintenance and improvement locations.

Program LU 2.1.1.3

Measure existing utility capacity.

Program LU 2.1.1.4

Identify the extent to which existing utility capacity can accommodate future development.

Program LU 2.1.1.5

Conduct a parking assessment and prepare a study with an inventory.

Policy LU 2.1.2

Market San Juan Bautista and its commercial nodes.

Program LU 2.1.2.1

Solicit marketing firms to promote downtown interests.

Program LU 2.1.2.2

Solicit wayfinding/signage firms to create a wayfinding program for the downtown.

Program LU 2.1.2.3

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

Program LU 2.1.2.4

Bring historical downtown business owners together for a unified vision.

Policy LU 2.1.3

Encourage mixed-use and commercial developments along the corridor of Muckelemi Street, 3rd Street, and The Alameda.

Program LU 2.1.3.1

Adjust zoning ordinance and standards to facilitate mixed-use development.

Program LU 2.1.3.2

Allow for retail/commercial land use flexibility in mixed-use projects.

Program LU 2.1.3.3

Reduce parking requirements for mixed-use developments.

Objective LU 2.2

Retain and expand importance of tourism.

Policy LU 2.2.1

Identify and promote local tourist resources.

Program LU 2.2.1.1

Develop an accessible and well-organized Assessor's database that identifies all current tourist related land uses and resources.

Program LU 2.2.1.2

Prevent impacts/encroachments by incompatible land-uses.

Program LU 2.2.1.3

Ensure proper transitions and buffering between different land-uses.

Program LU 2.2.1.4

Revise the Zoning Ordinance and enact standards for development compatible with the context of tourist-relevant neighborhoods.

Program LU 2.2.1.5

Apply neighborhood conservation strategies such as code-enforcement and building rehabilitation.

Objective LU 2.3

Attract desired light industry to San Juan Bautista.

Policy LU 2.3.1

Develop a viable industrial land use program.

Program LU 2.3.1.1

Look at industrial land in the context of needs and demand at the county or regional level and consider regional effects of industrial land use decisions.

Program LU 2.3.1.2

Clearly define desired light industry and its needs.

Program LU 2.3.1.3

Map and maintain a thorough inventory and analysis of industrial land and the ability to meet current and projected industrial land needs.

Program LU 2.3.1.4

Provide land that is “project ready” for light industry by providing appropriate infrastructure, access, and attributes to existing industrial sites.

Program LU 2.3.1.5

Define and adopt strict criteria for “rezoning” that take into consideration all of the ancillary effects that change will bring to the community and its neighbors and guide local government staff to evaluate the merits of a conversion project.

Policy LU 2.3.2

Actively seek to attract light industrial companies.

Program LU 2.3.2.1

Identify and target industries for which the community has a comparative advantage.

Program LU 2.3.2.2

Pursue a marketing program to attract the desired tax-revenue generating light industry businesses.

Objective LU 2.4

Increase the amount of infill development in the City.

Policy LU 2.4.1

Facilitate vacant and other areas to accommodate new development.

Program LU 2.4.1.1

Identify and map land available for development or redevelopment.

Program LU 2.4.1.2

Target capital investments by the city (e.g. infrastructure, streetscape improvements, etc.) to support private investment and redevelopment.

Program LU 2.4.1.3

Pursue regulatory and investment strategies that change the mix of uses over time in areas with identified as future development sites.

Objective LU 2.5

Diversify housing stock to accommodate all San Juan Bautista residents.

Policy LU 2.5.1

Develop strategies to address the need for new housing as well as the need for rehabilitation and preservation of existing structures.

Program LU 2.5.1.1

Develop marketing materials to encourage private development and investment in housing.

Program LU 2.5.1.2

Maintain and rehabilitate housing units in the downtown area that allow the city to maintain affordable housing stock.

Program LU 2.5.1.3

Map, assemble, prepare, and market sites for new residential development.

Policy LU 2.5.2

Comprehensively revise zoning policies to expand and diversify the local supply of homes to meet the needs of a changing population, including older adults, couples without children, and people living alone.

Program LU 2.5.2.1

Expand the range of allowable housing types and areas in which they may be built without compromising local design standards, property values, or quality of life by allowing variable density and lot size in residential districts.

Program LU 2.5.2.2

Remove regulatory obstacles that have the effect of rendering various housing types uneconomical, such as unnecessarily onerous parking per residential unit or storm water management requirements.

Program LU 2.5.2.3

Consider ways to reduce the reliance on variances and expand "as of right" development opportunities that facilitate and ease the approval process and the total development costs.

Program LU 2.5.2.4

Allow and facilitate accessory dwelling units for a relative or for additional rental income.

Program LU 2.5.2.5

Encourage use of Transfer of Development Rights (TDR) to simultaneously promote protection of open space and sensitive natural areas and encourage development in areas that are underutilized or that can accommodate higher densities.

Program LU 2.5.2.6

Revise development standards in zoning districts to allow small single-family lots in all residential zones.

Objective LU 2.6

Match compatible uses throughout town.

Policy LU 2.6.1

Reduce conflicts between incompatible land uses.

Program LU 2.6.1.1

Introduce transitional uses or spaces between conflicting uses (e.g. multifamily between single family and commercial, park/open space areas, etc.).

Program LU 2.6.1.2

Establish standards in the Zoning Ordinance to reduce impacts of higher intensity uses (requirements for landscaping/buffering/screening, air quality, noise, odor, light, traffic, etc.).

Objective LU 2.7

Prohibit land uses for, or in support of, oil and gas exploration and development in order to:

- Preserve agricultural land and viewsheds;
- Protect groundwater supplies, air and water quality, and wildlife habitat;
- Expand tourism;
- Encourage desired industries; and
- Avoid incompatible land uses.

Policy LU 2.7.1

Prohibit development, construction, installation, or use of any facility or above ground equipment for, or in support of, oil or gas exploration or development on all lands within the City's boundaries.

Program LU 2.7.1.1

Adopt a zoning ordinance to conform the zoning code to Policy LU 2.7.1 and adopt Hillside Development regulations.

Program LU 2.7.1.2

Encourage the County of San Benito to regulate land use within the City's Sphere of Influence and Planning Area (or Area of Concern) Boundary consistent with Policy LU 2.7.1.

Goal LU 3

A compact small town with distinctive architecture.

Objective LU 3.1

Maintain current scale and architecture of buildings in existing neighborhoods including the historic downtown.

Policy LU 3.1.1

Promote zoning policies and standards that respect and maintain the small town character with inclusion of franchise businesses.

Program LU 3.1.1.1

Identify distinct neighborhoods and develop a form-based code ordinance that maintains local neighborhood features and guides future development.

Program LU 3.1.1.2

Establish a building height cap for all neighborhoods.

Program LU 3.1.1.3

Coordinate policies, public improvements, and beautification efforts with citizen groups, service groups, and organizations who are interested in promoting the current character of the community.

Objective LU 3.2

Allow land uses that regulate and control urban sprawl.

Policy LU 3.2.1

Implement land-use policies and regulations to promote smart growth.

Program LU 3.2.1.1

Develop urban growth boundaries to successfully control urban sprawl without restricting development to avoid home price increases.

Program LU 3.2.1.2

Encourage and support mixed-use developments to keep, work, housing, and commercial areas in close proximity.

Program LU 3.2.1.3

Create a green belt zone around the city to maintain the distinct boundaries and the small town feel and promote smart growth policies and Green City programs.

Program LU 3.2.1.4

Develop a fair and constructive amendment or appeal procedure.

Goal LU 4

A walkable, pedestrian friendly, and visually rich town.

Objective LU 4.1

Develop walkable and pedestrian friendly street programs and initiatives.

Policy LU 4.1.1

Design roadways and rights-of-way that safely accommodate both automotive and non-motorized vehicle users.

Program LU 4.1.1.1

Develop guidelines for mixed-use, high intensity nodes, and implement plan line maps to preserve and protect future corridor for all modes of non-motorized transportation.

Program LU 4.1.1.2

Develop, adopt, and implement a pedestrian master plan throughout the City that addresses the needs of all population segments including aging and special needs populations.

Program LU 4.1.1.3

Design streets so that children can walk to school.

Program LU 4.1.1.4

Use visual cues and road design elements to indicate pedestrian rights of way and minimize conflicts.

Program LU 4.1.1.5

Situate parking to enhance the pedestrian environment and facilitate access between destinations.

Program LU 4.1.1.6

Use trees and other green infrastructure to provide shelter, beauty, urban heat reduction, and separation from automobile traffic.

Program LU 4.1.1.7

Encourage safe pedestrian routes to transit.

Program LU 4.1.1.8

Develop walking awareness and promotion programs.

Program LU 4.1.1.9

Use modern technology to increase pedestrian way-finding and safety.

Policy LU 4.1.2

Identify and diversify land uses compatible with mixed-use land use patterns.

Program LU 4.1.2.1

Pursue regulatory and investment strategies that promote a healthy mix of uses (e.g., retail, residential, office, and public facilities).

Program LU 4.1.2.2

Promote redevelopment of underutilized properties to higher intensity uses.

Program LU 4.1.2.3

Encourage neighborhoods with walkable features such as compact development.

Program LU 4.1.2.4

Incorporate interconnected streets, comfortable sidewalks, narrow traffic lanes, and limited front setbacks in future specific plans, and adopt plan line maps to preserve and protect future corridor for development.

Program LU 4.1.2.5

Develop a form-based code that is flexible to diverse building types and mixed uses.

Objective LU 4.2

Develop a downtown that accommodates the needs of residents and visitors.

Policy LU 4.2.1

Devise and deliver service and infrastructure tactics which reflect local priorities.

Program LU 4.2.1.1

Design infrastructure that meets local priorities and enables improved and additional services and activities.

Program LU 4.2.1.2

Support local businesses for growth and development through targeted projects that respond to local priorities and generate job opportunities.

Program LU 4.2.1.3

Improve people's street or pathway connection to resources, services, activities, and each other.

Program LU 4.2.1.4

Improve community's involvement in local decision-making and volunteering that builds people's skills.

Program LU 4.2.1.5

Build or upgrade shared community facilities such as meeting places, public halls, and facilities supporting integration of organizations delivering services.

Program LU 4.2.1.6

Bring state of the art technology and internet access to the public library and other shared community facilities.

Program LU 4.2.1.7

Design pathway projects connecting communities and attracting visitors, such as Historic El Camino Real.

Policy LU 4.2.2

Address the needs of visitors and tourists.

Program LU 4.2.2.1

Design tourism infrastructure including visitor information center upgrades, interpretive signage, and facilities.

Program LU 4.2.2.2

Locate new hotels to minimize their adverse impacts on circulation, existing uses, and scale of development.

Program LU 4.2.2.3

Fund and locate a public restroom facility in the downtown area and where demand exists.

Program LU 4.2.2.4

Develop, in collaboration with the Strategic Plan Committee, a marketing and branding plan for the downtown and the city in general.

Program LU 4.2.2.5

Update the self-guided walking tours oriented to historical points of interest, architecture, shopping, or tourist destinations.

8 CIRCULATION

8.1 Introduction

The Circulation Element is a mandatory element of the General Plan according to Government Code §65302. According to State law, the element must address major roads, transportation routes, terminals, and other public facilities, services, and utilities. In addition, the State requires that the element plan for a balanced multimodal transportation network that accommodates all users and modes on the City's streets and highways. State law defines all users as "bicyclists, children, persons with disabilities, motorists, movers of commercial goods, pedestrians, users of public transportation, and seniors." A multimodal network has a critical impact on efficient traffic flow, social interaction, public health, safety, economic activity, and development patterns within the City. These networks allow users of all modes to be treated equally. Lastly, the Circulation Element must provide the basis for planning, designing, and building complete streets per the California Complete Streets Act (AB1358) of 2008.

Circulation is critical to a vibrant community. Due to how much circulation impacts physical development patterns, State law requires that the Land Use Element and Circulation Element correlate directly. For example, having compact, high density, and mixed-use development can better accommodate the implementation of the California Complete Streets Act and mass transit use. In contrast, allowing land uses to be separated from one another counters the efforts to develop complete streets and discourages the use of mass transit.

Municipalities are also required to address greenhouse gas emissions in the coordination between the Land Use Element and Circulation Element through SB375.

The following chapter presents the goals, objectives, policies, and programs developed to address the needs expressed by the community for an effective circulation system. By focusing on safety, convenience, access, and equity for all modes of travel, benefits such as maintaining compact and rural development patterns while creating an economically vibrant downtown could be realized.

8.2 Goals, Objectives, Policies, & Programs

Goal CI 1

Safe and convenient travel options for all means of travel.

Objective CI 1.1

Develop complete streets along major thoroughfares in San Juan Bautista and adopt plan line map to preserve and protect future routes and streets.

Policy CI 1.1.1

Implement Complete Streets policy per CA Complete Streets Act (AB 1358).

Program CI 1.1.1.1

Adapt Complete Streets Guidebook for local use.

Program CI 1.1.1.2

Convert The Alameda, 1st Street, 2nd Street, 3rd Street, 4th Street, Monterey Street, Lang Street, Muckelemi Street, San Juan Canyon Road, San Juan Highway, Old San Juan-Hollister Road, and Washington Street into complete streets.

Program CI 1.1.1.3

Develop and adopt plan line maps to preserve and protect corridor for the needs of all modes of motorized and non-motorized transportation.

Objective CI 1.2

Develop a complete and safe pedestrian network.

Policy CI 1.2.1

Maintain safe and functional pedestrian facilities for all users.

Program CI 1.2.1.1

Develop maintenance schedule for crosswalks, sidewalks, multi-use paths, and trails throughout town.

Program CI 1.2.1.2

Comply with American Disabilities Act of 1990 standards for sidewalk widths, grade, curbs, and corner ramps.

Program CI 1.2.1.3

Identify and prioritize unsafe roadway locations for redesign and rehabilitation.

Policy CI 1.2.2

Connected pedestrian facilities.

Program CI 1.2.2.1

Identify and prioritize gaps in the pedestrian network for infrastructure improvements.

Program CI 1.2.2.2

Develop funding plan to implement pedestrian infrastructure improvements.

Program CI 1.2.2.3:

Connect existing and future recreational trails to the City pedestrian network and to the restored Spring Lot Park near the old cement plant.

Objective CI 1.3

A complete and safe bicycle network.

Policy 1.3.1

Maintain safe and functional bicycle facilities for all users that meet or exceed minimum standards set forth in the California Highway Design Manual.

Program CI 1.3.1.1

Identify a bicycle infrastructure classification matrix and adopt plan line map for bicycle routes.

Program CI 1.3.1.2

Identify and prioritize gaps in the bicycle network for infrastructure improvements.

Program CI 1.3.1.3

Connect existing and future regional recreational trails to the City bicycle network.

Program CI 1.3.1.4

Distinguish main bike routes from automobile traffic, which may include techniques such as bicycle route striping, use of sharrows, use of multi-use paths, or methods that provide physical separation.

Goal CI 2

Convenient access in and around San Juan Bautista.

Objective CI 2.1

Establish a system for assessing accessibility in San Juan Bautista.

Policy CI 2.1.1

Adopt a multi-modal level of service along major thoroughfares.

Program CI 2.1.1.1

Calibrate multi-modal level of service model for San Juan Bautista.

Program CI 2.1.1.2

Establish a minimum multi-modal level of service for San Juan Bautista.

Policy CI 2.1.2

Increase safety at The Alameda and State Route 156 for all modes.

Program CI 2.1.2.1

Collaborate with Council of Governments (COG) and CAL TRANS to explore all options for improvements at The Alameda and State Route 156.

Objective CI 2.2

A convenient and centrally located public transit route.

Policy CI 2.2.1

Expand County transit service to improve access to neighboring cities.

Program 2.2.1.1

Establish a fixed route between San Juan Bautista and Hollister.

Program 2.2.1.2

Explore other mass transit options including bus rapid transit and light rail between San Juan Bautista and neighboring cities.

Program 2.2.1.3

Coordinate with the Council of Governments on the update of the Regional Transportation Plan and Short-Range Transit Plan.

Policy CI 2.2.2

Create reliable, regular, and convenient bus schedule every half hour and on the weekends.

Program 2.2.2.1

Improve frequency of service at the County Express bus stops.

Program 2.2.2.2

Add additional County Express bus stops near: (a) the intersection of Ahwahnee Street and San Juan Highway/1st Street, and (b) Windmill Market.

Policy CI 2.2.3

Provide equitable access to public transit and para-transit options.

Program 2.2.3.1

Identify and remove barriers to bus stop locations as well as transit boarding/alighting.

Program 2.2.3.2

Evaluate para-transit service and follow recommendations.

Objective CI 2.3

Provide adequate parking.

Policy CI 2.3.1

Develop a vehicle parking plan for Historic Downtown District.

Program CI 2.3.1.1

Identify available private parking that could be used for public parking during non-business hours.

Program CI 2.3.1.2

Develop a partnership with Diocese and State Parks to provide expanded visitor parking for the Mission and State Park facilities.

Program CI 2.3.1.3

Explore technological solutions for parking management.

Program CI 2.3.1.4

Assess feasibility of utilizing parking meters in highly desirable locations and peak demand locations.

Program CI 2.3.1.5

Explore residential parking permit plan.

Program CI 2.3.1.6

Develop parking management systems for large events.

Program CI 2.3.1.7

Promote electric car charging stations to encourage electric vehicle transportation.

Policy 2.3.2

Develop a bicycle parking plan.

Program CI 2.3.2.1

Expand minimum bicycle parking requirements for new development.

Program CI 2.3.2.2

Develop bicycle parking fund to expand bicycle parking in developed areas.

Objective CI 2.4

Help visitors navigate to, through, and locate destination in, the City.

Policy CI 2.4.1

Incorporate a wayfinding signage system in the City.

Program CI 2.4.1.1

Create way-finding plan aided by modern technology.

Program CI 2.4.1.2

Develop a wayfinding fund to install and maintain adequate signage.

Program CI 2.4.1.3

Construct gateway monuments using the City's adopted marketing/branding plan at the three entrances to the City to facilitate wayfinding.

9 HOUSING

9.1 Introduction

San Juan Bautista's population projection is 2,105 by the year 2035. Based on this projection, San Juan Bautista would need 167 more housing units by 2035, but the Regional Housing Needs Allocation mandates a 3 percent increase of housing units for its projections. Based on the 3 percent housing unit increase, 450 more housing units would be needed by 2035. The Housing Element provides goals, objectives, policies, and programs to provide a safe, adequate, and affordable housing stock for the City of San Juan Bautista. The City faces the challenge of addressing long-term housing needs to provide an adequate supply of housing while acknowledging the surrounding geography, lack of vacant parcels, and maintaining the quaint and historic atmosphere that makes San Juan Bautista so attractive.

9.2 Goals, Objectives, Policies, & Programs

Goal HO 1

An adequate housing supply that meets San Juan Bautista's needs.

Objective HO 1.1

Accommodate at least 450 additional housing units by 2035 to fulfill Regional Housing Needs Assessment housing unit projections as mandated by the San Benito Council of Governments.

Policy HO 1.1.1

Promote new housing production in targeted growth areas.

Program HO 1.1.1.1

Pursue State, Federal, and other funding sources for housing assistance.

Program HO 1.1.1.2

Coordinate with appropriate departments to ensure that adequate infrastructure, public facilities, water, and services are available or in place to support the development of new housing.

Program HO 1.1.1.3

Periodically revise and modernize Title 11, Zoning Ordinance, of the San Juan Bautista Municipal Code, to achieve community-wide objectives.

Objective HO 1.2

Maintain and improve the existing housing inventory.

Policy HO 1.2.1

Refurbish and re-occupy under-utilized, out-of-date, and vacant homes to enhance the City’s housing stock.

Program HO 1.2.1.1

Pursue appropriate funds from State, Federal, and other sources that promote infill and revitalization.

Program HO 1.2.1.2

Streamline the permit process for the acquisition, rehabilitation, and maintenance of older residential buildings.

Program HO 1.2.1.3

Preserve the existing stock of affordable housing by updating City regulations and including regulations like Municipal Code 11-09-400 (Inclusionary Housing Reservation requirements).

Program HO 1.2.1.4

Invest in public infrastructure in order to revitalize residential neighborhoods.

Policy HO 1.2.2

Renovate poor quality housing.

Program HO 1.2.2.1

Pursue funding to increase housing quality code enforcement.

Program HO 1.2.2.2

Encourage homeowners and landlords to maintain properties in sound condition through the City’s residential rehabilitation assistance programs and code enforcement efforts.

Policy HO 1.2.3

Keep the population well informed on housing resources and housing options.

Program HO 1.2.3.1

Provide the public with a list of organizations and funding sources that financially assist with housing renovations and retrofits.

Goal HO 2

Affordable housing for all demographic and income groups.

Objective HO 2.1

Accommodate 112 additional affordable housing units by 2035, including 45 affordable rental units and 67 affordable owner-occupied units.

Policy HO 2.1.1

Reduce constraints on new affordable housing development.

Program HO 2.1.1.1

Permit secondary units, while educating the public about secondary units as an opportunity to provide additional affordable housing.

Program HO 2.1.1.2

Periodically review City regulations, ordinances, departmental processing procedures, and residential fees related to rehabilitation and/or construction to assess their impact on housing costs and revise if costs are excessive.

Program HO 2.1.1.3

Provide development incentives for affordable housing, such as reductions in minimum parking requirements, density bonuses, and minimum lot sizes for single family residential districts.

Policy HO 2.1.2

Protect the stock of permanently affordable housing for renters and owners.

Program HO 2.1.2.1

Continue to support rental assistance programs for lower-income households.

Objective HO 2.2

Accommodate new market rate housing units as housing needs arise.

Policy HO 2.2.1

Allow sufficient land and housing density to accommodate market-rate housing growth targets and develop regulations that allow smaller size residential lots.

Program HO 2.2.1.1

Concentrate market-rate housing along North of 3rd Street and Muckelemi Street.

Objective HO 2.3

Equitable housing options for all demographics and special need groups within the community.

Policy HO 2.3.1

Accommodate the needs of special needs groups, such as farm workers, seniors, people with disabilities, and low-income people.

Program HO 2.3.1.1

Include special needs housing in key development areas with access to amenities and services.

Program HO 2.3.1.2

Identify suitable sites for farmworker housing.

Program HO 2.3.1.3

Allow farmworker housing in agriculturally zoned area through discretionary review, such as conditional use permits (CUP).

Program HO 2.3.1.4

From the affordable housing projection, 12% should be allotted to farmworker housing.

Objective HO 2.4

Ensure housing access for all persons.

Policy HO 2.4.1

Comply with state and federal laws and regulations regarding equal opportunity housing.

Program HO 2.4.1.1

Provide housing regardless of race, religion, sex, marital status, family type, ancestry, national origin, color, or other protected status.

Goal HO 3

Respect for the character of San Juan Bautista.

Objective HO 3.1

Promote housing that fits with the City's architectural character.

Policy HO 3.1.1

Encourage design guidelines that uphold the City's architectural character.

Program HO 3.1.1.1

Encourage new development to meet the City's design guidelines.

Objective HO 3.2

Preserve the City's friendly, small town character.

Policy HO 3.2.1

Create pedestrian friendly streetscapes with design elements.

Program HO 3.2.1.1

Design and implement walkable neighborhoods with sidewalks, crosswalks, and front porches.

Program HO 3.2.1.2

Increase streetlights and street trees throughout the City and in new development.

Program HO 3.2.1.3

Protect trees and other natural features that create a sense of place.

Objective HO 3.3

Provide a variety of housing types that reflect the character of the City.

Policy HO 3.3.1

Allow for medium- and high-density housing in the downtown core.

Program HO 3.3.1.1

Provide small lot size for single-family housing within walking distance of downtown.

Policy HO 3.3.2

In appropriate locations, allow for the development of multi-generational housing.

Program HO 3.3.2.1

Encourage inclusion of multi-generational housing in the redeveloped and infill lots of growth areas.

Goal HO 4

Smart housing development.

Objective HO 4.1

Develop growth boundaries and control housing growth.

Policy HO 4.1.1

Achieve a desirable jobs-to-housing balance.

Program HO 4.1.1.1

Attract housing that is appropriate for income levels of workers.

Policy HO 4.1.2

Increase the number of housing units within the Mixed-Use zoning district.

Program HO 4.1.2.1

Adopt an ordinance with incentives for housing developments in the Mixed-Use District through the use of regulatory mechanisms such as, but not limited to, density bonuses, development fee waivers, or expedited permitting.

Policy HO 4.1.3

Prioritize infill housing development.

Program HO 4.1.3.1

Develop vacant housing lots and redevelop housing in poor condition to accommodate higher densities.

Policy HO 4.1.4

Coordinate housing growth and the protection of open space.

Program HO 4.1.4.1

Maintain an Urban Growth Boundary to promote new growth in desirable areas and protect prime agricultural lands and viewsheds.

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10 CONSERVATION

10.1 Introduction

The Conservation Element is a mandatory element of the General Plan as stated in the California Government Code Section 65302(d). This element provides direction for the protection, management, and utilization of natural resources. The conservation element addresses San Juan Bautista's soil and mineral resources, biological resources, water supply and quality, air quality, and energy and greenhouse gas emissions.

The following section outlines the goals, objectives, policies, and programs the City can implement to protect natural resources and improve the environmental quality within San Juan Bautista.

10.2 Goals, Objectives, Policies, & Programs

Goal CO 1

Growth and development balanced with environmental quality.

Objective CO 1.1

Promote growth and development in balance with environmental quality.

Policy CO 1.1.1

Discourage conversion of prime agricultural land into non-agricultural uses.

Program CO 1.1.1.1

Create development standards for land zoned agricultural.

Program CO 1.1.1.2

Monitor compliance with agricultural land development standards.

Program CO 1.1.1.3

Monitor lands under Williamson Act contract and ensure compatible development on adjacent lands.

Policy CO 1.1.2

Require new development to comply with the City's Dark Sky Ordinance.

Objective CO 1.2

Minimize the effects of urbanization on natural resources.

Policy CO 1.2.1

All proposed development will strongly consider environmental impacts.

Program CO 1.2.1.1

Maintain strong oversight of CEQA impact mitigation monitoring plans.

Program CO 1.2.1.2

When developing vacant parcels, protect environmentally sensitive areas through clustered development.

Policy CO 1.2.2

Promote infill and redevelopment in urbanized areas in order to prevent urban sprawl.

Program CO 1.2.2.1

Underutilized or vacant lands should be given priority for development.

Objective CO 1.3

Provide non-polluting forms of transportation.

Policy CO 1.3.1

Promote walkable and bikeable communities.

Program CO 1.3.1.1

Establish requirements for sidewalk and bike path connectivity in new development.

Objective CO 1.4

Balance consumption, conservation, and growth in future development.

Goal CO 2

Clean Air and Water for residents and visitors.

Objective CO 2.1

Protect the quality of surface and groundwater resources.

Policy CO 2.1.1

Improve groundwater quality by maintaining high potable water quality standards.

Program CO 2.1.1.1

Finish and implement plans for a ‘pellet plant’ that will treat water in central location before it is delivered to customers.

Objective CO 2.2

Protect and improve local air quality.

Policy CO 2.2.1

Reduce air pollution emissions from local sources.

Program CO 2.2.1.1

Develop best management practices for reducing dust generation from agricultural operations.

Program CO 2.2.1.2

Set standards for idling buses near the mission.

Policy CO 2.2.2

Mitigate negative impacts from agricultural lands on surrounding uses.

Program CO 2.2.2.1

Use best management practices to reduce dust generation from local agricultural sources.

Program CO 2.2.2.1

Promote compatible land uses near agricultural zoned properties.

Goal CO 3

Efficient use of energy and natural resources.

Objective CO 3.1

Increase the utilization of local clean energy.

Policy CO 3.1.1

Encourage and increase the use of solar energy.

Program CO 3.1.1.1

Streamline the permitting process and minimize permit fees for solar panels in new development.

Program CO 3.1.1.2

Aggregate and publicize state and federal incentives for solar panel installation.

Program CO 3.1.1.3

Encourage the inclusion of solar panels in local construction during the design review process.

Program CO 3.1.1.4

Install solar panels on local government buildings.

Objective CO 3.2

Practice sustainable water resource management.

Policy CO 3.2.1

Integrate water efficiency into local government operations and policies.

Program CO 3.2.1.1

Provide resources for water efficient landscaping and fixtures in new developments.

Program CO 3.2.1.2

Retrofit municipal landscapes with water-efficient planting.

Program CO 3.2.1.3

Monitor municipal water use and develop water conservation goals.

Program CO 3.2.1.4

Retrofit municipal facilities with water efficient fixtures and appliances.

Program CO 3.2.1.5

Retrofit municipal facilities to utilize reclaimed water in landscaping.

Program CO 3.2.1.6

Install purple pipe infrastructure at future municipal facilities and parks to facilitate the use of reclaimed water for irrigation.

Program CO 3.2.1.7

Require new subdivisions and commercial development to utilize sustainability measures for capture and storage of rainwater for such appropriate uses as irrigation of public open space areas, parks, and lawns.

Objective CO 3.3

Conform to the energy conservation goals outlined in the Energy Action Strategies Report.

Policy CO 3.3.1

Lead by example by improving energy efficiency in local government operations and facilities.

Program CO 3.3.1.1

Implement energy efficiency upgrades in local government buildings.

Policy CO 3.3.2

Inform the public about city-wide energy use and energy efficiency goals.

Program CO 3.3.2.1

Regularly monitor city-wide energy use and include results in local government reporting.

Program CO 3.3.2.2

Partner with local utilities to promote and expand energy efficiency programs to local residents, businesses, and contractors.

Goal CO 4

Protection of wildlife, habitat, air quality, and water resources.

Objective CO 4.1

Protect all state and federally listed special-status species and their critical habitat.

Policy CO 4.1.1

Comply with federal and state laws regarding the protection of special-status species and habitat, as defined by US Fish and Wildlife Service.

Program CO 4.1.1.1

Provide a list of local native plant species for landscaping in order to prevent the introduction of invasive species.

Program CO 4.1.1.2

Establish tree protection guidelines.

Objective CO 4.2

Meet all state and federal Clean Air Act regulations.

Policy CO 4.2.1

The City will continue to comply with standards for state and federal air quality, and come into attainment with state ozone, PM10, and CO requirements.

Objective CO 4.3

Contribute to state greenhouse gas emission reduction goals as established by Assembly Bill 32, and Senate Bill 375.

Policy CO 4.3.1

Target local and regional strategies to reduce greenhouse gas emissions.

Program CO 4.3.1.1

Expand the energy action strategy to include greenhouse gas emission reductions.

Objective CO 4.4

Meet state mandated per capita water consumption goals established in Senate Bill X7-7.

Policy CO 4.4.1

Inform the public about city-wide water use and water conservation goals.

Program CO 4.4.1.1

Incorporate information on current water use, water conservation goals, and ways to reduce water use with water bills for residents and businesses.

Program CO 4.4.1.2

Regularly monitor city-wide water use and include results in local government reporting.

Program CO 4.4.1.3

Work with the Water Resource Association of San Benito County and the State Water Resources Control Board to promote and expand water conservation programs to local residents and businesses.

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11 OPEN SPACE

11.1 Introduction

The Open Space Element contains information on three different categories of open space: active open space for recreation, passive open space for recreation and the management of natural and historical resources, and open space for agriculture.

In San Juan Bautista, active open space for recreation and parks includes two City parks: Abbe Park and Verutti Park, totaling 2.3 acres. This is equivalent to 1.4 acres per 1,000 people, which is below the common 3 to 5 acres per 1,000 people County standard. An additional 9.4 acres of sporting fields and recreational space provided by San Juan Elementary School supplements the City parkland. The San Juan Bautista Historic Park has a plaza with over 1 acre of lawn, which can be used as active open space for recreation.

Passive open space is for recreation and the management of natural and historic resources, including scenic resources and historical sites. The City Library provides approximately .5 acres of passive open space for recreation. Sections of both City parks are dedicated to picnicking. The Original El Camino Real Road and the path next to Old Mission San Juan Bautista provide a minimal trail network within the City. Scenic places in the City are identified as City parks, scenic vistas from the cemetery, and scenic viewsheds from downtown providing “glimpses” of the surrounding hillsides. Historical sites that have passive open space are identified as Mission San Juan Bautista and San Juan Bautista Historic Park, which provide amenities such as historic programs and picnic areas.

There is over 160 acres of agricultural land in and around San Juan Bautista. San Juan Bautista’s vast agricultural landscape provides residents and visitors with open space and pleasant views. The rich soils of the San Juan Valley produce a plethora of fruits and vegetables, creating not only pleasant aesthetics, but also economic values. Most agricultural land interfaces with wilderness areas outside the city limit to the south and north, and consists of hills, vegetation, and wildlife habitats.

In the Preferred Growth Scenario, park and open space improvements are proposed, as well as redevelopment proposals across all City parks. Additionally, a linear park is proposed adjacent to the Mission Farm RV Park and Old San Juan Road, which will take advantage of an existing drainage way and underpass below SR 156. From the underpass, the linear park and new multi-use path may extend northwest to The Alameda at Pearce St and south to a new park located between Mission Vineyard Road and San Juan Canyon Road. This park would provide areas of recreation as well as walking and bicycle paths. The linear park and multi-use path may continue to the trailhead of the Juan Bautista de Anza National Historic Trail creating a connection between the City and a National trail that extends from Mexico to San Francisco.

The Preferred Growth Scenario promotes preservation of open space land, ensuring open space remains to act as a buffer for safety and to protect scenic views of agriculture and hillsides. Concentrating

development in the four key areas of the Preferred Growth Scenario encourages open space maintenance and expansion. This development proposal enables agricultural land to be preserved and protects urban areas from natural hazards.

11.2 Goals, Objectives, Policies, & Programs

Goal OS 1

Adequate structure of parks and open space.

Objective OS 1.1

Protect and expand parks and open space.

Policy OS 1.1.1

Increase parks and open space to meet County and National standards.

Program OS 1.1.1.1

Establish pockets parks or City parks to create an equal distribution throughout the City.

Program OS 1.1.1.2

Create an Open Space Overlay District in the Zoning Ordinance to protect and preserve open space land.

Program OS 1.1.1.3

Encourage and support development of recreational facilities to meet County standards of 3 acres of recreation area per 1,000 persons.

Program OS 1.1.1.4

Develop an incentive program that encourages development to provide open space beyond minimum requirements.

Policy OS 1.1.2

Designate parkland consistent with the adopted standards through development review and capital improvement programming.

Program OS 1.1.2.1

Require developments of 20 units or more to incorporate park and recreational space in the development agreement or pay in-lieu fees.

Policy OS 1.1.3

Research and apply for grant funding opportunities and conservation easements in order to expand parks and open space according to community needs.

Program OS 1.1.3.1

Acquire funding for non-motorized trail projects.

Program 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.

Program OS 1.1.3.3

Acquire funding for acquisition of land or improvements to increase public access to recreational opportunities.

Program OS 1.1.3.4

Encourage the acquisition of land in critical conservation areas, design appropriate conservation easements to protect natural features, and sell the land to individuals who agree to the terms of the protective conservation easement.

Objective OS 1.2

Maintain an attractive system of parks and open space.

Policy OS 1.2.1

Cooperation between the City, State Parks, and Church to keep the City's parks and facilities cared for and open to all users.

Program OS 1.2.1.1

Establish agreements between the City, State Parks, and Church for shared responsibility for maintaining and operating parks and open space in a Parks Maintenance Plan.

Policy OS 1.2.2

Collaborate with non-profit groups, local companies, and other organizations to maintain parks and open space in and surrounding the City.

Program OS 1.2.2.1

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

Policy OS 1.2.3

Monitor park and recreational facility maintenance through a collective effort.

Program OS 1.2.3.1

Develop volunteer based programs for park maintenance with neighborhood participation.

Objective OS 1.3

Provide amenities for all ages and capabilities.

Policy OS 1.3.1

City parks and open space will be accessible and suitable for underprivileged populations.

Program OS 1.3.1.1

Create recreational programs and opportunities for elderly populations.

Program OS 1.3.1.2

Provide open space and recreational activities for teens and youth.

Program OS 1.3.1.3

Prioritize funding for parks and recreation facilities serving underserved neighborhoods.

Objective OS 1.4

Generate frequent use of public open spaces.

Policy OS 1.4.1

Promote community events in parks and open spaces for the health of the community.

Program OS 1.4.1.1

Utilize Abbe Park for festivals and cultural events.

Program OS 1.4.1.2

Open community access to the Orchard lot for event and daily use.

Policy OS 1.4.2

Promote the role of public safety in open space and recreational facilities.

Program OS 1.4.2.1

Create efficient active and passive lighting in parks and open spaces.

Program OS 1.4.2.2

Evaluate existing parks and open space for design and safety improvements.

Program OS 1.4.2.3

Ensure safety and accessibility for all through well-designed and maintained parks and open spaces

Program OS 1.4.2.4

Establish open space, parks, and trails with signage and street crossings for safety and access.

GOAL OS 2

A comprehensive and connected parkland system.

Objective OS 2.1

Create non-motorized transportation pathways to all parks and open spaces.

Policy OS 2.1.1

Enhance connectivity with walkways, bikeways, and scenic routes or trails.

Program OS 2.1.1.1

Implement additional bike and pedestrians paths along the El Camino Real to connect regional facilities.

Program OS 2.1.1.2

Implement linear parks along drainage easements for increased open space and connections.

Program OS 2.1.1.3

Enhance the El Camino Real Trail and re-establish the interpretive earthquake walk.

Program OS 2.1.1.3

Provide a city-wide network of bike and pedestrian paths consistent with the Transportation Element.

Program OS 2.1.1.4

Include bikeway and trail implementation as part of transportation impact fees.

Policy OS 2.1.2

Provide amenities for path, trail, and bikeway users.

Program OS 2.1.2.1

Work with local agencies to provide funding sources for the enhancement of services provided.

Program OS 2.1.2.2

Require new developments to provide easements, dedications, or improvements contributing to the local trail and path network if necessary.

Objective OS 2.2

Provide accessibility to all City parks and open space.

Policy OS 2.2.1

Every resident should be within a 1-mile radius of at least one City Park.

Program OS 2.2.1.1

Work with transit agencies to revise routes and pursue funding options for increased transit access.

Objective OS 2.3

Coordinate development of the parks, trails, and recreation facilities with regional planning.

Policy OS 2.3.1

Establish a trail system with regional connections to other cities and counties.

Program OS 2.3.1.1

Create and implement a citywide trails master plan consistent with existing and proposed easements, dedications, right of ways, open space, and conservation areas.

Program OS 2.3.1.2

Connect the City and the Juan Bautista de Anza National Historic Trail with trail system.

Policy OS 2.3.2

Cooperate with regional agencies to provide joint-park, recreation, and open space when possible.

Program OS 2.3.2.1

Conduct joint events and programs with other jurisdictions in local parks and open space facilities.

GOAL OS 3

Preserve environmental resources.

Objective OS 3.1

Identify and protect scenic viewsheds from roadsides, parks, and other areas.

Policy OS 3.1.1

Maximize viewsheds through purchase, easements, and zoning.

Program OS 3.1.1.1

Establish design guidelines and review that limit the impact of development on scenic vistas and viewsheds.

Policy OS 3.1.2

Protect scenic resources from development obstruction.

Program OS 3.1.2.1

Assess and identify scenic views and viewsheds.

Program OS 3.1.2.2

Minimize obstruction of scenic resources with development standards for areas providing access to views and viewsheds.

Program OS 3.1.2.3

Use design review for development on hillsides and within scenic corridors to protect hillsides and ridgelines.

Program OS 3.1.2.4

Create and implement mitigation for new development that may have significant impact on the City by obstructing access to visual resources.

Program OS 3.1.2.5

Require all new electric and communication facilities be placed underground when feasible.

Objective OS 3.2

Maintain the City's historic and cultural parks and open space.

Policy OS 3.2.1

Support heritage values of parks and open space with historic and cultural significance.

Program OS 3.2.1.1

Implement historic preservation plans for parks and open spaces.

Program OS 3.2.1.2

Build awareness and community support of historical and cultural sites with public events and publications in local newspapers.

Program OS 3.2.1.3

Educate the public regarding laws, codes, and ordinances forbidding the collection of items associated with archeological, historical, and paleontological sites.

Program OS 3.2.1.4

Identify and work towards the preservation of significant historic and cultural lands.

Objective OS 3.3

Protect sensitive environmental areas, species, and watersheds in and surrounding the City.

Policy OS 3.3.1

Increase protection for such sensitive areas such as wetlands, floodplains, seismic hazards, steep slopes, wildlife habitat areas, and unique geological formations.

Program OS 3.3.1.1

Separate wildlife habitat areas as protected open space.

Program OS 3.3.1.2

Create educational programs for the preservation of open space for residents and visitors, such as brochures, way finding signs, and information kiosks.

Policy OS 3.3.2

Protect native species.

Program OS 3.3.2.1

Partner with local agencies and land trusts to secure open space lands to preserve native species and their habitat.

Program OS 3.3.2.2

Develop and design parks and open space with efficient water, energy, and chemical use to preserve the natural landscape.

Program OS 3.3.2.3

Encourage landscaping of parks, open space, and scenic corridors with native plants and grasses to reestablish the natural landscape.

Policy OS 3.3.3

Integrate open space planning into the City's planning review process.

Program OS 3.3.3.1

Identify, preserve, and restore buffers between developed or agricultural areas with natural areas, stream corridors, wetlands, and other open spaces.

Program OS 3.3.3.2

Prevent new housing from encroaching on protected open space, including natural area, habitat corridors, waterways, and wetlands through conservation and efficient design using infill and clustered development.

Policy OS 3.3.4

Promote outdoor recreation in school curriculum.

Program OS 3.3.4.1

Create activity centers at parks and open space.

Program OS 3.3.4.2

Coordinate public events consistent with the Health Element to increase public health goals.

GOAL OS 4

Preserve prime farmland with viable local agricultural operations.

Objective OS 4.1

Avoid or mitigate loss of prime farmland soils and conserve non-prime agricultural uses.

Policy OS 4.1.1

Promote City-centered and contiguous smart growth.

Program OS 4.1.1.1

Keep existing water resources for agricultural activities.

Program OS 4.1.1.2

Encourage development in suitable areas with Transfers of Development Rights.

Policy OS 4.1.2

Avoid fragmentation or development of Agriculture parcels, specifically those with prime soils.

Program OS 4.1.2.1

Identify parcels with prime soils and reclassify as Agriculture Preserve (AP).

Program OS 4.1.2.2

Avoid leapfrogging of parcels in agricultural use that could result in parcels being widowed.

Program OS 4.1.2.3

Discourage subdivision of parcels in agricultural production. Minimum parcel size should be 20 acres and 40 acres for non-irrigated land.

Program OS 4.1.2.4

Develop, adopt, and maintain an agricultural mitigation program that requires project applicants to preserve farmland of an equal or greater value being converted at a 1:1 ratio.

Objective OS 4.2

Maintain and expand long-term agricultural preservation programs.

Policy OS 4.2.1

Encourage conservation easement enrollment opportunities.

Program OS 4.2.1.1

Enroll 100 percent of all eligible parcels for the Williamson Act.

Program OS 4.2.1.2

Explore feasibility of City-sponsored program to acquire conservation easements for properties ineligible for Williamson Act.

Programs OS 4.2.1.3

Provide facilitation, support, and subsidies if needed for applications to establish agricultural preserves.

Programs OS 4.2.1.4

Identify other local governments and organizations involved in conservation easements and create partnerships.

Program OS 4.2.1.5

Encourage lot mergers of neighboring parcels to increase properties that meet Williamson Act standards and eligibility or joint conservation easement purchases.

Policy OS 4.2.2

Encourage smaller parcels to remain in agricultural production by establishing small- scale uses and specialty crop and animal cultivation.

Program OS 4.2.2.1

Require applications seeking the subdivision of agriculturally- zoned parcels to demonstrate the continued viability of lots less than 40 acres for commercial agriculture operations.

Objective OS 4.3

Support a robust agricultural economy.

Policy OS 4.3.1

Allow agricultural support uses to locate near areas of agricultural production.

Program OS 4.3.1.1

Permit agricultural support uses in the Zoning Ordinance to locate in agricultural and industrial areas and on the urban fringe.

Program OS 4.3.1.2

Permit only agriculture-related uses in areas designated Agriculture, uses associated with the growing and/or production of agricultural products.

Policy OS 4.3.2

Expand and encourage agricultural production.

Program OS 4.3.2.1

Create the San Juan Bautista Farmer’s Market.

Program OS 4.3.2.2

Promote agritourism with farm events, showcases, and tours.

Program OS 4.3.2.3

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

Program OS 4.3.2.4

Encourage agricultural support services such as trucking, warehousing, and distribution centers in suitable locations.

Program OS 4.3.2.5

Encourage visitor serving uses in Agriculture areas, including but not limiting to wine tasting rooms, hotels, and bed and breakfast inns, without conflicting with production activities.

Program OS 4.3.2.6

Create and facilitate opportunities to promote and market agricultural industry products grown or produced in the City or County.

Policy OS 4.3.3

Promote the coexistence of agriculture and urban land uses.

Program OS 4.3.3.1

Create a Right-to-Farm Ordinance.

Program OS 4.3.3.2

Establish a minimum 200 ft. buffer zone between new urban residential developments and existing commercial agricultural operations where feasible.

Policy OS 4.3.4

Encourage sustainable agricultural production.

Program OS 4.3.4.1

Support existing agricultural operations and encourage diversification, including organic, value-added, small-scale, sustainable, and community-supported agricultural practices.

Program OS 4.3.4.2

Encourage and support agricultural operations utilizing sustainable practices, including soil, water, and energy conservation.

Program OS 4.3.4.3

Encourage and promote agricultural operations using low-impact or organic practices.

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12 NOISE

12.1 Introduction

The Noise Element is a required element in a General Plan. The State requires local governments to identify and quantify community noise levels expressed in a weighted scale such as Community Noise Equivalent Levels (CNEL) or day-night average levels (Ldn). The measured noise levels must be used in the General Plan as a guide to future land use decisions, implementation measures for noise control, and policies to aid in limiting the community's exposure to noise. The Noise Element must coordinate with the Land Use, Circulation, and Housing Elements as a guide to inform and prevent public exposure to excessive noise.

Noise is defined as unwanted sound. A Noise Element must include: (1) an analysis of noise levels and the extent of noise exposure through noise measurement or modeling, and (2) noise standards to be used for land use planning.

In 2013, the main sources of noise in San Juan Bautista come from traffic, including trucks, on State Route 156, and motorcycle and other vehicle activity on The Alameda/3rd Street. Future development plans should avoid placing noise sensitive land uses near these noise sources. Noise mitigation measures can be used for appropriate new developments that are subjected to noise levels greater than the allowable level. San Juan Bautista is known for its quiet and quaint environment, and through proper land use decisions and noise policies can retain the distinct identity.

12.2 Goals, Objectives, Policies, & Programs

Goal N 1

Quiet Neighborhoods.

Objective N 1.1

Separate noise sensitive land uses from land uses that traditionally produce high levels of noise.

Policy N 1.1.1

San Juan Bautista shall avoid placing noise generators near sensitive land uses such as the Mission, churches, schools, cemeteries, and health centers.

Program N 1.1.1.1

Protect noise sensitive land uses through the use of discretionary review procedures such as conditional use permits.

Objective N 1.2

Minimize noise impact of traffic along State Route 156.

Policy N 1.2.1

All interior noise levels for new development will be no greater than 45 dB and all exterior noise levels will be mitigated to a normally acceptable noise level as displayed in Table 12.1.

Table 12.1 Proposed Land Use Changes by 2035

Land Use Category	Community Noise Exposure L _{dn} or CNEL, dB					
	55	60	65	70	75	80
Residential - Low Density Single Family, Duplex, Mobile Homes	Normally Acceptable		Conditionally Acceptable		Clearly Unacceptable	
Residential - Multi-Family	Normally Acceptable		Conditionally Acceptable		Clearly Unacceptable	
Transient Lodging - Motels, Hotels	Normally Acceptable		Conditionally Acceptable		Clearly Unacceptable	
Schools, Libraries, Churches, Hospitals, Nursing Homes	Normally Acceptable		Conditionally Acceptable		Clearly Unacceptable	
Auditoriums, Concert Halls, Amphitheaters	Normally Acceptable		Conditionally Acceptable		Clearly Unacceptable	
Sports Arena, Outdoor Spectator Sports	Normally Acceptable		Conditionally Acceptable		Clearly Unacceptable	
Playgrounds, Neighborhood Parks	Normally Acceptable		Conditionally Acceptable		Clearly Unacceptable	
Golf Courses, Riding Stables, Water Recreation, Cemeteries	Normally Acceptable		Conditionally Acceptable		Clearly Unacceptable	
Office Buildings, Business Commercial and Professional	Normally Acceptable		Conditionally Acceptable		Clearly Unacceptable	
Industrial, Manufacturing, Utilities, Agriculture	Normally Acceptable		Conditionally Acceptable		Clearly Unacceptable	

INTERPRETATION:

Normally Acceptable
Specified land use is satisfactory, based upon the assumption that any buildings involved are of normal conventional construction, without any special noise insulation requirements.

Conditionally Acceptable
New construction or development should be undertaken only after a detailed analysis of the noise reduction requirements is made and needed noise insulation features included in the design. Conventional construction, but with closed windows and fresh air supply systems or air conditioning will normally suffice.

Normally Unacceptable
New construction or development should generally be discouraged. If new construction or development does proceed, a detailed analysis of the noise reduction requirements must be made and needed noise insulation features included in the design.

Clearly Unacceptable
New construction or development should generally not be undertaken.

Governor's Office of Planning and Research, General Plan Guidelines, Appendix C

Program N 1.2.1.1

Require new development along State Route 156 to mitigate noise impacts to the acceptable range shown in Table 9.1.

Program N 1.2.1.2

Work with Caltrans to limit noise and traffic impacts to maximize benefits of State Route 156 widening project to serve the community's commercial sector and local mobility.

Program N 1.2.1.3

Implement traffic calming devices on State Route 156 and City streets to slow traffic speeds.

Objective N 1.3

Minimize impact of traffic noise along The Alameda/3rd Street.

Policy N 1.3.1

Adopt regulations that limit public exposure to noise from motorcycles and other vehicles.

Program N 1.3.1.1

Adopt a noise ordinance that designates appropriate hours for motorcycles to limit excessive noise at nighttime and daytime hours.

Program N 1.3.1.2

Designate free motorcycle parking at the edge of town to limit community exposure to excessive noise generated by motorcycles. Add signage and ordinance prohibiting excessive revving of motorcycle engines within City limits.

Program N 1.3.1.3

Introduce metered parking in the downtown.

Program N 1.3.1.4

Implement traffic calming devices on City streets to slow traffic speeds.

Objective N 1.4

Reduce noise impacts of construction activity and other temporary noise sources.

Policy N 1.4.1

Adopt regulations that limit construction activity to daylight hours.

Program N 1.4.1.1

Require restrictions on hours of construction activity when issuing construction permits.

Policy N 1.4.2

Adopt regulations that require advance notice of major events to the public.

Program N 1.4.2.1

Require noise permits for events that may result in excessive noise.

13 PUBLIC SAFETY

13.1 Introduction

The Public Safety Element is a required element in any general plan in the State of California. In the Public Safety Element, the General Plan addresses the protection of humans and property from natural and man-made hazards. At a minimum, the Public Safety Element must address seismic, geologic, fire, and flood hazards as required under California Government Code 65302(g). The Public Safety Element for San Juan Bautista goes beyond the minimum requirements and includes the safety concerns of crime and hazardous materials.

The greatest risks facing San Juan Bautista are from seismic activities associated with the San Andreas Fault and from wildfire. This Chapter provides goals, objectives, policies, and programs that help to prevent and mitigate these two major safety concerns. Other hazards of lesser risk are also addressed in this Chapter to formulate an all-encompassing safety approach. The application of prevention and mitigation measures that address each hazard can reduce the impact on property, health, and safety.

San Juan Bautista will be guided by a development approach that leaves it safe from earthquakes and other geologic hazards, flood related hazards, urban and wildfire, contamination from hazardous materials, and crime. Additionally, San Juan Bautista will be a community that is exceptionally prepared for emergency situations and disasters.

13.2 Goals, Objectives, Policies, & Programs

Goal PS 1

A Community safe from earthquakes and other geologic hazards

Objective PS 1.1

Reduce the risk of loss of life and damage to property resulting from earthquake.

Policy PS 1.1.1

Enforce the California Building Code and California Alquist-Priolo Earthquake Fault Zoning Act on all new construction projects and building renovations.

Program PS 1.1.1.1

Maintain local development review procedures to ensure that new building development and existing building improvements are consistent with the California Building Code and California Alquist-Priolo Earthquake Fault Zoning Act.

Policy PS 1.1.2

Encourage the upgrading of buildings to protect against future loss of life and damage to property in the event of an earthquake.

Program PS 1.1.2.1

Determine buildings in need of upgrading or retrofitting within City boundaries and provide notice to owners about proactive measures that can limit loss of life and damage to property in the event of an earthquake.

Objective PS 1.2

Develop robust infrastructure that is resilient to geologic hazards.

Policy PS 1.2.1

Maintain infrastructure design and construction standards that ensure that public and private facilities are constructed to accommodate fault creep, soils with high shrink-swell potential, and other local geologic conditions.

Program PS 1.2.1.1

Maintain local development review procedures on all infrastructure projects to ensure that they are not built on high-risk geologic areas.

Program PS 1.2.1.2

Require soils reports and geologic investigations in instances where development may be exposed to substantial seismic hazards, including ground shaking, liquefaction, surface rupture, and land sliding.

Goal PS 2

A Community safe from flood related hazards.

Objective PS 2.1

Discourage any new construction or development in areas located in the 100 year flood plain unless reasonable mitigation is incorporated.

Policy PS 2.1.1

Discourage urban development in the 100-year flood plain and keep such land for the use of recreational, agricultural, and open space purposes.

Program PS 2.1.1.1

Maintain local development review procedures to ensure that new building developments mitigate within the FEMA designated 100-year flood zone.

Policy PS 2.1.2

Although discouraged, when no alternative sites exists, development in the 100-year flood plain must comply with all applicable state and federal standards relating to flooding.

Objective PS 2.2

Prepare residents and businesses currently located in flood plain for flood emergency.

Policy PS 2.2.1

Support and explore flood control measures, including culvert expansions, bush snagging, and stormwater management strategies without damaging local ecosystems.

Program PS 2.2.1.1

Implement strategies to reduce impacts of flooding, particularly along the San Juan Creek and the Salinas Grade tributary.

Program PS 2.2.1.2

Maintain existing program with the CA Conservation Corp, local landowners, and San Benito County to clear streams of debris, vegetation, and illegal structures to allow for stormwater flows.

Goal PS 3

A Community safe from urban and wildland fire hazards.

Objective PS 3.1

Reduce the risk of damage from wildland fires.

Policy PS 3.1.1

Promote the use of defensible space in order to reduce the risk of structure fires.

Program PS 3.1.1.1

Require landowners to abide by defensible space standards provided by the California Department of Forestry and Fire Protection.

Program PS 3.1.1.2

Require new development along wild lands to have built in fire breaks.

Program PS 3.1.1.3

Require easements to buffer new development from wild lands.

Program PS 3.1.1.4

Collaborate with the San Benito Fire Safe Council, San Juan Bautista Fire Department, and the California Department of Forestry and Fire Protection to develop and implement an effective and environmentally-sound weed abatement program and utilize the California Department of Forestry and Fire Protection defensible space standards and recommendations.

Policy PS 3.1.2

All public roads in high fire hazard areas should have fire breaks on both sides.

Program PS 3.1.2.1

Create fire breaks along all public roads in high fire hazard areas.

Objective PS 3.2

Strengthen firefighting capabilities.

Policy PS 3.2.1

Coordinate with the California Department of Forestry and Fire Protection.

Program PS 3.2.1.1

Maintain mutual aid agreements with the California Department of Forestry and Fire Protection for wild land fire protection.

Policy PS 3.2.2

Maintain adequate access for firefighting and other emergency vehicles to all parts of the City.

Program PS 3.2.2.1

Require minimum Fire Department accessibility to all developments and develop a reserve firefighter program to supplement fire protection in the City.

Program PS 3.2.2.2

Coordinate with San Juan Bautista Fire Department (under contract with City of Hollister Fire Department), San Benito County Fire Department (under contract with City of Hollister Fire Department), and California Department of Forestry and Fire on review of new development projects.

Goal PS 4

A Community free of contamination by hazardous materials.

Objective PS 4.1

Reduce the number of hazardous sites by 2035.

Policy PS 4.1.1

Provide development incentives for property owners with contaminated sites.

Program PS 4.1.1.1

Expedite permitting and reduce fees for property owners with contaminated sites wanting to remove the contamination.

Objective PS 4.2

Protect public health from the hazards associated with the transportation, storage, and disposal of hazardous waste.

Policy PS 4.2.1

Maintain separation between residential areas and hazardous materials.

Program PS 4.2.1.1

Develop residential uses in areas that have not experienced hazardous material contamination if other feasible locations are available.

Program PS 4.2.1.2

Require zoning and environmental review procedures that ensure development around potentially hazardous sites occurs with minimal future risks to health, life, and property.

Program PS 4.2.1.3

Require soil sampling for development on those sites where past activities, including application of agricultural chemicals, may have led to soil contamination.

Goal PS 5

A Community that maintains a low crime rate and is generally regarded as safe and protected.

Objective PS 5.1

Improve emergency response times.

Policy PS 5.1.1

The City should to work on reducing response time with all corresponding agencies.

Program PS 5.1.1.1

Investigate and adopt specific strategies to improve current response times.

Objective PS 5.2

Adopt multiple approaches to crime prevention and response.

Policy PS 5.2.1

Review development proposals for their demand for police and implement mitigating measures.

Program PS 5.2.1.1

Implement mitigation measures, such as levying of police impact fees, if warranted.

Program PS 5.2.1.2

Determine areas in need of high attention from law enforcement by monitoring uses and sites that attract criminal activity and establishing records of incidences for targeted police patrol.

Program PS 5.2.1.3

Continue to support neighborhood watch groups and establish community meetings at least once a year to share information with residents.

Objective PS 5.3

Address and reduce illegal drug activity.

Policy PS 5.3.1

Coordinate police, health, and social service resources to address local drug problems.

Program PS 5.3.1.1

Facilitate communication between local agencies that address drug related issues.

Program PS 5.3.1.2

Create a comprehensive plan to address current and future drug use.

Program PS 5.3.1.3

Work with local organizations to provide sufficient drug rehabilitation services and facilities.

Program PS 5.3.1.4

Participate in the Regional Gang Task Force.

Goal PS 6

A Community that is exceptionally prepared for emergency situations and disasters.

Objective PS 6.1

Ensure a coordinated emergency response effort.

Policy PS 6.1.1

The City should to work on reducing response time with all corresponding agencies.

Program PS 6.1.1.1

Develop a City wide Emergency response plan.

Program PS 6.1.1.2

Ensure that the emergency response plan includes procedures for collection and storage of emergency needed provisions such as water, food, and medical supplies.

Program PS 6.1.1.3

Participate as an active member of the San Benito County Office of Emergency Services Collaborative.

Policy PS 6.1.2

Establish city evacuation location(s) and provide all residents with information on their specific location(s) with established routes.

Program PS 6.1.2.1

Educate all residents on emergency procedures and evacuation routes through community drills.

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14 ECONOMIC DEVELOPMENT

14.1 Introduction

California state law does not mandate the implementation of an Economic Development Element as a necessary chapter within the General Plan; therefore, the element is considered an optional element. California Government Code Section 65303 states that a city or county may adopt “any elements or address any other subject, which, in the judgment of the legislative body relate to the physical development of the county or city.” If a city or county adopts an optional element, the element must be internally consistent with all other elements of the General Plan (Government Code Section 65300.5)

The Economic Development Element is essential in the development of San Juan Bautista, employment, and business growth opportunities. This element seeks to create a vibrant, robust, and diversified economy that maintains the character of San Juan Bautista while developing and creating new economic opportunities.

By the year 2035, San Juan Bautista is set to grow to 2,105 residents with the need for 790 total jobs. Because of the increase, there will be a growing demand to allocate necessary space for commercial, light industrial, and environmentally sustainable businesses that will promote and attract employers to the City. To help facilitate economic development, San Juan Bautista has prioritized development in areas such as the Historic Downtown and south of SR 156.

The Economic Development Element can help guide the City into a sustainable and economically stable future. The strategy would attract and incentivize new businesses, create employment opportunities for local workers, increase commercial opportunities, and make the City an environmentally sustainable area.

By implementing the Economic Development Element, the City demonstrates the importance of supporting a variety of businesses and economic opportunities that will provide for the anticipated population growth of San Juan Bautista. The goals, objectives, policies, and programs of the Economic Development Element are intended to create economic growth suitable for San Juan Bautista while creating a vibrant, robust, and diversified local economy.

14.2 Goals, Objectives, Policies, & Programs

Goal ED 1

A vibrant, robust, and diversified local economy.

Objective ED 1.1

Increase employment opportunities for residents.

Policy ED 1.1.1

Attract industries appropriate for the skill level of employable residents.

Program ED 1.1.1.1

Streamline permitting for light industrial.

Policy ED 1.1.2

Expand the overall skill levels of residents with access to regional job training resources.

Program ED 1.1.2.1

Partner with Gavilan College to increase remote learning opportunities.

Objective ED 1.2

Increase the number of locally-serving businesses.

Policy ED 1.2.1

Remove regulatory barriers to locating locally-serving businesses in the City.

Program ED 1.2.1.1

Remove regulatory barriers for formula businesses that provide locally needed goods and services.

Objective ED 1.3

Actively participate in the regional economy.

Policy ED 1.3.1

Maintain partnerships with regional economic development organizations.

Program ED 1.3.1.1

Coordinate with regional economic development organizations to prepare an Economic Development Strategy to be updated every five years.

Objective ED 1.4

Support environmentally sustainable businesses.

Policy ED 1.4.1

Prioritize the development of ecotourism.

Program ED 1.4.1.1

Provide infrastructure needed to facilitate the development of ecotourism.

Policy ED 1.4.2

Encourage existing business facilities to utilize sustainable technologies.

Program ED 1.4.2.1

Educate businesses on the benefits of sustainability.

Program ED 1.4.2.1

Require businesses to adopt sustainable practices.

Goal ED 2

A supportive and nurturing business climate that addresses all of the services and needs of the community.

Objective ED 2.1

Provide economic development assistance for business growth and expansion.

Policy ED 2.1.1

Attract and retain new businesses.

Program ED 2.1.1.1

Streamline permitting for new businesses.

Policy ED 2.1.2

Create a Chamber of Commerce.

Program ED 2.1.2.1

Organize key business stakeholders within the community.

Goal ED 3

A premier tourist destination.

Objective ED 3.1

Promote San Juan Bautista as an authentic historic California town.

Policy ED 3.1.1

Prioritize economic activities that utilize the City’s historic character and charm.

Program ED 3.1.1.1

Develop a marketing campaign that promotes the City’s historic image. Seek the aid of a professional whose remuneration is tied to the success of the program.

Program ED 3.1.1.2

Support arts tourism activities such as Art Walks and ‘Alive after Five’ on first Fridays or second Saturdays and other activities for the arts.

Objective ED 3.2

Provide enhanced tourist services and amenities.

Policy ED 3.2.1

Permit infill development along the historic 3rd Street and The Alameda.

Program ED 3.2.1.1

Streamline permitting fees along the historic 3rd Street and The Alameda.

Policy ED 3.2.2

Foster an environment of coordination among the City’s key stakeholders.

Program ED 3.2.2.1

Organize a coordination meeting between representatives from the Archdiocese, the Parks Department, and the City by 2015.

Program ED 3.2.2.2

Establish a wayfinding system to identify the location of the City to motorists on SR 156, U.S. Highway 101, and the San Juan Highway, as well as locations of importance within the City.

Goal ED 4

A sound agricultural sector as a source of employment and economic growth.

Objective ED 4.1

Expand the processing of agricultural products.

Policy ED 4.1.1

Adopt a Zoning Ordinance to guide the processing of agricultural products.

Program ED 4.1.1.1

Zone areas for agricultural processing.

Policy ED 4.1.2

Attract and retain agricultural support businesses.

Program ED 4.1.2.1

Streamline permitting and processing fees for agricultural support businesses.

Objective ED 4.2

Preserve open space within City limits.

Policy ED 4.2.1

Protect prime agricultural lands by encouraging infill and contiguous outward development.

Program ED 4.2.1.1

Identify prime agricultural lands that are compatible with the Williamson Act program and educate property owners on the merits of the program.

Policy ED 4.2.2

If development of prime agricultural land is to occur, the City should require Transfer Development Credits (TDR) where possible.

Program ED 4.2.2.1

Create a discretionary review process for development of prime agricultural properties.

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15 PUBLIC FACILITIES & SERVICES

15.1 Introduction

Public facilities and services are the backbone of a city and essential to its continued operation and development. Quality of life in San Juan Bautista is dependent upon the quality of schools, fire protection, and police protection. Community health and environmental quality are dependent upon essential infrastructure components such as the drinking water distribution system and the storm and wastewater collection facilities. While the State does not mandate that general plans have a separate public facilities element, the topics covered under this component are essential to planning for San Juan Bautista's future.

The goal of the Public Facilities and Services Element is to ensure that facilities and service standards in San Juan Bautista are adequate and that future community needs are planned for and met. Analysis of the components included in this element provides the policy basis to guide short-term documents, such as the capital improvement program and the annual capital budget.

The specific topics in this chapter include: infrastructure for water supply, storm water, and wastewater; recycling and solid waste disposal services; police services; fire services; school facilities; and library facilities. The California Governor's Office of Planning and Research guidelines suggest that the public facilities element should cover these topics.

The goals, objectives, policies, and programs outlined in the Public Facilities and Services Element are in accordance with federal, state, and local standards and reflect the community input gathered from multiple community meetings. They address the need to provide adequate community services and utilities, accommodate population growth, and ensure a high quality of life for residents of San Juan Bautista.

15.2 Goals, Objectives, Policies, & Programs

Goal PF 1

A community with high quality water and sewer services provided in the most efficient, cost effective, and environmentally sound manner.

Objective PF 1.1

Improve the quality of water, water treatment facilities, and water services for residents and businesses.

Policy PF 1.1.1

Maintain land uses around City wells that minimize the risk of groundwater contamination. When private development occurs around a City well, require the provision of a replacement well if the development could potentially have an adverse impact on well water quality.

Policy PF 1.1.2

Improve potable water quality and groundwater quality by treating water to a higher standard before delivery to residents and businesses.

Program PF 1.1.2.1

Finish and implement plans for a 'pellet plant' that will treat water in a central location before it is delivered to customers.

Program PF 1.1.2.2

Promote and incentivize the removal of home water softeners once water quality goals are met to reduce the salinity of wastewater.

Program PF 1.1.2.3

Produce an annual report to the City Council on water quality. Use this information to determine whether the City is meeting state water quality standards.

Objective PF 1.2

Manage groundwater resources to maintain a secure water supply for residents and businesses.

Policy PF 1.2.1

Maintain adequate water capacity for residents and businesses. New development should only be permitted when water services can be provided without threatening the level of service to the rest of the city.

Policy PF 1.2.2

Allow private water wells within the sphere of influence only where the City cannot feasibly provide public water service or where an established water system, such as the one serving San Juan School, has been determined adequate by the City Engineer. In the former case, the use of private wells should be discontinued when City water service becomes available.

Policy PF 1.2.3

Provide extensions of City potable water service only to properties within the designated sphere of influence. Do not extend service or sell capacity to development on agricultural or open space lands outside the City's Urban Growth Boundary.

Program PF 1.2.3.1

Produce an annual report to the City Council on water capacity and actual use. Use this information to determine where and when capital improvements are needed.

Objective PF 1.3

Improve the quality of sewer treatment facilities and services for residents and businesses.

Policy PF 1.3.1

Allow individual septic systems within the sphere of influence only where the City cannot feasibly provide sewer service and where the County Health Department has determined that sufficient area and soil conditions exist for a septic tank leach field or other accepted method of effluent disposal. In such cases, the use of septic systems should be discontinued when City sewer service becomes available within 600 feet of the property.

Policy PF 1.3.2

Provide extensions of City sewer service only to properties within the designated sphere of influence. Do not extend service to development on agricultural or open space lands outside the City's sphere of influence.

Program PF 1.3.2.1

Produce an annual report to the City Council on sewer capacity and actual use. Use this information to determine where and when capital improvements are needed.

Program PF 1.3.2.2

As part of the City's Capital Improvements Program, reduce infiltration and inflow problems at the City's wastewater treatment plant by improving the trunk line leading from the collection system into the wastewater plant. Undertake other capital improvements as determined necessary by the plant operator and City Engineer.

Program PF 1.3.2.3

Develop a plan for the long-term expansion or relocation of the City's wastewater treatment plant, or begin planning a second facility.

Goal PF 2

A community safe from the risks of flooding.

Objective PF 2.1

Protect the community from risks associated with flooding.

Policy PF 2.1.1

Promote the orderly and efficient expansion of the storm drainage system to meet existing and projected needs.

Policy PF 2.1.2

Require drainage improvements for new development in order to mitigate both on-site and off-site drainage impacts attributable to that development.

Policy PF 2.1.3

Allow urban development south of San Juan-Hollister Road (SR-156) only after a storm drainage and flood control master plan for the area has been developed.

Program PF 2.1.3.1

Work with potential project developers to fund a flood control master plan.

Program PF 2.1.3.2

Complete the planned storm water channel from Mission Vineyard Road to the SR-156 Bridge and the 60" pipe connecting the West Fork Creek across The Alameda/Salinas Hwy and along Mission Vineyard Road 700ft to the planned channel.

Policy PF 2.1.4

Prohibit the illegal construction of buildings, roads, driveways, levees, and ditches, which impede the flow of stormwater and cause drainage problems on adjacent properties and roads.

Program PF 2.1.4.1

As part of the City's Capital Improvements Program (under PF 8.1.2.1), identify projects to correct storm drainage problems on City streets, including those at the following locations (not listed in priority order):

- Washington Street at 3rd Street and 4th Street intersections
- 7th Street between Washington and Polk
- Franklin Circle (south end of Franklin Street)
- The Alameda between SR 156 and San Juan-Hollister Road
- 3rd Street between Tualami Street and Jefferson
- The Alameda between Pearce and Franklin
- Lang Court lift station to connect to The Alameda

Goal PF 3

A community with adequate waste handling and disposal facilities.

Objective PF 3.1

Continue innovative strategies for efficient and cost-effective waste collection, disposal, transfer, and processing.

Policy PF 3.1.1

Investigate and identify alternatives to standard disposal practices as cost-effective and environmentally-sound technologies become available.

Policy PF 3.1.2

All new development should establish that solid waste disposal and recycling resources are sufficient to accommodate new demand, and where sufficient capacity does not exist, provide additional facilities to accept additional demand.

Program PF 3.1.2.1

Condition approval of new development projects on the availability of adequate solid waste collection, disposal, and diversion/recycling resources to serve the new development.

Program PF 3.1.2.2

Require new development to include on-site recycling facilities and an ongoing regular program of pickup and disposal from the site. For residential developments, recycling and solid waste disposal facilities and pickup schedules shall be aligned to simplify use for residents.

Program PF 3.1.2.3

Subject new commercial and industrial development to impact fee assessment or development conditions sufficient to address unique characteristics of solid waste generated by the development.

Goal PF 4

A community that generates a minimal quantity of solid waste.

Objective PF 4.1

Divert the maximum amount of materials from disposal.

Policy PF 4.1.1

Promote the reduction, reuse, and recycling of solid waste.

Program PF 4.1.1.1

Establish composting programs for residential, commercial, agricultural activities.

Program PF 4.1.1.2

Develop a recycling community outreach and education program to increase awareness and diversion rates.

Policy PF 4.1.2

Businesses and industries should reduce the use of non-biodegradable and non-recyclable materials.

Program PF 4.1.2.1

Increase voluntary participation of businesses in the Monterey Bay Area Green Building Program.

Policy PF 4.1.3

Construction sites should provide for the reuse, recycling, or salvage of construction materials.

Goal PF 5

A safe, peaceful, and orderly community with adequate police and fire protection.

Objective 5.1

Seek the most efficient and cost-effective arrangement for providing local law enforcement services. Consider re-establishing a local Police Department only if warranted by future City growth and if financially feasible.

Policy PF 5.1.1

Adopt, monitor, and maintain average response times based on time standards for police response times.

Policy PF 5.1.2

Monitor how development patterns affects average police response time goals and facility needs.

Policy PF 5.1.3

Support community policing programs and other measures to improve law enforcement efficiency.

Program PF 5.1.3.1

Promote education and awareness for youth to discourage drug use and gang activity.

Objective PF 5.2

Seek the most efficient and cost-effective arrangement for providing local fire protection services. Consider expanding the Fire Department only if warranted by future City growth and if financially feasible.

Policy PF 5.2.1

Adopt, monitor, and maintain average response times based on time standards for fire response times.

Policy PF 5.2.2

Monitor how development patterns affect average and fire response time goals and facility needs.

Policy PF 5.2.3

Require water distribution systems in new development areas to use minimum 8-inch piping and to meet minimum fire flow standards of 1,000 gallons per minute.

Goal PF 6

High-quality educational services and facilities.

Objective PF 6.1

Improve the quality and availability of educational services and facilities.

Policy PF 6.1.1

Coordinate with the Aromas-San Juan Unified School District and San Benito County to improve K-12 education services and facilities.

Program PF 6.1.1.1

Support and facilitate efforts by the Aromas-San Juan Unified School District to enhance and expand its educational facilities.

Program PF 6.1.1.2

Work collaboratively with the Aromas-San Juan Unified School District to collect development fees and explore measures that will provide adequate school capacity as new development is approved.

Program PF 6.1.1.3

Work collaboratively with the Aromas-San Juan Unified School District early in the planning process to ensure that their input is included in major land use or policy decisions, including changes to local development fees.

Program PF 6.1.1.4

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

Program PF 6.1.1.5

Provide safe transportation for students between Anzar High School and the City.

Objective PF 6.2

Provide language and educational services for non-English speakers.

Policy PF 6.2.1

Establish after-school programs using the Aromas-San Juan Unified School District school facilities.

Policy PF 6.2.2

Establish English as a Second Language (ESL) classes using Aromas-San Juan Unified School District facilities or the San Juan Bautista Library.

Objective PF 6.3

Expand the availability of adult education and vocational training.

Policy PF 6.3.1

Support the expansion of public library services to keep pace with population growth and changes in information technology.

Program PF 6.3.1.1

Acquire adequate funding to maintain existing levels of service and support information technology upgrades at the San Juan Bautista Library.

Program PF 6.3.1.2

Coordinate with the San Juan Bautista Library to acquire funding to pay for web server service fees in order to establish an online book catalog.

Goal PF 7

A positive and healthy environment for the community's youth.

Objective PF 7.1

Develop youth services in both public and private sectors including recreational programs, after-school programs, and job-training programs.

Policy PF 7.1.1

Coordinate with San Benito County, Gabilan College, the Aromas-San Juan School District, and the San Juan Bautista Library to deliver programs that provide social, economic, health, and life-enrichment skills.

Program PF 7.1.1.1

Establish a youth commission for the purpose of representing and reporting on youth activities.

Program PF 7.1.1.2

Engage youth with Mission docents regarding historic preservation and archeology.

Policy PF 7.1.2

Include youth representation on local boards and committees.

Program PF 7.1.2.1

Establish programs and opportunities for youth to attend community meetings and participate in community service organizations (for the service learning component) at Anzar High School.

Policy PF 7.1.3

Expand inter-generational involvement in local activities.

Program PF 7.1.3.1

Establish mentoring programs and opportunities for children and seniors to work together.

Program PF 7.1.3.2

Integrate the visual and performing arts into recreational activities for youth, families, and seniors.

Program PF 7.1.3.3

Establish a community center for families, seniors, and youth.

Program PF 7.1.3.4

Establish a work-study program for youth as a pathway to career development.

Goal PF 8

A community that provides high quality infrastructure and services with minimal financial burden on residents and businesses.

Objective PF 8.1

Distribute the costs of infrastructure projects and public services equitably to minimize the economic impacts on the community.

Policy PF 8.1.1

Require impact fees and assessment districts to fund infrastructure projects.

Program PF 8.1.1.1

Use development impact fees to offset the cost of extending or upgrading infrastructure to new development.

Program PF 8.1.1.2

Use voter-approved assessment districts to develop roads, water, sewer, drainage, and other infrastructure improvements in areas planned for urban uses during the time frame of this General Plan.

Policy PF 8.1.2

Ensure that sewer and water monthly user fees are adequate to cover City operating costs.

Program PF 8.1.2.1

Prepare and adopt a five-year capital improvement program (CIP). The CIP should be updated and reviewed for consistency with the General Plan on an annual basis.

Program PF 8.1.2.2

Regularly apply for Community Development Block Grants and other state and federal funding sources to improve local infrastructure and provide services.

Goal PF 9

Effective City government.

Objective PF 9.1

Create a community with an effective government and high community participation.

Policy PF 9.1.1

Increase City interaction with community members.

Program PF 9.1.1.1

Develop a city sponsored volunteer program.

Program PF 9.1.1.2

Develop procedural manuals, provide ongoing training, and establish annual strategic plan review by Council.

Program PF 9.1.1.3

Train City personnel to act as Public Information Officers, utilizing water bill announcements, kiosks, bulletin boards, website re-design, articles in local papers, and newsletters to connect the public with local government.

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16 HISTORIC PRESERVATION & COMMUNITY DESIGN

16.1 Introduction

The Historic Preservation and Community Design Element of the General Plan provides a strong basis for articulating community considerations for the protection and utilization of the City's historic resources. The Community Design component of this element aims to communicate the community's sense of place and refers to the unique character and features of the City's built environment and natural landscape, which make it unique, special, and different from other cities. This element is also developed closely with the more prescriptive Land Use, Circulation, and Economic Development elements of the General Plan. Implementation of the following goals, objectives, policies, and programs can help the community both celebrate its historic resources and accommodate growth while preserving the community's small town character and valued agricultural lands.

16.2 Goals, Objectives, Policies, & Programs

Goal HPCD 1

Celebrated local Historic resources.

Objective HPCD 1.1

Enhance, maintain, and preserve the integrity of local historic resources.

Policy HPCD 1.1.1

Prioritize recognition of historic resources that contribute to the City's sense of place and history.

Program HPCD 1.1.1.1

Submit nominations for qualified buildings to the National Register of Historic Places (NRHP).

Program HPCD 1.1.1.2

Implement recommendations in the City's 2006 Historical Resources Inventory.

Program HPCD 1.1.1.3

Design and install gateway welcome signs for the three growth corridors: Muckelemi St., 3rd St., and the Alameda that highlight the City’s historic character and local architecture.

Policy HPCD 1.1.2

Review projects in the Historical District in accordance with established guidelines of the San Juan Bautista Municipal Code.

Program HPCD 1.1.2.1

Establish guidelines to distinguish which projects need review by the City planning staff, the Planning Commission, or the Historic Resources Board.

Program HPCD 1.1.2.2

Establish levels of environmental documentation for both major and minor rehabilitation and renovation projects.

Objective HPCD 1.2

Maximize Historic preservation efforts in the City.

Policy HPCD 1.2.1

Support the financial feasibility of historic property ownership.

Program HPCD 1.2.1.1

Support prioritization of the City’s historic resources through communication within the community.

Program HPCD 1.2.1.2

Utilize available federal, state, and private funding through listing eligible properties with the National Register.

Program HPCD 1.2.1.3

Work with the California State Office of Historic Preservation and the County Assessor to activate a Mills Act Property Tax Abatement Program.

Policy HPCD 1.2.2

Support fundraising opportunities for historical property owners.

Program HPCD 1.2.2.1

Develop a signage plan to advertise heritage tourism.

Program HPCD 1.2.2.2

Develop heritage tourism activities.

Policy HPCD 1.2.3

Adopt the Secretary of the Interior’s standards for the treatment and definition of historic properties.

Program HPCD 1.2.3.1

Update inventory of local historic resources in the city every 10 years.

Goal HPCD 2

A city with a historic sense of place.

Objective HPCD 2.1

Retain the architectural heritage of San Juan Bautista.

Policy HPCD 2.1.1

New development should respect the historical scale and style of development.

Program HPCD 2.1.1.1

Preserve such traditional site features as variations in lot sizes, setbacks, and landscaping.

Program HPCD 2.1.1.2

Allow for a variety of traditional building styles in new residential development consistent with the diverse architectural heritage of San Juan Bautista’s homes.

Policy HPCD 2.1.2

Promote energy efficient retro-fits and upgrades to historic buildings.

Program HPCD 2.1.2.1

Develop design guidelines for solar panel installation on historic properties.

Program HPCD 2.1.2.2

Develop policies and programs with the State Historic Preservation Office to streamline energy efficient upgrades of listed historic properties.

Program HPCD 2.1.2.3

Publicize cost-saving benefits of energy efficient buildings.

Objective HPCD 2.2

Retention of small town character.

Policy HPCD 2.2.1

Promote a walkable community.

Program HPCD 2.2.1.1

Develop a complete streets network to connect new development to activity centers.

Program HPCD 2.2.1.2

Connect sidewalks with shade trees in new development to the complete streets network.

Objective HPCD 2.3

Preserve surrounding agricultural and open space lands.

Policy HPCD 2.3.1

The City would prioritize compact mixed-use development.

Program HPCD 2.3.1.1

Develop underutilized or vacant lands within the City core.

Program HPCD 2.3.1.2

Utilize the City's "Design Guidelines" document to streamline the review process for infill development within and adjacent to historic districts

Program HPCD 2.3.1.3

Provide density bonuses for mixed-use development.

Program HPCD 2.3.1.4

Retrofit historical buildings to enable intensified use.

Goal HPCD 3

Celebrated art resources.

Objective HPCD 3.1

Create a community that is supportive of the arts.

Policy HPCD 3.1.1

Promote Cultural Heritage and Arts tourism.

Program HPCD 3.1.1.1

Support Art Walks and 'Alive after Five' events on the first Friday or second Saturday of each month.

Program HPCD 3.1.1.2

Encourage galleries and artisan businesses in the Main Street corridor.

Program HPCD 3.1.1.3

Coordinate live performances, music, and theatre in restaurants, centers, and outdoor parks, and provide storage and electricity for these endeavors.

Program HPCD 3.1.1.4

Change land use in warehouses area for artist/performer studio space.

Program HPCD 3.1.1.5

Develop public arts program for trails and complete streets.

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17 HEALTH

17.1 Introduction

The Health Element identifies measures of physical and mental wellness in San Juan Bautista. The element addresses adequate access to recreation and open space, healthy foods, medical services, public transit and safe active transportation, quality housing, economic opportunities as well as safe neighborhoods and public spaces, and environmental quality. A proportion of San Juan Bautista residents suffer from such chronic diseases such as: diabetes, congestive heart failure, asthma, emphysema, chronic obstructive pulmonary disease, and bronchitis. Vulnerable populations may include: low-income individuals and families, medically underserved populations, individuals with chronic conditions, minority groups, and the youth and elderly. Elderly health issues are a rising concern as the City's aging population is projected to grow. With a growing senior population, access to transportation, health care, and recreation will become increasingly important.

The purpose of the Health Element's goals, objectives, policies, and programs is to address the health issues and challenges of the City. The City's health goals are influenced by all other elements in order to provide a comprehensive health plan.

The Preferred Growth Scenario has many effects on, and implications for, community health. Proposed changes to land use, circulation flows, housing development, and the improvement of recreational amenities provide opportunities for active living, higher accessibility to social gathering areas, and make use of San Juan Bautista's walkable size. These changes will improve environmental health and elevate the quality of life of residents.

17.2 Goals, Objectives, Policies, & Programs

Goal HE 1

Awareness of the importance of healthy living.

Objective HE 1.1

Create awareness and education programs about the benefits of healthy and active lifestyles.

Policy HE 1.1.1

Promote programs to address mental and physical health.

Program HE 1.1.1.1

Work with the County Health Officer and the County Health Department to organize health education and awareness campaigns.

Program HE 1.1.1.2

Establish informational sessions on substance abuse and mental or emotional health that are accessible for the entire community.

Program HE 1.1.1.3

Partner with local business communities, school districts, and community organizations to develop health and active lifestyle awareness.

Policy HE 1.1.2

Focus on health education programs for vulnerable populations such as the elderly, youth, and low-income groups.

Program HE 1.1.2.1

Increase family support and preventative services such as lifestyle or behavioral coaching assistance.

Objective HE 1.2

Create educational programs and materials regarding food assistance programs.

Policy HE 1.2.1

Connect low-income households and people experiencing homelessness to food-assistance programs such as WIC, SNAP, and local food banks.

Program HE 1.2.1.1

Facilitate informational workshops with school districts, community services agencies, and healthcare providers on assistance programs.

Objective HE 1.3

Develop a reporting and monitoring system for health indicators.

Policy HE 1.3.1

Partner with the San Benito County Public Health Department and major healthcare facilities to develop a citywide health report card.

Goal HE 2

Accessible healthcare services and programs.

Objective HE 2.1

Increase access to healthcare facilities.

Policy HE 2.1.1

Improve service connections to healthcare facilities with public transportation options.

Program HE 2.1.1.1

Support existing transit services.

Program HE 2.1.1.2

Provide non-emergency medical transportation for the community, specifically for seniors.

Program HE 2.1.1.3

Promote coordination among local health systems and entities.

Policy HE 2.1.2

Increase access for underserved populations.

Program HE 2.1.2.1

Continue and expand the Mobile Health Clinic.

Program HE 2.1.2.2

Provide education and opportunities for healthcare benefits for low income children, adults, and families.

Objective HE 2.2

Increase access to healthy food options.

Policy HE 2.2.1

Promote the availability of fresh fruit and produce, as well as healthy dining options.

Program HE 2.2.1.1

Create the San Juan Bautista Farmer’s Market.

Program HE 2.2.1.2

Establish community gardens and food cooperatives.

Program HE 2.2.1.3

Provide transit opportunities to fresh produce markets and grocery stores.

Program HE 2.2.1.4

Encourage fee-free incentives for local growers to participate at the farmer’s market.

Program HE 2.2.1.5

Permit convenience stores to carry fresh produce in compliance with health department regulations.

Program HE 2.2.1.6

Develop a Healthy Food Store Incentives Program

Program HE 2.2.1.7

Provide educational programs to encourage food assistance programs.

Program HE 2.2.1.8

Amend zoning and other restrictions limiting urban agriculture.

Objective HE 2.3

Enhance school-based health promotion and activities.

Policy HE 2.3.1

Increase access to healthy food in school dining.

Program HE 2.3.1.1

Establish a school garden cared for by students with support and education by local growers.

Program HE 2.3.1.2

Support school programs and collaborate with other organizations including local growers to offer healthy food in schools.

Goal HE 3

A safe community.

Objective HE 3.1

Create safety within the built environment.

Policy HE 3.1.1

Improve road conditions and public spaces for enhanced visibility.

Program HE 3.1.1.1

Enhance lighting on streets, sidewalks, crosswalks, and public spaces.

Program HE 3.1.1.2

Improve neighborhood safety watch programs.

Program HE 3.1.1.3

Implement strict enforcement for driving-under-influence offenses.

Policy HE 3.1.2

Provide emergency shelters for special needs populations.

Program HE 3.1.2.1

Partner with local agencies to create a permanent center for homeless and abuse victims.

Program HE 3.1.2.2

Close gaps in the identified pedestrian area of downtown.

Goal HE 4

An active transportation and recreation network for all users.

Objective HE 4.1

Establish additional connected open spaces and recreational activities for the population to encourage healthy and active lifestyles.

Policy HE 4.1.1

Promote suitable physical and social activities for families, seniors, and youth.

Program HE 4.1.1.1

Create a Community Center for families, seniors, and youth.

Program HE 4.1.1.2

Expand public events to encourage active community participation and social cohesion.

Program HE 4.1.1.3

Create volunteer and after school programs for youth.

Program HE 4.1.1.4

Integrate the visual and performing arts into recreational activities for youth, families, and seniors.

Policy HE 4.1.2

Expand parks and open space consistent with the Open Space Element.

Program HE 4.1.2.1

Continue to provide a diverse range of park types, functions, and recreational opportunities.

Program HE 4.1.2.2

Expand recreational programs and services to meet evolving community needs with equal distribution in all neighborhoods.

Program HE 4.1.2.3

Provide a range of high quality, well maintained, recreational facilities with adequate lighting, signage, and hours of operation that represent the multicultural needs of the community.

Program HE 4.1.2.4

Promote access to non-City operated parks and recreation.

Program HE 4.1.2.5

Create a Parks Master Plan.

Goal HE 5

City programs and infrastructure designed to support sustainable healthy living.

Objective HE 5.1

Promote a healthy community by providing prevention.

Policy HE 5.1.2

Encourage preventative healthcare for workers.

Program HE 5.1.2.1

Encourage employers to provide adequate health coverage and benefits to full- time and part-time employees.

Policy HE 5.1.3

Maintain staff and facilities to support effective emergency and natural disaster responses.

Program HE 5.1.3.1

Coordinate with neighboring jurisdictions, local employers, and industries for emergency preparedness and disaster response programs.

Program HE 5.1.3.2

Maintain adequate police and fire facilities, equipment, and maintenance.

Program HE 5.1.3.3

Restore Spring Lot Park at San Juan Canyon Creek near the old cement plant facility as a recreation and camping park.

Objective HE 5.2

Provide active circulation infrastructure.

Policy HE 5.2.1

Implement pedestrian and bicycle infrastructure.

Program HE 5.2.1.1

Provide pedestrian and bicycle amenities such as bicycle parking, streetscape improvements, and traffic calming measures.

Program HE 5.2.1.2

Explore innovative solutions such as a bicycle coalition and bicycle share program.

Program HE 5.2.1.3

Encourage businesses to provide incentives for employees to walk, bike, or use public transit.

Program HE 5.2.1.4

Design a complete streets plan.

Program HE 5.2.1.5

Implement the Safe Routes to School program.

Goal HE 6

Environmental quality to increase public health.

Objective HE 6.1

Control the location of land uses to reduce pollution exposure.

Policy HE 6.1.1

Develop mapping and inventory resources to identify and mitigate sensitive receptors and sources of pollution.

Program HE 6.1.1.1

Coordinate with the Monterey Bay Unified Air Pollution Control District and the California Air Resources Board.

Program HE 6.1.1.2

Consider options, including possible relocation, recycling, redevelopment, rezoning, process changes, incentive programs, and other types of land use regulations where decisions on land use may result in emissions of pollution that pose significant health risks.

Policy HE 6.1.2

Consider environmental justice issues as they are related to potential health impacts associated with pollution exposure.

Program HE 6.1.2.1

Establish a minority worker training program that recruits and trains individuals for employment in fields, resulting in a reduced risk of exposure to contaminants.

Program HE 6.1.2.2

Develop a vulnerable populations program that promotes healthy lifestyles among population groups experiencing the greatest burden of chronic disease due to pollution exposure.

Program HE 6.1.2.3

Implement a public involvement program that identifies and engages low literacy and limited English proficiency populations in the planning decision-making process.

Program HE 6.1.2.4

Create home education and remediation programs for low-income households regarding lead-based paint and other contaminants.

Policy HE 6.1.3

Encourage the applicants for sensitive land uses (e.g., residences, schools and playgrounds and medical facilities) to incorporate design features in the planning process to minimize the potential impacts of pollution on sensitive receptors.

Program HE 6.1.3.1

Encourage site plan designs that include appropriate setbacks and/or design features that reduce pollution at the source.

Program HE 6.1.3.2

Encourage the incorporation of barriers, landscaping, ventilation systems, or other measures that reduce or prevent pollution in planning design.

Policy HE 6.1.4

Work with local, state, and federal agencies to promote the clean-up and reuse of toxic and contaminated sites.

Program HE 6.1.4.1

Prevent, reduce, or eliminate soil and water contamination from industrial and agricultural operations by working with property owners and regional agencies.

Objective HE 6.2

Enhance air and water quality.

Policy HE 6.2.1

Create design standards in the planning review process to enhance water quality.

Program HE 6.2.1.1

Protect the quality of water sources, including cones of influence, water recharge areas, and water wells from future degradation through design standards.

Program HE 6.2.1.2

Ensure that design standards for all stormwater retention and detention systems are adhered to in order to prevent the degradation of surface water bodies.

Program HE 6.2.1.3

Require that impervious surfaces be limited and mitigated with low impact development in prime recharge areas.

Policy HE 6.2.2

Continue to work with residents, businesses, and the relevant environmental protection agencies to create a plan for improving water quality.

Program HE 6.2.2.1

Protect potable water well fields from man-made and natural sources of pollution.

Program HE 6.2.2.2

Plan for emergency conservation and use of recycled water sources.

Program HE 6.2.2.3

Create a San Juan Creek restoration program.

Policy HE 6.2.3

Improve air and other related environmental quality.

Program HE 6.2.3.1

Work with regulatory agencies to monitor and enforce noise standards.

Program HE 6.2.3.2

Prevent and mitigate transportation related noise impacts on residential and sensitive uses.

Program HE 6.2.3.3

Reduce exposure to second-hand smoke in indoor and outdoor spaces, especially in the downtown pedestrian zone area.

Program HE 6.2.3.4

Develop an engine replacement and retrofit program, starting with a city vehicle transition program, to replace high-emission vehicles with climate-friendly vehicles.

Program HE 6.2.3.5

Develop and enforce guidelines for mitigating significant impacts on indoor air quality.

Program HE 6.2.3.6

Create and implement a route plan to direct trucks and motorcycles away from neighborhood streets and sensitive uses.

Objective HE 6.3

Provide sanitary and safe housing conditions.

Policy HE 6.3.1

Provide a range of housing types for all income levels.

Program 6.3.1.1

Review and update the inclusionary housing ordinance to reflect evolving needs.

Program 6.3.1.2

Develop an incentives program to encourage new development and redevelopment to exceed minimum requirements.

Program 6.3.1.3

Develop a program and funding mechanism to support the restoration of homes in low-income neighborhoods to meet health and safety codes.

Program 6.3.1.4

Implement senior and affordable housing design guidelines.

Program 6.3.1.5

Review and update the housing code enforcement procedures to ensure public health and safety.

18 STRATEGIC PLAN

18.1 Introduction

Strategic planning sets priorities for the future and ensures that the City is working toward certain goals. The Strategic Plan Element comprehensively lists these goals, along with the ongoing activities, processes, resources, and actions used to coordinate and move towards these goals. It organizes general plan goals and policies by setting priorities, funding, and staffing, and enables goals and policies to evolve and adapt as conditions, requirements, and other circumstances change.

The Strategic Plan Committee (SPC) was appointed by the City Council to come up with a Strategic Plan. Membership of the SPC is listed at the front of this document. The update to the General Plan includes the work done by the SPC and involved them in the process of creating this Strategic Plan.

The Strategic Plan Element lists programs from all of the elements in the implementation matrices. The programs vary in scale and complexity.

18.2 Existing Conditions

The City of San Juan Bautista is aptly called the City of History. San Juan Bautista is home to several historical sites in addition to the Mission. Despite its historical appeal, the small town is dependent on surrounding cities for jobs for its residents. The City's non-diverse economic base limits the City's revenue base and it seems to have created a sense of economic stagnation. Residents of the City are eager for economic growth, but they strongly desire to preserve its agricultural small town atmosphere. Community input was collected throughout the general plan update process. This information was crucial in developing the general plan and the Strategic Plan Element analyzes the information to develop its strategy. The SWOT Table, Table 18.1, summarizes the key ideas gathered from the community outreach, community meetings, and various stakeholders. SWOT stands for strengths, weaknesses, opportunities, and threats.

Table 18.1 Summary of SWOT Analysis			
Strengths	Weaknesses	Opportunities	Threats
City of History - Mission and historical district/area	Lack of communication between key stakeholders	Expand tourism through better signage and public outreach	Development of State Route 156
Agricultural produce and distribution	Current infrastructure is not conducive to future growth	Preserve and renovate historical buildings	Lack of local government funding
Quiet small town community	Lack of businesses serving local residents' needs (i.e.- dry cleaners, hardware store)	Advertise proximity to Pinnacles National Park and other key locations	Proximity to fault lines
Open space and opportunities for recreation like De Anza Trail	Not enough local youth programs	Protect agriculture and open space	Wildfire vulnerable zones nearby
Small businesses	Lacking public and bus parking locations and traffic control	Accessible land for light industry	Adjacent to flood plain
Low crime, safe town	Commuting population, lack of local jobs	Connect trails and bike paths	
Places for cultural activities, like Teatro Campesino	City, Schools, parks, and churches lacking collaboration in recreation, sports, tourism, and community building	Public spaces for community events	
Walkability	Lack of signage	Community use of State Park and orchard	
Friendly community	Need for road and sidewalk improvements	Vacant land for infill development	
	Need for better bicycle infrastructure and facilities	Land in Sphere of Influence for relocation of wastewater treatment plant	
	Lack of business diversity	Build central water pellet plant	
	Need for more funds in local government	Collaborate with regional key stakeholders, including the State Park, Diocese, City of Hollister, and San Benito County	
	Need for more affordable housing	Mild climate	

Strengths	Weaknesses	Opportunities	Threats
	Lack of police presence; lack of code enforcement		
	Poor water quality		
	Old housing stock		
	Poor circulation routes for buses visiting the City		
	Lack of public transit and alternative transportation options		

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18.3 Vision for San Juan Bautista

The SPC worked hard over the previous year to develop a vision statement for the City. The preferred growth plan encapsulates this vision, which states:

"San Juan Bautista is a vibrant, thriving community cherishing its history, cultural heritage, the arts and one another, honoring the needs of its residents and businesses and offering the world a destination amidst boundless recreational opportunities and agricultural resources."

The preferred alternative in this General Plan envisions San Juan Bautista moving forward while maintaining its small town charm and history. One key goal is to diversify the City's economic activity. Since agriculture is an important industry for the City, expanding agriculture to include agricultural processing is one strategy to grow the agricultural industry. Infill development is a key land use strategy to protect natural resources and to maintain walkability. This type of development strategy balances the desire to preserve San Juan Bautista's small town character and the desire to create economic growth.

18.3.1 Key Stakeholders

Key Stakeholders for the City of San Juan Bautista:

1. City of San Juan Bautista personnel and departments (City Manager, City Council, Public Works Department, Planning Commission, City Planning Department, City Attorney)
2. Local residents and businesses
3. Mission San Juan Bautista
4. San Juan Bautista State Historic Park
5. Business community
6. San Juan Bautista Unified School District
7. San Benito County Government
8. California Department of Transportation (Caltrans)
9. Local youth
10. State Government
11. Federal Government
12. San Benito County
13. AMBAG

18.3.2 Funding Sources

From 2007 to 2012, utility fees and property taxes provided the greatest source of revenue for the City. In addition to previous funding sources, possible funding sources can emerge from the following:

1. Introducing additional development fees, since the "Quimby Act" and AB 1600 provide the legal authority to cities to access impact fees in relation to new development. Establishing special assessment districts to identify properties where benefits can be exacted.
2. The City can partner with other agencies on joint projects, thus allowing the sharing of acquisition, development, and operations costs and the leveraging of additional grants not otherwise available.
3. A non-profit foundation for the preservation of the historic character of the town can be established for raising necessary funds relating to projects in the Historic Downtown area. Such a non-profit can accept donations from individual parties and organizations.
4. Corporate sponsorships can support facility and program funding. Many corporations, such as Pepsi, fund park development through special programs.
5. "Natural Areas Heritage Programs" by State Parks fund the acquisition of land, as well as the restoration of, and public access to, trails.
6. Parks Bond Act 2000 (Proposition 12) is a source for per capita grant programs relating to recreation.
7. Easement dedications should be pursued in lieu of fee simple ownership for trail projects. Tax exemptions and other benefits for land donations for parks and other facilities can also be pursued.
8. Funds can be borrowed from other city funds.
9. Bonding can be considered if there is a regular funding source to provide long term debt repayment. Such a funding method can capitalize on unique opportunities not available in the short run.
10. Creating a special district, such as a recreation or historic district, can generate funds that may be allocated to specific projects while using the City Council to serve as the district's board of directors to minimize bureaucracy.

Additional Sources of revenue may include:

11. The American Recovery and Reinvestment Act of 2009
12. Community Development Block Grant (CDBG) Neighborhood Stabilization Program
13. Caltrans' Local Assistance Program
14. Transportation for Livable Communities Program
15. Heritage Fund Grant
16. The Mills Act
17. Cal GRIP Grant
18. Home Owner Property Tax Relief (HOPTR)

18.3.3 Expenditure

San Juan Bautista's main expenses from 2007 to 2012 included contractual services and capital expenditures. The use of funds on contractual services reflects the fact that San Juan Bautista is a small town, so many of the services are contracted out for more efficient use of resources. The next largest expenditure for the City is capital expenditures, which include storage and equipment. Much of the financial revenue is already allocated to existing needs, so many of the new proposals in the General Plan Update will need to identify potential funding sources.

18.3.4 Programs

Each element developed goals, objectives, policies, and programs based on community input from community meetings and outreach events. These programs reflect the SWOT table. In addition to the programs, the Implementation Matrix in the Appendix to this chapter shows the timing, responsible parties and potential funding source. The purpose of this matrix is to provide stakeholders with the tools to effectively implement the general plan.

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Table 18.2 Implementation Matrix for Land Use Programs										
Program	Description	Timing	Responsibility							Funding Resource
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan Committee	SJB Stakeholders	Other	
Preservation of prime farmland										
LU 1.1.1.1	Develop an accessible and well-organized Assessor's database that identifies preservation, conservation, and other opportunities in surrounding agricultural lands.	Short term		X	X					
LU 1.1.1.2	Continue contracts under Williamson Act and support tax break for owners of recreational, forest, or agricultural lands that maintain the specified land use.	Ongoing	X							
LU 1.1.1.3	Establish a minimum lot area of 35 acres to all lots in the agriculture designation to discourage unwanted fragmentation of farmland.	Short term		X	X					
LU 1.1.1.4	Establish leasing as an alternative to creation of small farm parcels.	Medium								X
Preservation of viewsheds										
LU 1.2.1.1	Develop a viewshed ordinance.	Medium	X	X	X					
LU 1.2.1.2	Identify and map all viewsheds along city entry roads.	Short term	X	X	X					
LU 1.2.1.3	Identify and map all viewsheds from other cultural and tourist destinations such as the Mission.	Short term	X	X	X					

Table 18.2 Implementation Matrix for Land Use Programs										
Program	Description	Timing	Responsibility							Funding Resource
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan Committee	SJB Stakeholders	Other	
Viability of agricultural operations										
LU 1.3.1.1	Facilitate location of farming industry facilities in nearby lands to promote the economic viability of agricultural operations.	Short term							X	
LU 1.3.1.2	Establish a Farmer’s Market as an outlet for local farming products.	Medium						X		
Commercial land uses										
LU 2.1.1.1	Identify necessary sidewalk maintenance and improvement locations.	Ongoing				X				
LU 2.1.1.2	Identify street surface maintenance and improvement locations.	Ongoing				X				
LU 2.1.1.3	Measure existing utility capacity.	Ongoing				X			X	
LU 2.1.1.4	Identify the extent to which existing utility capacity can accommodate future development.	Ongoing							X	
LU 2.1.2.1	Solicit marketing firms to promote downtown interests.	Short term						X		
LU 2.1.2.2	Solicit wayfinding/signage firms to create a wayfinding program for the downtown.	Short term	X					X		
LU 2.1.2.3	Partner and develop programs with local chamber of commerce groups to promote local commercial and retail interests.	Short term	X					X		

Table 18.2 Implementation Matrix for Land Use Programs										
Program	Description	Timing	Responsibility							Funding Resource
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan Committee	SJB Stakeholders	Other	
LU 2.1.2.4	Bring historical downtown business owners together for a unified vision.	Short term	X						X	
LU 2.1.3.1	Adjust zoning ordinance and standards to facilitate mixed use development.	Short term	X	X						
LU 2.1.3.2	Allow for retail/commercial land use flexibility in mixed-use projects.	Short term	X	X	X					
LU 2.1.3.3	Reduce parking requirements for mixed use developments.	Medium								
Retain and expand importance of tourism										
LU 2.2.1.1	Develop an accessible and well-organized Assessor's database that identifies all current tourist related land uses and resources.	Medium	X							
LU 2.2.1.2	Prevent impacts/encroachments by incompatible land-uses.	Short term			X					
LU 2.2.1.3	Ensure proper transitions and buffering between different land-uses.	Long term			X					
LU 2.2.1.4	Revise the Zoning Ordinance and enact standards for development compatible with the context of tourist-relevant neighborhoods.	Short term	X	X	X					
LU 2.2.1.5	Apply neighborhood conservation strategies such as code-enforcement and building rehabilitation.	Short term			X					X

Table 18.2 Implementation Matrix for Land Use Programs										
Program	Description	Timing	Responsibility							Funding Resource
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan Committee	SJB Stakeholders	Other	
Light industry										
LU 2.3.1.1	Look at industrial land in the context of needs and demand at the county or regional level and consider regional effects of industrial land use decisions.	Short term		X	X					
LU 2.3.1.2	Clearly define desired light industry and its needs.	Short term		X	X					
LU 2.3.1.3	Map and maintain a thorough inventory and analysis of industrial land and the ability to meet current and projected industrial land needs.	Medium		X	X					
LU 2.3.1.4	Provide land that is “project ready” for light Industry by providing appropriate infrastructure, access and attributes to existing industrial sites.	Medium	X	X	X	X			Sewer, Water	
LU 2.3.1.5	Define and adopt strict criteria for “rezoning” that take into consideration all of the ancillary effects that change will bring to the community and its neighbors and guide local government staff to evaluate the merits of a conversion project.	Short term		X	X					
LU 2.3.2.1	Identify and target industries for which the community has a comparative advantage.	Short term					X	X		
LU 2.3.2.2	Pursue a marketing program to attract the desired tax-revenue generating light industry businesses.	Short term					X	X		

Table 18.2 Implementation Matrix for Land Use Programs										
Program	Description	Timing	Responsibility							Funding Resource
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan Committee	SJB Stakeholders	Other	
Infill development										
LU 2.4.1.1	Identify and map land available for development or redevelopment.	Short term		X	X					
LU 2.4.1.2	Target capital investments by the Town (e.g. infrastructure, streetscape improvements, etc.) to support private investment and redevelopment.	Short term	X	X						
LU 2.4.1.3	Pursue regulatory and investment strategies that change the mix of uses over time in areas identified as future development sites.	Medium		X	X			X		
LU 2.5.1.1	Develop marketing materials to encourage private development and investment in housing.							X		
Diverse housing stock										
LU 2.5.1.2	Maintain and rehabilitate housing units in the downtown area that allow the city to maintain affordable housing stock.			X	X			X		
LU 2.5.1.3	Map, assemble, prepare, and market sites for new residential development.	Short term			X				X	
LU 2.5.2.1	Expand the range of allowable housing types and areas in which they may be built without compromising local design standards, property values, or quality of life.	Short term		X	X					

Table 18.2 Implementation Matrix for Land Use Programs										
Program	Description	Timing	Responsibility							Funding Resource
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan Committee	SJB Stakeholders	Other	
LU 2.5.2.2	Remove regulatory obstacles that have the effect of rendering various housing types uneconomical, such as unnecessarily-onerous parking per residential unit.	Medium	X	X	X					
LU 2.5.2.3	Consider ways to reduce the reliance on variances and expand "as of right" development opportunities that facilitate and ease the approval process and the total development costs.	Short term		X	X					
LU 2.5.2.4	Allow and facilitate accessory dwelling units for a relative or for additional rental income.	Short term		X	X					
LU 2.5.2.5	Transfer development rights (TDR) to simultaneously promote protection of open space and sensitive natural areas and encourage development in areas that are underutilized or can accommodate higher densities.	Short term	X	X						
LU 2.5.2.6	Revise development standards in zoning districts to allow small single-family lots in all residential zones.	Short term	X	X						
Compatible land uses										
LU 2.6.1.1	Introduce transitional uses or spaces between conflicting uses (e.g. multifamily between single family and commercial, park/open space areas, etc.).	Short term		X						

Table 18.2 Implementation Matrix for Land Use Programs											
Program	Description	Timing	Responsibility							Funding Resource	
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan Committee	SJB Stakeholders	Other		
LU 2.6.1.2	Establish standards in the Zoning Ordinance to reduce impacts of higher intensity uses (requirements for landscaping/buffering/screening, air quality, noise, odor, light, traffic, etc.).	Medium		X							
LU 2.7.1.1	Adopt a zoning ordinance to conform the zoning code to Policy LU 2.7.1.	Medium		X							
LU 2.7.1.2	Encourage the County of San Benito to regulate land use within the City’s Sphere of Influence and Planning Area Boundary consistent with Policy LU 2.7.1.	Medium		X							
Scale and architecture											
LU 3.1.1.1	Identify distinct neighborhoods and develop a form-based code ordinance that maintains local neighborhood features and guides future development.	Medium		X	X						
LU 3.1.1.2	Establish a building height cap for all neighborhoods.	Medium		X	X						
LU 3.1.1.3	Coordinate policies, public improvements, and beautification efforts with citizen groups, service groups, and organizations who are interested in promoting the current character of the community.	Short term					X	X			

Table 18.2 Implementation Matrix for Land Use Programs										
Program	Description	Timing	Responsibility							Funding Resource
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan Committee	SJB Stakeholders	Other	
Demote urban sprawl										
LU 3.2.1.1	Develop urban growth boundaries to successfully limit sprawl but do not restrict development to avoid home price increases.	Short term	X		X				X	X
LU 3.2.1.2	Encourage and support mixed-use developments to keep, work, housing, and commercial areas in close proximity.	Short term		X						
LU 3.2.1.3	Create a green belt zone around the city to maintain the distinct boundaries and the small town feel and to limit sprawl.	Short term	X	X			X			
LU 3.2.1.4	Develop a fair and constructive amendment or appeal procedure	Short term	X	X			X			
Pedestrian friendly streets										
LU 4.1.1.1	Develop guidelines for mixed-use, high intensity nodes.	Short term		X			X			
LU 4.1.1.2	Develop, adopt, and implement a pedestrian master plan throughout the City that addresses the needs of all population segments, including aging and special needs populations.	Medium		X	X					
LU 4.1.1.3	Design streets so that children can walk to school.	Medium		X						
LU 4.1.1.4	Use visual cues and road design elements to indicate pedestrian rights of way and minimize conflicts.	Medium			X	X				

Table 18.2 Implementation Matrix for Land Use Programs										
Program	Description	Timing	Responsibility							Funding Resource
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan Committee	SJB Stakeholders	Other	
LU 4.1.1.5	Situate parking to enhance the pedestrian environment and facilitate access between destinations.	Medium			X	X				
LU 4.1.1.6	Use trees and other green infrastructure to provide shelter, beauty, urban heat reduction, and separation from automobile traffic.	Short term					X	X		
LU 4.1.1.7	Encourage safe pedestrian routes to transit.	Medium			X	X				
LU 4.1.1.8	Develop walking awareness and promotion programs.	Medium		X				X		
LU 4.1.1.9	Use modern technology to increase pedestrian way-finding and safety.	Medium			X					
LU 4.1.2.1	Pursue regulatory and investment strategies that promote a healthy mix of uses (e.g., retail, residential, office, and public facilities).	Medium		X			X	X		
LU 4.1.2.2	Promote redevelopment of underutilized properties to higher intensity uses.	Medium						X		
LU 4.1.2.3	Encourage neighborhoods with walkable features such as compact development.	Medium		X	X					
LU 4.1.2.4	Interconnected streets, comfortable sidewalks, narrow traffic lanes and limited front setbacks.	Medium		X	X					
LU 4.1.2.5	Develop a form-based code that is flexible to diverse building types and mixed uses.	Medium			X	X				

Table 18.2 Implementation Matrix for Land Use Programs										
Program	Description	Timing	Responsibility							Funding Resource
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan Committee	SJB Stakeholders	Other	
Downtown enhancements										
LU 4.2.1.1	Design infrastructure that meets local priorities and enables improved and additional services and activities.	Medium						X	X	
LU 4.2.1.2	Support local businesses for growth and development through targeted projects that respond to local priorities and generate job opportunities.	Medium	X					X	X	
LU 4.2.1.3	Improve people’s street or pathway connection to resources, services, activities, and each other.	Short term			X					
LU 4.2.1.4	Improve communities’ involvement in local decision making and volunteering that builds people’s skills.	Medium						X	X	
LU 4.2.1.5	Build or upgrade shared community facilities such as meeting places, public halls, and facilities supporting integration of organizations delivering services.	Long Term	X						X	
LU 4.2.1.6	Bring state of the art technology and internet access to public library and other shared community facilities.	Short term				X			X	
LU 4.2.1.7	Design pathway projects connecting communities and attracting visitors, such as Historic El Camino Real.	Medium			X	X	X			

Table 18.2 Implementation Matrix for Land Use Programs										
Program	Description	Timing	Responsibility						Funding Resource	
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan Committee	SJB Stakeholders		Other
LU 4.2.2.1	Design tourism infrastructure including visitor information center upgrades, interpretive signage, and facilities.	Short term	X				X	X		
LU 4.2.2.2	Locate new hotels to minimize their adverse impacts on circulation, existing uses, and scale of development.	Short term		X	X					
LU 4.2.2.3	Fund and locate a public restroom facility in the downtown area.	Short Term	X		X	X				
LU 4.2.2.4	Develop, in collaboration with the Strategic Plan Committee, a marketing and branding plan for the downtown and the city in general.	Short	X				X	X		
LU 4.2.2.5	Update the self-guided walking tours oriented to historical points of interest, architecture, shopping, or tourist destinations.	Short term						X	X HRB	

Table 18.3 Implementation Matrix for Circulation Programs										
Program	Description	Timing	Responsibility							Funding Resource
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan Committee	SJB Stakeholders	Other	
Complete streets										
CI 1.1.1.1	Adapt Monterey Bay Area Complete Streets Guidebook for local use.	Short term	X	X	X				X	X
CI 1.1.1.2	Convert The Alameda, 1st Street, 2nd Street, 3rd Street, 4th Street, Monterey Street, Lang Street, Muckelemi Street, San Juan Canyon Road, San Juan Highway, Old San Juan- Hollister Road, and Washington Street into complete streets.	Medium				X				Development fee
CI 1.1.1.3	Develop and adopt plan line maps to preserve and protect corridor for the needs of all modes of motorized and non-motorized transportation.	Medium								
Pedestrian network										
CI 1.2.1.1	Develop maintenance schedule for crosswalks, sidewalks, multi-use paths, and trails throughout town.	Short term	X			X				
CI 1.2.1.2	Comply with American Disabilities Act of 1990 standards for sidewalk widths, grade, curbs, and corner ramps.	Short term			X	X				
CI 1.2.1.3	Identify and prioritize unsafe roadway locations for redesign and rehabilitation.	Short term			X	X				
CI 1.2.2.1	Identify and prioritize gaps in the pedestrian network for infrastructure improvements.	Short term			X	X				
CI 1.2.2.2	Develop funding plan to implement pedestrian infrastructure improvements.	Short term			X	X		X	X	COG
CI 1.2.2.3	Connect existing and future recreational trails to the City pedestrian network and to the restored Spring Lot Park near the old cement plant.	Medium			X	X		X		

Table 18.3 Implementation Matrix for Circulation Programs											
Program	Description	Timing	Responsibility							Funding Resource	
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan Committee	SJB Stakeholders	Other		
Bicycle network											
CI 1.3.1.1	Identify a bicycle infrastructure classification matrix.	Medium			X	X					
CI 1.3.1.2	Identify and prioritize gaps in the bicycle network for infrastructure improvements.	Medium			X	X					
CI 1.3.1.3	Connect existing and future regional recreational trails to the City bicycle network.	Medium			X	X				COG	
CI 1.3.1.4	Distinguish main bike routes from automobile traffic, which may include techniques such as bicycle route striping, use of “sharrows”, use of multi-use paths, or methods that provide physical separation.	Medium			X	X					
Accessibility											
CI 2.1.1.1	Calibrate multi-modal level of service model for San Juan Bautista.	Short term			X	X					
CI 2.1.1.2	Establish a minimum multi-modal level of service for San Juan Bautista.	Short term	X		X						
CI 2.1.2.1	Collaborate with Council of Governments (COG) and CALTRANS to explore all options for improvements at The Alameda and State Route 156.	Short term	X								
Public transit route											
CI 2.2.1.1	Establish a fixed-route between San Juan Bautista and Hollister.	Short term	X							SBCLTA	

Table 18.3 Implementation Matrix for Circulation Programs											
Program	Description	Timing	Responsibility							Funding Resource	
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan Committee	SJB Stakeholders	Other		
CI 2.2.1.2	Explore other mass transit options including bus rapid transit and light rail between San Juan Bautista and neighboring cities.	Long term	X		X					SBCLTA	
CI 2.2.1.3	Coordinate with the Council of Governments on the update of the Regional Transportation Plan and Short-Range Transit Plan.	Short term	X		X					SBCLTA	
CI 2.2.2.1	Improve frequency of service at the County Express bus stops.	Short term	X							SBCLTA	
CI 2.2.2.2	Add additional County Express bus stops near: (a) the intersection of Ahwahnee Street and San Juan Highway/1st Street; and (b) Windmill Market.	Short term	X							SBCLTA	
CI 2.2.3.1	Identify and remove barriers to bus stop locations as well as transit boarding/alighting.	Short term	X							SBCLTA	
CI 2.2.3.2	Evaluate para-transit service and follow recommendations.	Short term	X							SBCLTA	
Parking											
CI 2.3.1.1	Identify available private parking that could be used for public parking during non-business hours.	Medium							X	X	
CI 2.3.1.2	Develop a partnership with Diocese to provide expanded visitor parking for the Mission.	Short term	X						X	X	
CI 2.3.1.3	Explore technological solutions for parking management.	Short term			X						

Table 18.3 Implementation Matrix for Circulation Programs											
Program	Description	Timing	Responsibility							Funding Resource	
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan Committee	SJB Stakeholders	Other		
CI 2.3.1.4	Assess feasibility of utilizing parking meters in highly desirable locations and peak demand locations.	Short term	X		X				X		
CI 2.3.1.5	Explore residential parking permit plan.	Short term			X						
CI 2.3.1.6	Develop parking management systems for large events.	Short term	X				X	X	X		
CI 2.3.1.7	Promote electric car charging stations to encourage electric vehicle transportation.	Ongoing									
CI 2.3.2.1	Expand minimum bicycle parking requirements for new development.	Short term									
CI 2.3.2.2	Develop bicycle parking fund to expand bicycle parking in developed areas.	Short term			X						
Wayfinding signage											
CI 2.4.1.1	Create way-finding plan aided by modern technology.	Short term			X				X	X	
CI 2.4.1.2	Develop a wayfinding fund to install and maintain adequate signage.	Short term			X	X			X	X	
CI 2.4.1.3	Construct gateway monuments using the City's adopted marketing/branding plan at the three entrances to the City to facilitate wayfinding.	Short term									

Table 18.4 Implementation Matrix for Housing Programs										
Program	Description	Timing	Responsibility							Funding Resource
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan Committee	SJB Stakeholders	Other	
Adequate housing supply										
HO 1.1.1.1	Pursue State, Federal, and other funding sources for housing assistance.	Short term	X		X					
HO 1.1.1.2	Coordinate with appropriate departments to provide adequate infrastructure, public facilities, water, and services are available or in place to support the development of new housing.	Short term			X	X				
HO 1.1.1.3	Periodically revise and modernize Title 11, Zoning Ordinance, of the San Juan Bautista Municipal Code, to achieve community-wide objectives.	Short term	X							
HO 1.2.1.1	Pursue appropriate funds from State, Federal, and other sources that promote infill and revitalization	Short term	X		X					
HO 1.2.1.2	Streamline the permit process for the acquisition, rehabilitation, and maintenance of older residential buildings.	Short term	X		X					
HO 1.2.1.3	Preserve the existing stock of affordable housing by updating City regulations and including regulations like Municipal Code 11-09-400 (Inclusionary Housing Reservation requirements).	Short term	X		X					
HO 1.2.1.4	Invest in public infrastructure in order to revitalize residential neighborhoods.	Short term	X		X	X				
HO 1.2.2.1	Pursue funding to increase housing quality code enforcement.	Short term	X		X					

Table 18.4 Implementation Matrix for Housing Programs										
Program	Description	Timing	Responsibility							Funding Resource
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan Committee	SJB Stakeholders	Other	
HO 1.2.2.2	Encourage homeowners and landlords to maintain properties in sound condition through the City’s residential rehabilitation assistance programs and code enforcement efforts.	Short term	X						X	
HO 1.2.3.1	Provide the public with a list of organizations and funding sources that financially assist with housing renovations and retrofits.	Short term			X	X				X Historical Board
Affordable housing										
HO 2.1.1.1	Permit secondary units “by right”, while educating the public about secondary units as an opportunity to provide additional affordable housing.	Short term			X					
HO 2.1.1.2	Periodically review City regulations, ordinances, departmental processing procedures, and residential fees related to rehabilitation and/or construction to assess their impact on housing costs, and revise if costs are excessive.	Short term	X		X					
HO 2.1.1.3	Provide development incentives for affordable housing, such as reductions in minimum parking requirements and density “bonuses”.	Short term	X		X					
HO 2.1.2.1	Continue to support rental assistance programs for lower-income households.	Short term							X	County
HO 2.2.1.1	Concentrate market-rate housing along North of 3rd Street and Muckelemi Street.	Short term	X		X					
HO 2.3.1.1	Include special needs housing in key development areas, with access to amenities and services	Short term	X		X					

Table 18.4 Implementation Matrix for Housing Programs										
Program	Description	Timing	Responsibility							Funding Resource
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan Committee	SJB Stakeholders	Other	
HO 2.3.1.2	Identify suitable sites specifically for farmworker housing.	Short term			X				X	X
HO 2.3.1.3	Allow farmworker housing in agriculturally zoned area through discretionary review, such as conditional use permits (CUP).	Short term			X				X	X
HO 2.3.1.4	From the affordable housing projection, 20% should be allotted to farmworker housing.	Short term							X	X
HO 2.4.1.1	Comply with state and federal laws and regulations regarding equal opportunity housing.	Short term	X		X					
Neighborhood design										
HO 3.1.1.1	Require that new development meets the City's design guidelines.	Short term		X	X					
HO 3.2.1.1	Design and implement walkable neighborhoods with sidewalks, crosswalks, and front porches.	Short term		X	X					
HO 3.2.1.2	Increase the number of streetlights and street trees.	Short term			X	X				
HO 3.3.1.1	Expand opportunities for mixed-use, residential, and commercial zoning.	Short term		X	X					
HO 3.3.1.2	Provide small lot single-family housing within walking distance of downtown.	Short term		X	X					

Table 18.4 Implementation Matrix for Housing Programs										
Program	Description	Timing	Responsibility							Funding Resource
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan Committee	SJB Stakeholders	Other	
Smart housing development										
HO 4.1.1.1	Attract housing that is appropriate for workers of all income levels.	Short term		X	X					
HO 4.1.2.1	Adopt an ordinance with incentives for housing developments in the Mixed-Use District through the use of regulatory mechanisms such as, but not limited to, density bonuses, development fee waivers, or expedited permitting.	Medium		X	X					
HO 4.1.3.1	Develop vacant housing lots and redevelop housing in poor condition to accommodate higher densities.	Medium		X	X					
HO 4.1.4.1	Maintain an Urban Growth Boundary to promote new growth in desirable areas and protect prime agricultural lands and viewsheds.	Short term		X	X					

Table 18.5 Implementation Matrix for Conservation Programs										
Program	Description	Timing	Responsibility							Funding Resource
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan Committee	SJB Stakeholders	Other	
High environmental-quality development										
CO 1.1.1.1	Create development standards for land zoned agricultural.	Short term		X	X					
CO 1.1.1.2	Monitor compliance with agricultural land development standards.	Short term		X	X					
CO 1.1.1.3	Monitor lands under Williamson Act contract and ensure compatible development on adjacent lands.	Short term		X	X					
CO 1.2.1.1	Maintain strong oversight of CEQA impact mitigation monitoring plans.	Short term		X	X					
CO 1.2.1.2	When developing vacant parcels, protect environmentally sensitive areas through clustered development.	Short term		X	X					
CO 1.2.2.1	Underutilized or vacant lands should be given priority for development.	Short term		X	X					
CO 1.3.1.1	Establish requirements for sidewalk and bike path connectivity in new development.	Short term		X	X					
Clean air and water										
CO 2.1.1.1	Finish and implement plans for a 'pellet plant' that will treat water in central location before it is delivered to customers.	Short term	X			X			X	

Table 18.5 Implementation Matrix for Conservation Programs										
Program	Description	Timing	Responsibility							Funding Resource
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan Committee	SJB Stakeholders	Other	
CO 2.2.1.1	Develop best management practices for reducing dust generation from agricultural operations.	Medium			X				X	
CO 2.2.1.2	Set standards for idling buses near the mission.	Short term	X							
CO 2.2.2.1	Use best management practices to reduce dust generation from local agricultural sources.	Medium							X	
CO 2.2.2.2	Promote compatible land uses near agricultural zoned properties.	Medium							X	
Clean energy										
CO 3.1.1.1	Streamline the permitting process and minimize permit fees for solar panels in new development.	Short term	X							
CO 3.1.1.2	Aggregate and publicize state and federal incentives for solar panel installation.	Short term							X	
CO 3.1.1.3	Incentivize the inclusion of solar panels in local construction during the design review process.	Short term		X	X					
CO 3.1.1.4	Install solar panels on local government buildings.	Medium	X		X	X			San Benito Rising	
Sustainable water resource management										
CO 3.2.1.1	Provide resources for water efficient landscaping and fixtures in new developments.	Short term	X			X				

Table 18.5 Implementation Matrix for Conservation Programs										
Program	Description	Timing	Responsibility							Funding Resource
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan Committee	SJB Stakeholders	Other	
CO 3.2.1.2	Retrofit municipal landscapes with water-efficient planting.	Short term				X				
CO 3.2.1.3	Monitor municipal water use and develop water conservation goals.	Short term	X			X				
CO 3.2.1.4	Retrofit municipal facilities with water efficient fixtures and appliances.	Short term				X				
CO 3.2.1.5	Retrofit municipal facilities to utilize reclaimed water for landscaping.	Short term	X			X				
CO 3.2.1.6	Install purple pipe infrastructure at future municipal facilities and parks to facilitate the use of reclaimed water for irrigation.	Short term				X				
CO 3.2.1.7	Require new subdivisions and commercial development to utilize sustainability measures for capture and storage of rainwater for such appropriate uses as irrigation of public open space areas, parks, and lawns.	Short term	X			X				
Energy conservation										
CO 3.3.1.1	Implement energy efficiency upgrades in local government buildings.	Short term				X				
CO 3.3.2.1	Regularly monitor city-wide energy use and include results in local government reporting.	Medium				X				

Table 18.5 Implementation Matrix for Conservation Programs											
Program	Description	Timing	Responsibility							Funding Resource	
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan Committee	SJB Stakeholders	Other		
CO 3.3.2.2	Partner with local utilities to promote and expand energy efficiency programs to local residents, businesses, and contractors.	Short term								X	
Protection of wildlife, habitat, air quality, and water resources											
CO 4.1.1.1	Provide a list of local native plant species for landscaping in order to prevent the introduction of invasive species.	Medium			X					X	
CO 4.1.1.2	Establish Tree Protection guidelines.	Medium		X	X						
CO 4.2.1.1	Utilize the California Air Resource Board handbook in the development review process to ensure new development meets state air quality standards.	Short term		X	X						
CO 4.3.1.1	Expand the energy action strategy to include Greenhouse Gas Emission Reductions.	Short term		X	X	X					
CO 4.4.1.1	Incorporate information on current water use, water conservation goals, and ways to reduce water use with water bills for residents and businesses.	Short term				X					
CO 4.4.1.2	Regularly monitor city-wide water use and include results in local government reporting.	Short term				X					

Table 18.5 Implementation Matrix for Conservation Programs										
Program	Description	Timing	Responsibility							Funding Resource
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan Committee	SJB Stakeholders	Other	
CO 4.4.1.3	Work with the Water Resource Association of San Benito County to promote and expand water conservation programs to local residents and businesses.	Short term	X				X			

Table 18.6 Implementation Matrix for Open Space Programs										
Program	Description	Timing	Responsibility							Funding Resource
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan Committee	SJB Stakeholders	Other	
Protection of parks and open space										
OS 1.1.1.1	Establish pockets parks or City parks to enhance the equal distribution throughout the City.	Short term	X		X					
OS 1.1.1.2	Create an Open Space Overlay District in the Zoning Ordinance to protect and preserve open space land.	Long term	X		X					
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.	Immediate	X				X			Grants
OS 1.1.1.4	Develop an incentive program that encourages development to provide open space beyond minimum requirements.	Short term	X		X					
OS 1.1.2.1	Require developments of 20 units or more to incorporate park and recreational space in the development agreement or pay in-lieu fees.	Short term	X		X					
OS 1.1.3.1	Acquire funding for non-motorized trail projects.	Short term					X		X	Grants
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.	Short term			X		X	X	X	Non-profit, Reach

Table 18.6 Implementation Matrix for Open Space Programs											
Program	Description	Timing	Responsibility							Funding Resource	
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan Committee	SJB Stakeholders	Other		
OS 1.1.3.3	Acquire funding for acquisition of land or improvements to increase public access to recreational opportunities.	Long term			X				X	X	Non-profits
OS 1.1.3.4	Encourage the acquisition of land in critical conservation areas, design appropriate conservation easements to protect natural features, and sell the land to individuals who agree to the terms of the protective conservation easement.	Long term			X				X	X	Non-profits
Maintenance of parks and open space											
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.	Immediate	X					X		Rotary	
OS 1.2.2.1	Establish agreements between the City, non-profits, local companies, and other organizations for shared responsibility to maintain and operate parks and open space.	Immediate					X				
OS 1.2.3.1	Develop volunteer based programs for park maintenance with neighborhood participation.	Short term					X	X		X	

Table 18.6 Implementation Matrix for Open Space Programs										
Program	Description	Timing	Responsibility						Funding Resource	
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan Committee	SJB Stakeholders		Other
Amenities for all ages and capabilities										
OS 1.3.1.1	Create recreational programs and opportunities for elderly populations.	Short term					X		Non-profit	Grant
OS 1.3.1.2	Provide open space and recreational activities for teens and youth.	Short term					X		Non-profit	Grant
OS 1.3.1.3	Prioritize funding for parks and recreation facilities serving underserved neighborhoods.	Long term			X					
Promotion of public open spaces										
OS 1.4.1.1	Utilize Abbe Park for festivals and cultural events.	Long term							Non-profit	
OS 1.4.2.1	Create efficient active and passive lighting in parks and open spaces.	Short term				X				
OS 1.4.2.2	Evaluate existing parks and open space for design and safety improvements.	Immediate			X	X	X			
OS 1.4.2.3	Ensure safety and accessibility for all through well-designed and maintained parks and open spaces.	Immediate								
OS 1.4.2.4	Establish open space, parks, and trails with signage and street crossings for safety and access.	Immediate			X	X				
Comprehensive and connected parkland system										
OS 2.1.1.1	Implement additional bike and pedestrians paths along the El Camino Real to connect regional facilities.	Long term					X		Non-profit, Reach	Grant

Table 18.6 Implementation Matrix for Open Space Programs										
Program	Description	Timing	Responsibility						Funding Resource	
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan Committee	SJB Stakeholders		Other
OS 2.1.1.2	Implement linear park along drainage easements for increased open space and connections.	Long term	X			X				
OS 2.1.1.3	Provide a city-wide network of bike and pedestrian paths consistent with the Transportation Element.	Long term	X			X				
OS 2.1.1.4	Include bikeways and trails implementation as part of transportation impact fees.	Immediate	X		X					
OS 2.1.2.1	Work with local agencies to provide funding sources for the enhancement of services provided.	Medium					X			
OS 2.1.2.2	Require new developments to provide easements, dedications, or improvements contributing to the local trail and path network if necessary.	Medium	X	X						
OS 2.2.1.1	Work with transit agencies to revise routes and pursue funding options for increased transit access.	Medium	X	X						
OS 2.3.1.1	Create and implement a citywide trails master plan consistent with existing and proposed easements, dedications, right of ways, open space, and conservation areas.	Long term	X	X						
OS 2.3.1.2	Connect the City and the Juan Bautista de Anza National Historic Trail with trail system.	Long term								

Table 18.6 Implementation Matrix for Open Space Programs										
Program	Description	Timing	Responsibility							Funding Resource
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan Committee	SJB Stakeholders	Other	
OS 2.3.2.1	Conduct joint events and programs with other jurisdictions in local parks and open space facilities.	Short term	X					X	X	Non-profit
Scenic viewsheds										
OS 3.1.1.1	Establish design guidelines and review that limit the impact of development on scenic vistas and viewsheds.	Short term			X					
OS 3.1.2.1	Assess and identify scenic views and viewsheds.	Short term			X					
OS 3.1.2.2	Minimize obstruction of scenic resources with development standards for areas providing access to views and viewsheds.	Short term			X					
OS 3.1.2.3	Use design review for development on hillsides and within scenic corridors to protect hillsides and ridgelines.	Short term			X					
OS 3.1.2.4	Create and implement mitigation for new development that may have significant impact on the City by obstructing access to visual resources.	Short term		X	X					
OS 3.1.2.5	Require all new electric and communication facilities be placed underground, when feasible.	Short term			X	X				
Maintenance of historic and cultural parks and open space										
OS 3.2.1.1	Implement historic preservation plans for parks and open spaces.	Short term	X					X	X	Preserve America

Table 18.6 Implementation Matrix for Open Space Programs										
Program	Description	Timing	Responsibility							Funding Resource
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan Committee	SJB Stakeholders	Other	
OS 3.2.1.2	Build awareness and community support for historical and cultural sites with public events and publications in local newspapers.	Short term					X			Non-profit
OS 3.2.1.3	Educate the public regarding laws, codes, and ordinances forbidding the collection of items associated with archeological, historical, and paleontological sites.	Short term					X		X	
OS 3.2.1.4	Identify and work towards the preservation of significant historic and cultural lands.	Medium	X							
Protection of sensitive environmental areas, species, and watersheds										
OS 3.3.1.1	Separate wildlife habitat areas as protected open space.	Short term	X							
OS 3.3.1.2	Create educational programs for the preservation of open space for residents and visitors, such as brochures, wayfinding, and information kiosks.	Short term			X				X	
OS 3.3.2.1	Partner with local agencies and land trusts to secure open space lands to preserve native species and their habitat.	Long term	X		X					X
OS 3.3.2.2	Develop and design parks and open space with efficiency minimizing water, energy, and chemical use to preserve the natural landscape.	Short term	X				X			

Table 18.6 Implementation Matrix for Open Space Programs										
Program	Description	Timing	Responsibility							Funding Resource
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan Committee	SJB Stakeholders	Other	
OS 3.3.2.3	Encourage landscaping of parks, open space, and scenic corridors with native plants and grasses to reestablish the natural landscape.	Short term			X	X				X
OS 3.3.3.1	Identify, preserve, and restore buffers between developed or agricultural areas with natural areas, stream corridors, wetlands, and other open spaces.	Short term			X					
OS 3.3.3.2	Prevent new housing from encroaching on protected open space, including natural area, habitat corridors, waterways, and wetlands, through conservation and efficient design using infill and clustered development.	Ongoing		X						San Benito Water
OS 3.3.4.1	Create activity centers at parks and open space.	Long term			X		X			
OS 3.3.4.2	Coordinate public events consistent with the Health Element to increase public health goals.	Medium					X			
Conservation of prime farmland, and non-prime agricultural uses.										
OS 4.1.1.1	Keep existing water resources for agricultural activities.	Short term		X	X					
OS 4.1.1.2	Encourage development in suitable areas with Transfer of Development Rights	Long term		X	X					
OS 4.1.2.1	Identify parcels with prime soils and reclassify as Agriculture Preserve (AP).	Long term		X	X					

Table 18.6 Implementation Matrix for Open Space Programs										
Program	Description	Timing	Responsibility							Funding Resource
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan Committee	SJB Stakeholders	Other	
OS 4.1.2.2	Avoid leapfrogging of parcels in agricultural use that could result in parcels being widowed.	Long term		X	X					
OS 4.1.2.3	Discourage subdivision of parcels in agricultural production. Minimum parcel size should be 20 acres and 40 acres for non-irrigated land.	Long term		X	X					
OS 4.1.2.4	Develop, adopt, and maintain an agricultural mitigation program that requires project applicants to preserve farmland of an equal or greater value being converted at a 1:1 ratio.	Long term		X	X					
Maintenance of agricultural preservation programs										
OS 4.2.1.1	Enroll 100 percent of all eligible parcels for the Williamson Act.	Long term		X	X					
OS 4.2.1.2	Explore feasibility of City-sponsored program to acquire conservation easements for properties ineligible for Williamson Act.	Long term		X	X					
OS 4.2.1.3	Provide facilitation, support, and subsidies if needed for applications to establish agricultural preserves.	Long term		X	X					
OS 4.2.1.4	Identify other local governments and organizations involved in conservation easements and create partnerships.			X	X				Water reservoir	
OS 4.2.1.5	Encourage lot mergers of neighboring parcels to increase properties that meet Williamson Act standards and eligibility or joint conservation easement purchases.			X	X					

Table 18.6 Implementation Matrix for Open Space Programs										
Program	Description	Timing	Responsibility							Funding Resource
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan Committee	SJB Stakeholders	Other	
OS 4.2.2.1	Require applications seeking the subdivision of agriculturally- zoned parcels to demonstrate the continued viability of lots less than 40 acres for commercial agriculture operations.			X	X					
Agricultural economy										
OS 4.3.1.1	Permit agricultural support uses in the Zoning Ordinance to locate in agricultural and industrial areas and on the urban fringe.			X	X					
OS 4.3.1.2	Permit only agriculture-related uses in areas designated Agriculture, uses associated with the growing and/or production of agricultural products.			X	X					
OS 4.3.2.1	Create the San Juan Bautista Farmer’s Market.	Immediate					X		X	
OS 4.3.2.2	Promote agro-tourism with farm events, showcases, and tours.	Short term					X			
OS 4.3.2.3	Promote the purchase of locally grown and produced food by residents, businesses, and public facilities, including schools.	Short term					X			
OS 4.3.2.4	Encourage agricultural support services such as trucking, warehousing, and distribution centers in suitable locations.			X	X					

Table 18.6 Implementation Matrix for Open Space Programs										
Program	Description	Timing	Responsibility							Funding Resource
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/Public Works	SJB Strategic Plan Committee	SJB Stakeholders	Other	
OS 4.3.2.5	Encourage visitor serving uses in Agriculture areas, including, but not limiting to, wine tasting rooms, hotels, and bed and breakfast inns without conflicting with production activities.			X	X					
OS 4.3.2.6	Create and facilitate opportunities to promote and market agricultural industry products grown or produced in the City or County.			X	X					
OS 4.3.3.1	Create a Right-to-Farm Ordinance.				X					
OS 4.3.3.2	Establish a minimum 200 ft. buffer zone between new urban residential developments and existing commercial agricultural operations.			X	X					
OS 4.3.4.1	Support existing agricultural operations and encourage the diversification including organic, value-added, small-scale, sustainable, and community-supported agricultural practices.			X	X					
OS 4.3.4.2	Encourage and support agricultural operations increasing sustainability of resources, including soil, water, and energy conservation.			X	X					
OS 4.3.4.3	Promote agricultural operations using lower-impact or organic practices.			X	X					

Table 18.7 Implementation Matrix for Noise Programs											
Program	Description	Timing	Responsibility							Funding Resource	
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan Committee	SJB Stakeholders	Other		
Separation of noise from sensitive land uses											
N 1.1.1.1	Protect noise sensitive land uses through the use of discretionary review procedures such as conditional use permits.	Long term		X	X						Staff time
State Route 156 noise											
N 1.2.1.1	Require new development along State Route 156 to mitigate noise impacts to the acceptable range shown in Table 9.1.	Short term	X	X	X	X					Developer
N 1.2.1.2	Work with Caltrans to limit noise and traffic impacts to maximize benefits of State Route 156 widening project to serve the community's commercial sector and local mobility.	Short term	X		X			X	Sheriff, CHP, Caltrans		Staff time
N 1.2.1.3	Implement traffic calming devices on State Route 156 and City streets to slow traffic speeds.	Short term	X		X	X			Sheriff, CHP, Caltrans		Caltrans, COG
Neighborhood Streets											
N 1.3.1.1	Adopt a noise ordinance that designates appropriate hours for motorcycles to limit excessive noise at nighttime and daytime hours.	Immediate	X		X				Sheriff		Staff time
N 1.3.1.2	Designate free motorcycle parking at the edge of town to limit community exposure to excessive noise generated by motorcycles. Add signage and ordinance prohibiting excessive revving of motorcycle engines within City limits.	Short term	X	X	X	X					Staff time

Table 18.7 Implementation Matrix for Noise Programs											
Program	Description	Timing	Responsibility							Funding Resource	
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan Committee	SJB Stakeholders	Other		
N 1.3.1.3	Introduce metered parking in the downtown.	Short term	X	X	X	X					Staff time, bond
N 1.3.1.4	Implement traffic calming devices on City streets to slow traffic speeds.	Immediate	X		X	X				Sheriff	Staff time, CDBG funds
N 1.3.1.5	Designate a motorcycle parking area off 3rd Street.	Short term	X	X	X	X				Sheriff	Staff time
Temporary noise sources											
N 1.4.1.1	Require restrictions on hours of construction activity when issuing construction permits.	Immediate	X		X	X					Staff time
N 1.4.2.1	Require noise permits for events that may result in excessive noise through the Special Event Permit process.	Immediate	X		X						Staff time, Permit fee

Table 18.8 Implementation Matrix for Public Safety Programs										
Program	Description	Timing	Responsibility						Funding Resource	
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan Committee	SJB Stakeholders		Other
Earthquakes and other geologic hazards										
PS 1.1.1.1	Maintain local development review procedures to ensure that new building development and existing building improvements are consistent with the California Building Code and California Alquist-Priolo Earthquake Fault Zoning Act.	Ongoing	X	X	X	X				Staff time
PS 1.1.2.1	Determine buildings in need of upgrading or retrofitting within City boundaries and provide notice to owners that provides proactive measures that can be taken to limit loss of life and damage to property in the event of an earthquake.	Short term	X	X	X	X				Staff time
PS 1.2.1.1	Maintain local development review procedures on all infrastructure projects to ensure that they are not built on geologic high-risk areas.	Ongoing	X	X	X	X				Staff time, development fees
PS 1.2.1.2	Require soils reports and geologic investigations in instances where development may be exposed to substantial seismic hazards, including ground shaking, liquefaction, surface rupture, and land sliding.	Short term	X	X	X	X				Staff time, development fees
Flood related hazards										
PS 2.1.1.1	Maintain local development review procedures to ensure that new building developments mitigate within the FEMA designated 100-year flood zone.	Ongoing	X	X	X					Staff time, development fees

Table 18.8 Implementation Matrix for Public Safety Programs										
Program	Description	Timing	Responsibility							Funding Resource
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan Committee	SJB Stakeholders	Other	
PS 2.2.1.1	Implement strategies to reduce impacts of flooding, particularly along the San Juan Creek and the Salinas Grade tributary.	Long term	X	X	X	X				Staff time, grant
PS 2.2.1.2	Maintain existing program with the CA Conservation Corp, local landowners, and San Benito County to clear streams of debris, vegetation, and illegal structures to allow for stormwater flows.	Ongoing	X		X	X			Fire Dept.	Staff time, CCC
Urban and wildland fire hazards										
PS 3.1.1.1	Require landowners to abide by defensible space standards provided by the California Department of Forestry and Fire Protection.	Immediate	X		X				Fire Dept.	Staff time, property owners
PS 3.1.1.2	Require new development along wild lands to have built in fire breaks.	Immediate	X	X	X				Fire Dept.	Staff time, developer
PS 3.1.1.3	Require easements to buffer new development from wildland.	Immediate	X		X				Fire Dept.	Staff time, developer
PS 3.1.1.4	Collaborate with the San Benito Fire Safe Council, San Juan Bautista Fire Department, and the California Department of Forestry and Fire Protection on an effective and environmentally-sound weed abatement program and utilize the California Department of Forestry and Fire Protection defensible space standards and recommendations.	Ongoing	X		X	X			Fire Dept.	Staff time, Cal Fire, SBC Fire Safe Council
PS 3.1.2.1	Create fire breaks along all public roads in high fire hazard areas.	Long term	X		X	X			Fire Dept.	Staff time

Table 18.8 Implementation Matrix for Public Safety Programs										
Program	Description	Timing	Responsibility							Funding Resource
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan Committee	SJB Stakeholders	Other	
PS 3.2.1.1	Maintain mutual aid agreements with the California Department of Forestry and Fire Protection for wildland fire protection.	Ongoing	X							Fire Dept. Staff time
PS 3.2.2.1	Require minimum Fire Department accessibility to all developments.	Immediate	X	X	X	X				Fire Dept. Staff time, development fees
PS 3.2.2.2	Coordinate with San Juan Bautista Fire Department (under contract with City of Hollister Fire Department), San Benito County Fire Department (under contract with City of Hollister Fire Department), and California Department of Forestry and Fire on review of new development projects.	Ongoing	X	X	X	X				Fire Dept. Staff time, development fees
Hazardous materials										
PS 4.1.1.1	Expedite permitting and reduce fees for property owners with contaminated sites wanting to remove contamination.	Short term	X	X	X	X				Staff time, permit fee
PS 4.2.1.1	Develop residential uses in areas that have not experienced hazardous material contamination if other feasible locations are available.	Short term	X	X	X	X				Staff time, development fees
PS 4.2.1.2	Require zoning and environmental review procedures that ensure development around potentially hazardous sites occurs with minimal future risks to health, life, and property.	Short term	X	X	X					Staff time, development fees
PS 4.2.1.3	Require soil sampling for development on those sites where past activities, including application of agricultural chemicals, may have led to soil contamination.	Short term	X	X	X					Staff time, development fees

Table 18.8 Implementation Matrix for Public Safety Programs											
Program	Description	Timing	Responsibility							Funding Resource	
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan Committee	SJB Stakeholders	Other		
Police Services and community safety											
PS 5.1.1.1	Investigate and adopt specific strategies to improve current response time.	Short term	X						X	Fire Dept.	Staff time
PS 5.2.1.1	Implement mitigation measures such as levying of police impact fees, if warranted.	Immediate	X							Sheriff	Staff time
PS 5.2.1.2	Determine areas in need of high attention from law enforcement by monitoring uses and sites that attract criminal activity and establishing records of incidences for targeted police patrol.	Immediate	X						Neighborhood Watch	Sheriff	Neighborhood watch, grant
PS 5.2.1.3	Continue to support neighborhood watch groups and establish community meetings at least once a year to share information with residents.	Ongoing	X				X		Neighborhood Watch	Sheriff	Staff time
PS 5.3.1.1	Facilitate communication between local agencies that address drug related issues.	Short term	X						Other regional agencies	Sheriff, SBC Health & Human Services	Staff time, grant, CDBG
PS 5.3.1.2	Create a comprehensive plan to address drug use.	Short term	X						Other regional agencies	SBC Health & Human Services	Staff time, grant,
PS 5.3.1.3	Work with local organizations to provide sufficient drug rehabilitation services and facilities.	Short term	X							Sheriff, SBC Health & Human Services	Staff time, grant,

Table 18.8 Implementation Matrix for Public Safety Programs											
Program	Description	Timing	Responsibility							Funding Resource	
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan Committee	SJB Stakeholders	Other		
PS 5.3.1.4	Participate in the Regional Gang Task Force.	Short term	X						Neighbor Hood Watch	Sheriff	Staff time
Emergency services											
PS 6.1.1.1	Develop a City wide Emergency Response Plan.	Short term	X		X	X				Sheriff, Fire Dept., SBC OES	Staff time
PS 6.1.1.2	Ensure the Emergency response plan includes procedures for collection and storage of emergency needed provisions such as water, food, and medical supplies.	Short term	X		X	X			X	Sheriff, Fire Dept., Am. Red Cross, SBC OES	Staff time
PS 6.1.1.3	Participate as an active member of the San Benito County Office of Emergency Services Collaborative.	Ongoing	X							Fire Dept.	Staff time
PS 6.1.2.1	Educate all residents on emergency procedures and evacuation routes that are practiced through community drills.	Short term	X		X	X	X		X	Fire dept., Sheriff, SBC OES	Staff time

Table 18.9 Implementation Matrix for Economic Development Programs										
Program	Description	Timing	Responsibility							Funding Resource
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan Committee	SJB Stakeholders	Other	
Diversification of the local economy										
ED 1.1.1.1	Streamline permitting for light industrial.	Medium		X	X					
ED 1.1.2.1	Partner with Gavilan College to increase remote learning opportunities.	Short term	X					X	School Dist.	
ED 1.2.1.1	Control the number of formula businesses that provide locally needed goods and services.	Short term		X	X				Chamber, businesses	
ED 1.3.1.1	Coordinate with regional economic development organizations to prepare an economic development strategy to be updated every five years.	Short term	X				X		San Benito Business Council	
ED 1.4.1.1	Provide for infrastructure needed to facilitate the development of ecotourism.	Long			X	X	X			
ED 1.4.2.1	Educate businesses of the benefits of sustainability.	Medium	X					X	Chamber, businesses	
ED 1.4.2.2	Require businesses to adopt sustainable practices.	Medium	X							
Supportive business climate										
ED 2.1.1.1	Streamline permitting for new businesses.	Short term	X		X					
ED 2.1.2.1	Organize key business stakeholders within the community.	Immediate	X				X	X	X	
Tourism										
ED 3.1.1.1	Develop a marketing campaign that promotes the City's historic image. Seek the aid of a professional whose remuneration is tied to the success of the program.	Short term	X				X	X		

Table 18.9 Implementation Matrix for Economic Development Programs										
Program	Description	Timing	Responsibility							Funding Resource
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan Committee	SJB Stakeholders	Other	
ED 3.1.1.2	Support such arts tourism activities as Art Walks and 'Alive after Five' on first Fridays or second Saturdays.	Short term					X	X	Chamber	
ED 3.2.1.1	Decrease permitting fees along the historic 3rd Street and The Alameda.	Short term	X		X					
ED 3.2.2.1	Organize a coordination meeting between representatives from the Archdiocese, the Parks Department, and the City by 2015.	Immediate	X				X	X		
ED 3.2.2.2	Establish a wayfinding system to identify the City.	Short term			X					
Strong agricultural sector										
ED 4.1.1.1	Zone areas for agricultural processing.	Short term		X	X					
ED 4.1.2.1	Reduce permitting and processing fees for agricultural support businesses.	Short term	X		X					
ED 4.2.1.1	Identify prime agricultural land compatible with the Williamson Act program and educate property owners on the merits of the program.	Medium			X					
ED 4.2.2.1	Create discretionary review procedures of development of prime agricultural properties.	Medium		X	X					

Table 18.10 Implementation Matrix for Public Facilities Programs										
Program	Description	Timing	Responsibility							Funding Resource
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan	SJB Stakeholders	Other	
High quality water and sewer services										
PF 1.1.2.1	Finish and implement plans for a 'pellet plant' that will treat water in a central location before it is delivered to customers.	Ongoing	X				X			SBCWD Water Mgr. Rate payers, develop. Impact fees
PF 1.1.2.2	Promote and incentivize the removal of home water softeners once water quality goals are met to reduce the salinity of wastewater.	Ongoing	X				X			SBCWD Water Mgr. SBCWD Staff time
PF 1.1.2.3	Produce an annual report to the City Council on water quality. Use this information to determine whether the City is meeting state water quality standards.	Ongoing	X				X			SBCWD Water Mgr. Staff time
PF 1.2.3.1	Produce an annual report to the City Council on water capacity and actual use. Use this information to determine where and when capital improvements are needed.	Ongoing	X				X			Bracewell /Water Mgr. Staff time
PF 1.3.2.1	Produce an annual report to the City Council on sewer capacity and actual use. Use this information to determine where and when capital improvements are needed.	Ongoing	X				X			Bracewell Staff time

Table 18.10 Implementation Matrix for Public Facilities Programs										
Program	Description	Timing	Responsibility							Funding Resource
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan	SJB Stakeholders	Other	
PF 1.3.2.2	As part of the City’s Capital Improvements Program, reduce infiltration and inflow problems at the City’s wastewater treatment plant by improving the trunk line leading from the collection system into the wastewater plant. Undertake other capital improvements as determined necessary by the plant operator and City Engineer.	Long term	X		X	X			Bracewell	City CIP funds, sewer fees
PF 1.3.2.3	Develop a plan for the Long term expansion or relocation of the City’s wastewater treatment plant or begin planning a second facility.	Long term	X		X	X				City CIP funds, sewer fees
Flooding infrastructure										
PF 2.1.3.1	Work with potential project developers to fund a flood control master plan.	Long term	X		X	X				Developers
PF 2.1.3.2	Complete the planned storm water channel from Mission Vineyard Road to the SR-156 Bridge and the 60” pipe connecting the West Fork Creek across The Alameda/Salinas Grade (Hwy) and along Mission Vineyard Road 700ft to the planned channel.	Ongoing	X		X	X				City CIP funds
PF 2.1.4.1	As part of the City’s Capital Improvements Program (under PF 8.1.2.1), identify projects to correct storm drainage problems on City streets.	Ongoing	X		X	X				City CIP funds

Table 18.10 Implementation Matrix for Public Facilities Programs										
Program	Description	Timing	Responsibility							Funding Resource
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan	SJB Stakeholders	Other	
Waste and disposal facilities										
PF 3.1.2.1	Condition approval of new development projects on the availability of adequate solid waste collection, disposal, and diversion/recycling resources to serve the new development.	Immediate	X	X	X	X				Staff time
PF 3.1.2.2	Require new development to include on-site recycling facilities and an Ongoing, regular program of pickup and disposal from the site. For residential developments, recycling and solid waste disposal facilities and pickup schedules shall be aligned to simplify use for residents.	Short term	X	X	X					Developers
PF 3.1.2.3	Subject new commercial and industrial development to impact fee assessment or development conditions sufficient to address unique characteristics of solid waste generated by the development.	Short term	X	X	X					Staff time
Reduction of solid waste										
PF 4.1.1.1	Establish composting programs for residential, commercial, and agricultural activities.	Long term	X			X	X	X	Volunteers, Recology	Grants, Staff, volunteers
PF 4.1.1.2	Develop a recycling community outreach and education program to increase awareness and diversion rates.	Long term	X		X		X		SBC Integ. Waste Mgt. (Mandy Rose)	Grants, Staff, time, Recology

Table 18.10 Implementation Matrix for Public Facilities Programs										
Program	Description	Timing	Responsibility							Funding Resource
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan	SJB Stakeholders	Other	
PF 4.1.2.1	Increase voluntary participation of businesses in the Monterey Bay Area Green Building Program.	Ongoing	X		X					Grants, Staff, time
Police and fire protection										
PF 5.1.3.1	Promote education and awareness for youth to discourage drug use and gang activity.	Short term	X						Sheriff, volunteers, neighborhood watch	Grants, Staff time
High-quality educational services and facilities										
PF 6.1.1.1	Support and facilitate efforts by the Aromas-San Juan Unified School District to enhance and expand its educational facilities.	Long term	X		X			ASJUSD Board		Staff time
PF 6.1.1.2	Work collaboratively with the Aromas-San Juan Unified School District to collect development impact fees and explore measures which strive to provide adequate school capacity as new development is approved.	Long term	X	X	X			ASJUSD Board		Staff time
PF 6.1.1.3	Work collaboratively with the Aromas-San Juan Unified School District early in the planning process to ensure their input is included in major land use or policy decisions, including changes to local development impact fees.	Long term	X	X	X			ASJUSD Board		Staff time
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.	Short term	X		X		X	ASJUSD Board		Staff time

Table 18.10 Implementation Matrix for Public Facilities Programs										
Program	Description	Timing	Responsibility							Funding Resource
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan	SJB Stakeholders	Other	
PF 6.1.1.5	Provide safe transportation for students between Anzar High School and the City.	Ongoing	X		X				ASJUSD Board, COG	ASJUSD, Grants
PF 6.3.1.1	Acquire adequate funding to maintain existing levels of service and support information technology upgrades at San Juan Bautista Library.	Short term	X						Library Auxiliary	Library staff Staff time, Grants
PF 6.3.1.2	Coordinate with the San Juan Bautista Library to acquire funding to pay for web server service fees in order to establish an online book catalog.	Short term	X						Library Auxiliary	Library staff Staff time, Grants
Healthy environment for the youth										
PF 7.1.1.1	Establish a youth commission for the purpose of reporting, representation, and increasing involvement in activities.	Short term	X				X		ASJUSD, Rotary, San Juan Comm.	Volunteer program, Non-profits Non-profit, grants, staff time
PF 7.1.1.2	Engage youth with Mission Docents and historic preservation/ archeology.	Medium							ASJUSD, Rotary, San Juan Comm.	Volunteer program, Non-profits Non-profit, grants, staff time
PF 7.1.2.1	Establish programs and opportunities for youth to attend community meetings and participate in community service organizations (for the service learning component) at Anzar High School.	Short term	X				X		ASJUSD, Rotary, San Juan Comm.	Volunteer program, Non-profits Non-profit, grants, staff time

Table 18.10 Implementation Matrix for Public Facilities Programs											
Program	Description	Timing	Responsibility							Funding Resource	
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan	SJB Stakeholders	Other		
PF 7.1.3.1	Establish mentoring programs and opportunities for youth and seniors to work together.	Medium	X					X		Volunteer program	Non-profit, grants
PF 7.1.3.2	Integrate the visual and performing arts into recreational activities for youth, families, and seniors.	Medium	X						X	School District	Non-profit, grants, staff time
PF 7.1.3.3	Establish a community center for families, seniors, and youth.	Medium	X						X	Volunteer program, Non-profits	Non-profit, grants, staff time
PF 7.1.3.4	Establish work-study program for the youth as a pathway to career development.	Immediate	X							School District	Non-profit and private
High quality infrastructure and services											
PF 8.1.1.1	Use development impact fees to offset the cost of extending or upgrading infrastructure to new development.	Ongoing	X				X				Impact Fees
PF 8.1.1.2	Use voter-approved (property owner approved) assessment districts to fund roadway, water, sewer, drainage, and other infrastructure improvements in areas planned for urban uses during the time frame of this General Plan.	Ongoing	X	X	X	X					Assessment District Fees
PF 8.1.2.1	Prepare and adopt a five-year capital improvement program (CIP). The CIP should be updated and reviewed for consistency with the General Plan on an annual basis.	Ongoing	X				X				Staff time

Table 18.10 Implementation Matrix for Public Facilities Programs										
Program	Description	Timing	Responsibility						Funding Resource	
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan	SJB Stakeholders		Other
PF 8.1.2.2	Regularly apply for Community Development Block Grants and other state and federal funding sources to improve local infrastructure and provide services.	Ongoing	X		X					Staff time
PF 9.1.1.1	Develop a city sponsored volunteer program.	Short term	X				X			Staff time
PF 9.1.1.2	Develop procedural manuals, provide ongoing training, and establish annual strategic plan review by Council.	Short term	X							Staff time, League of CA cities
PF 9.1.1.3	Create a Public Information Officer position: utilize water bill announcements, kiosks, bulletin boards, website re-design, regular articles in local papers, and newsletters to connect the public with local government.	Short term	X				X			Staff time

Table 18.11 Implementation Matrix for Historic Preservation and Community Design Programs										
Program	Description	Timing	Responsibility							Funding Resource
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan	SJB Stakeholders	Other	
Celebrated local historic resources										
HPCD 1.1.1.1	Submit nominations for qualified buildings to the National Register of Historic Places (NRHP).	Short term	X		X		X	X		
HPCD 1.1.1.2	Implement recommendations in the City's 2006 Historical Resources Inventory.	Short term	X		X		X	X		
HPCD 1.1.1.3	Design and install gateway welcome signs for the three growth corridors: Muckelemi St., 3rd St., and the Alameda that highlight the City's historic character and local architecture.	Medium term		X	X	X				
HPCD 1.1.2.1	Establish guidelines to distinguish which projects need review by the City planning staff, the Planning Commission, or Historic Resources Board.	Immediate	X	X	X					
HPCD 1.1.2.2	Define what level of environmental documentation is needed for both major and minor rehabilitation and renovations and projects.	Short term		X	X					
HPCD 1.2.1.1	Support prioritization of the City's historic resources through communication within the community.	Short term	X				X			Preserve America
HPCD 1.2.1.2	Utilize available federal, state, and private funding through listing eligible properties with the National Register.	Short term	X				X	X		
HPCD 1.2.1.3	Work with the California State Office of Historic Preservation and the County Assessor to activate a Mills Act Property Tax Abatement Program.	Short term	X		X			X		

Table 18.11 Implementation Matrix for Historic Preservation and Community Design Programs										
Program	Description	Timing	Responsibility							Funding Resource
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan	SJB Stakeholders	Other	
HPCD 1.2.2.1	Develop a signage plan to advertise heritage tourism.	Short term	X				X	X		Preserve America
HPCD 1.2.2.2	Develop heritage tourism activities.	Short term					X	X	Non-profits	
HPCD 1.2.3.1	Update inventory of local Historic resources in the city every 10 years.	Long term	X				X	X		
Historical sense of place										
HPCD 2.1.1.1	Preserve such traditional site features as variations in lot sizes, setbacks, and landscaping.	Medium		X	X					
HPCD 2.1.1.2	Allow for a variety of traditional building styles in new residential development, consistent with the diverse architectural heritage of San Juan Bautista’s homes.	Medium		X	X					
HPCD 2.1.2.1	Develop design guidelines for solar panel installation on historic properties.	Medium		X	X					
HPCD 2.1.2.2	Develop a programmatic agreement with the State Historic Preservation Office to streamline energy efficient upgrades of listed historic properties.	Short term		X	X				State Office Historic Preservation	
HPCD 2.1.1.2	Publicize cost-saving benefits of energy efficient buildings.	Short term	X			X			Non-profits	PG&E
HPCD 2.2.1.1	Develop a complete streets network to connect new development to activity centers.	Short term		X	X		X			
HPCD 2.2.1.2	Connect sidewalks with shade trees in new development to the complete streets network.	Medium		X	X		X			

Table 18.11 Implementation Matrix for Historic Preservation and Community Design Programs										
Program	Description	Timing	Responsibility							Funding Resource
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan	SJB Stakeholders	Other	
HPCD 2.3.1.1	Develop underutilized or vacant lands within the City core.	Medium	X	X	X					
HPCD 2.3.1.2	Utilize the City's "Design Guidelines" document to streamline the review process for infill development within and adjacent to historic districts.	Medium		X	X		X			
HPCD 2.3.1.3	Provide density bonuses for mixed-use development.	Short term		X	X					
HPCD 2.3.1.4	Retro-fit historical buildings to enable intensified use.	Short term		X	X			X	Chamber	
HPCD 3.1.1.1	Support the Art Walks- Alive after Five – First Fridays or Second Saturdays.	Short term					X	X		Chamber, Strategic Planning
HPCD 3.1.1.2	Designate galleries and artisan businesses for the Main Street corridor.	Short term				X		X		City, Main Street, Strategic Planning
HPCD 3.1.1.3	Coordinate live performances and music theatre in restaurants, centers, and outdoor parks, and provide storage and electricity for these endeavors.	Short term				X		X		City, Strategic planning, non-profits
HPCD 3.1.1.4	Change land use in warehouses area for artist/performer studio space.	Medium			X	X				City planning
HPCD 3.1.1.5	Develop public arts program for trails and complete streets.	Medium								City planning, SPC, non-profits

Table 18.12 Implementation Matrix for Health Programs											
Program	Description	Timing	Responsibility							Funding Resource	
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan	SJB Stakeholders	Other		
Awareness of healthy living											
HE 1.1.1.1	Work with the County Health Officer and Department to organize health education and awareness campaigns.	Short term	X						X	County	
HE 1.1.1.2	Establish informational sessions on substance abuse and mental or emotional health that are accessible for the entire community.	Short term	X						X	Non-profits	
HE 1.1.1.3	Partner with local business communities, school districts, and community organizations to develop health and active lifestyle awareness.	Immediate	X					X	X	School district, Non-profits	Grants
HE 1.1.2.1	Increase family support, preventative services, and lifestyle or behavioral coaching assistance.	Short term	X						X	Non-profits, County	
HE 1.2.1.1	Facilitate informational workshops with school districts, community services agencies, and healthcare providers on assistance programs.	Immediate	X						X	School district, CSA, County	
Accessibility to healthcare services and programs											
HE 2.1.1.1	Support existing transit services.	Ongoing	X							COG	
HE 2.1.1.2	Provide non-emergency medical transportation for the community, specifically for seniors.	Short term	X						X	County	Caltrans
HE 2.1.1.3	Promote coordination among local health systems and entities.	Short term	X						X	Non-profits	

Table 18.12 Implementation Matrix for Health Programs										
Program	Description	Timing	Responsibility							Funding Resource
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan	SJB Stakeholders	Other	
HE 2.1.2.1	Continue and expand the Mobile Health Clinic.	Ongoing	X						X	X
HE 2.1.2.2	Provide education and access to healthcare benefits for low income children, adults, and families.	Short term	X						X	X
HE 2.2.1.1	Create the San Juan Bautista Farmer's Market.	Short term						X		X
HE 2.2.1.2	Establish community gardens and food cooperatives.	Medium	X					X	School District	Non-profits
HE 2.2.1.3	Provide transit opportunities to fresh produce markets and grocery stores.	Short								COG
HE 2.2.1.4	Encourage fee-free incentives for local growers to participate at the farmer's market.	Short term	X					X		Non-profits
HE 2.2.1.5	Permit convenience stores to carry fresh produce in compliance with health department regulations.	Short term	X		X					
HE 2.2.1.6	Develop a Healthy Food Store Incentives Program.	Medium	X							X
HE 2.2.1.7	Provide educational programs to encourage food assistance programs.	Medium	X							X
HE 2.2.1.8	Amend zoning and other restrictions limiting urban agriculture.	Short term	X		X					
HE 2.3.1.1	Establish a school garden cared for by students with support and education by local growers.	Ongoing							X	School

Table 18.12 Implementation Matrix for Health Programs										
Program	Description	Timing	Responsibility							Funding Resource
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan	SJB Stakeholders	Other	
2.3.1.2	Support school programs and collaborate with other organizations including local growers to offer healthy food in schools.	Short term	X						X	School
Safe community										
HE 3.1.1.1	Enhance lighting on streets, sidewalks, crosswalks, and in public spaces.	Short term			X	X				
HE 3.1.1.2	Improve neighborhood safety watch programs.	Short term	X							Sheriff
HE 3.1.1.3	Implement strict enforcement for driving- under-influence offenses.	Short term	X							Sheriff
HE 3.1.2.1	Partner with local agencies to create a permanent center for homeless and abuse victims.	Long term	X						X	Non-profits
HE 3.1.2.2	Close gaps in the identified pedestrian area of downtown.	Medium	X		X	X				
Active transportation and recreation network										
HE 4.1.1.1	Create a Community Center for families, seniors, and youth.	Short term	X				X			Non-profits
HE 4.1.1.2	Expand public events to encourage active community participation and social	Short term	X				X			Non-profits
HE 4.1.1.3	Create volunteer and after school programs for youth.	Short term	X				X			School
HE 4.1.1.4	Integrate the visual and performing arts into recreational activities for youth, families, and seniors.	Short term	X				X	X		Non-profits

Table 18.12 Implementation Matrix for Health Programs										
Program	Description	Timing	Responsibility							Funding Resource
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan	SJB Stakeholders	Other	
HE 4.1.2.1	Continue to provide a diverse range of park types and recreational opportunities.	Long term	X		X		X			
HE 4.1.2.2	Expand recreational programs and services to meet evolving community needs with equal distribution in all neighborhoods.	Medium	X				X		Tennis Group	REACH
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.	Short term	X				X			
HE 4.1.2.4	Promote access to non-City operated parks and recreation.	Short term	X				X		School	
HE 4.1.2.5	Create a Parks Master Plan.	Medium		X	X		X			
Sustainable healthy living										
HE 5.1.2.1	Encourage employers to provide adequate health coverage and benefits to full-time and part-time employees.	Medium	X						Non-profits	
HE 5.1.3.1	Coordinate with neighboring jurisdictions, local employers, and industries for emergency preparedness and disaster response programs.	Short term	X			X			Fire, Police	
HE 5.1.3.2	Maintain adequate police and fire facilities, equipment, and maintenance.	Short term	X			X			Fire, Police	
HE 5.1.3.3	Restore Spring Lot Park at San Juan Canyon Creek near the old cement plant facility as a recreation and camping park.	Short term	X			X				

Table 18.12 Implementation Matrix for Health Programs										
Program	Description	Timing	Responsibility							Funding Resource
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan	SJB Stakeholders	Other	
HE 5.2.1.1	Provide pedestrian and bicycle amenities, such as bicycle parking, streetscape improvements, and traffic calming measures.	Medium		X	X					
HE 5.2.1.2	Explore innovative solutions such as a bicycle coalition and bicycle share program.	Medium	X		X				Non-profits	
HE 5.2.1.3	Encourage businesses to provide incentives for employees to walk, bike, or use public transit.	Medium	X		X				Non-profits	
HE 5.2.1.4	Design a Complete Streets Plan.	Short term	X	X	X					
HE 5.2.1.5	Implement the Safe Routes to School program.	Medium		X	X				School	
Environmental quality										
HE 6.1.1.1	Coordinate with the Monterey Bay Unified Air Pollution Control District and the California Air Resources Board.	Short term	X		X		X			
HE 6.1.1.2	Consider options, including possible relocation, recycling, redevelopment, rezoning, process changes, incentive programs, and other types of land use regulations where decisions on land use may result in emissions of pollution that pose significant health risks.	Medium		X	X					
Improvement in well-being										
HE 6.1.2.1	Establish a minority worker training program that recruits and trains individuals for employment, resulting in a reduced risk of exposure to contaminants.	Short term		X	X					

Table 18.12 Implementation Matrix for Health Programs										
Program	Description	Timing	Responsibility							Funding Resource
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan	SJB Stakeholders	Other	
HE 6.1.2.2	Develop a vulnerable populations program that promotes healthy lifestyles among population groups experiencing the greatest burden of chronic disease due to pollution exposure.	Short term		X	X					
HE 6.1.2.3	Implement a public involvement program that identifies and engages low literacy and limited English proficiency populations in the planning and decision-making process.	Short term		X	X					
HE 6.1.2.4	Create home education and remediation programs for low-income households regarding lead-based paint and other contaminants.	Short term		X	X					
Quality of place-making										
HE 6.1.3.1	Encourage site plan designs that include appropriate setbacks and/or design features that reduce pollution at the source.	Short term		X	X					
HE 6.1.3.2	Encourage the incorporation of barriers, landscaping, ventilation systems, or other measures in planning design that reduce or prevent pollution.	Short term		X	X					
HE 6.1.4.1	Prevent, reduce, or eliminate soil or water contamination from industrial and agricultural operations by working with property owners and regional agencies.	Short term		X	X					

Table 18.12 Implementation Matrix for Health Programs										
Program	Description	Timing	Responsibility							Funding Resource
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan	SJB Stakeholders	Other	
HE 6.2.1.1	Protect the quality of water sources, including cones of influence, water recharge areas, and water wells, from future degradation through design standards.	Short term		X	X					
HE 6.2.1.2	Ensure that design standards for all stormwater retention and detention systems are adhered to in order to prevent the degradation of surface water bodies	Short term		X	X					
HE 6.2.1.3	Require that impervious surfaces be limited and mitigated with low impact development in prime recharge areas.	Short term		X	X					
HE 6.2.2.1	Protect potable water well fields from man-made and natural sources of pollution.	Short term		X	X	X				
HE 6.2.2.2	Plan for the emergency conservation and use of recycled water sources.	Short term	X	X	X					
HE 6.2.2.3	Create a San Juan Creek restoration program.	Medium	X		X		X		Non-profits	
HE 6.2.3.1	Work with regulatory agencies to monitor and enforce noise standards.	Short term	X							
HE 6.2.3.2	Prevent and mitigate transportation related noise impacts on residential and sensitive uses.	Short term	X							
HE 6.2.3.3	Reduce exposure to second-hand smoke in indoor and outdoor spaces especially in the downtown pedestrian zone area.	Short term	X					X	Non-profits	

Table 18.12 Implementation Matrix for Health Programs										
Program	Description	Timing	Responsibility						Funding Resource	
			City Council, Manager & Attorney	Planning Commission	City Planning	City Engineer/ Public Works	SJB Strategic Plan	SJB Stakeholders		Other
HE 6.2.3.4	Develop an engine replacement and retrofit program, starting with a city vehicle transition program, to replace high emission vehicles with climate-friendly vehicles.	Medium	X			X				MBUAPCD Grants
HE 6.2.3.5	Develop and enforce guidelines for mitigating significant impacts on indoor air quality.	Medium	X	X	X					
HE 6.2.3.6	Create and implement a route plan to direct trucks and motorcycles away from neighborhood streets and sensitive uses.	Short term		X	X					
HE 6.3.1.1	Review and update the inclusionary housing ordinance to reflect evolving needs.	Short term		X	X					
HE 6.3.1.2	Develop an incentives program to encourage new development and redevelopment to exceed minimum requirements.	Short term		X	X					
HE 6.3.1.3	Develop a program and funding mechanism to support the restoration of homes in low-income neighborhoods to meet health and safety codes.	Medium		X	X					
HE 6.3.1.4	Implement senior and affordable housing design guidelines.	Medium		X	X					
HE 6.3.1.5	Review and update the housing code enforcement procedures to ensure public health and safety.	Short term		X	X					

APPENDICES

Appendix Community Meeting Feedback Materials

Community Meeting #1: Focus Groups

A summary of responses to the three questions is as follows:

Strengths – Residents like the City for the following reasons:

- The Mission
- The friendly, small town atmosphere
- The people
- Rich inventory of historic buildings
- Is quiet and peaceful
- Surrounded by agriculture
- Preserved open spaces and parks
- Is walkable
- Location is close to large cities
- Has small, locally owned businesses
- Strong tourist draw
- Scenic beauty
- Feels safe - has very little crime
- Community pride for space
- Has controls on growth
- Hiking- De Anza Trail

Anchors – Residents are concerned that the City is constrained by the following:

- Zoning/ governmental regulations that limit activities of businesses
- Highway access
- Lack of public transportation
- Visitor parking
- Road maintenance
- Directional signage (to SJB and for in-town amenities and attractions)
- Diversity of jobs
- Lack of hardware store
- Diversity of businesses
- Limited City funding

- Vacancies
- No coffee shop by Mission
- Limited affordable/senior housing
- Lack of cooperation with the State Park
- Emergency preparedness
- Limited police presence/security
- Cost and quality of water

Wishes – Residents wish for the following:

- Zone for light industrial land uses
- Increase resident involvement in community activities
- More structured development, but MAINTAIN small town feel
- Allow for expanding design guidelines
- More bike trails
- Improved circulation systems
- Improve sidewalk infrastructure
- Offsite parking
- Informative way finding signage and kiosks
- More advertisement of the City's history
- Tourism management -- tourism department
- More retail opportunities
- More cultural events
- Events/street fairs partnering with local businesses
- Continuous support of agricultural lands
- Better relationship/communication between the State Park and the City
- Expand tourism market: attract agricultural- tourism
- Provide more youth/teen activities- establish community recreation center

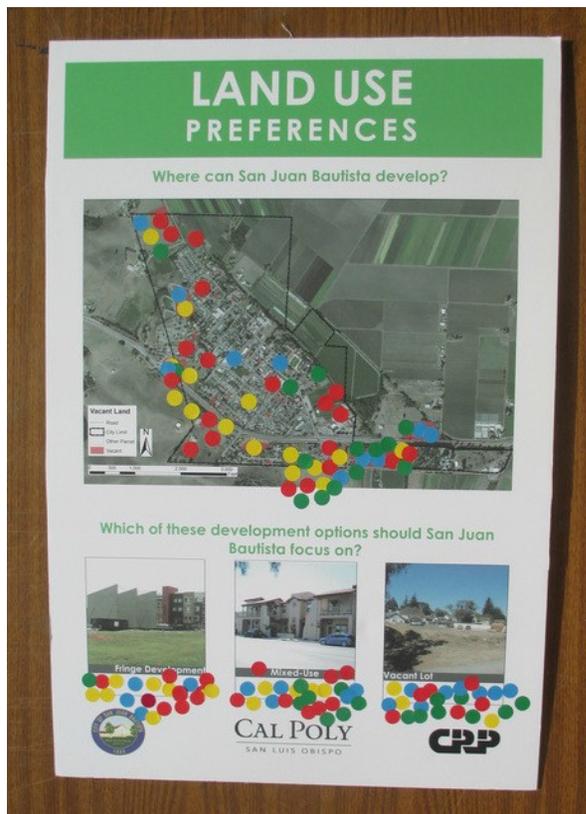
Community Meeting #2: Emerging Directions

Poster Voting Activity

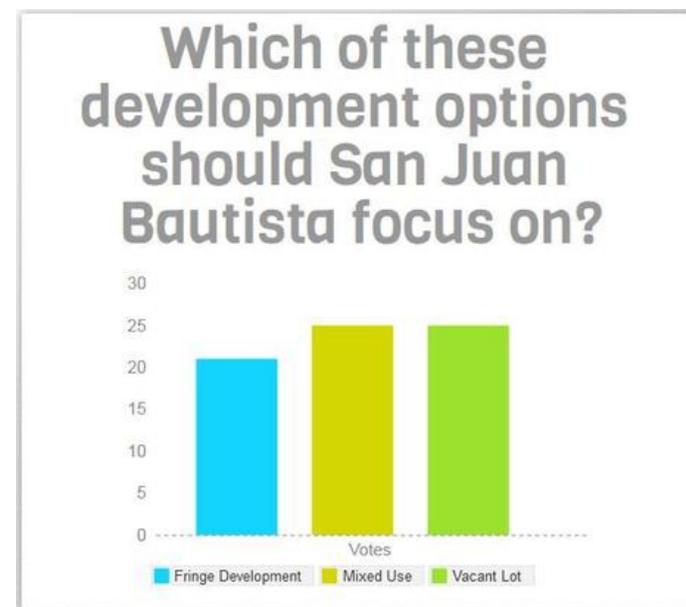
This section summarizes input from the preference poster exercise performed during the second community meeting. The following subsections summarize community feedback and preferences gathered from the poster exercise.

Land Use Preferences

Land Use Preferences Poster



Land Use Preferences Voting Results

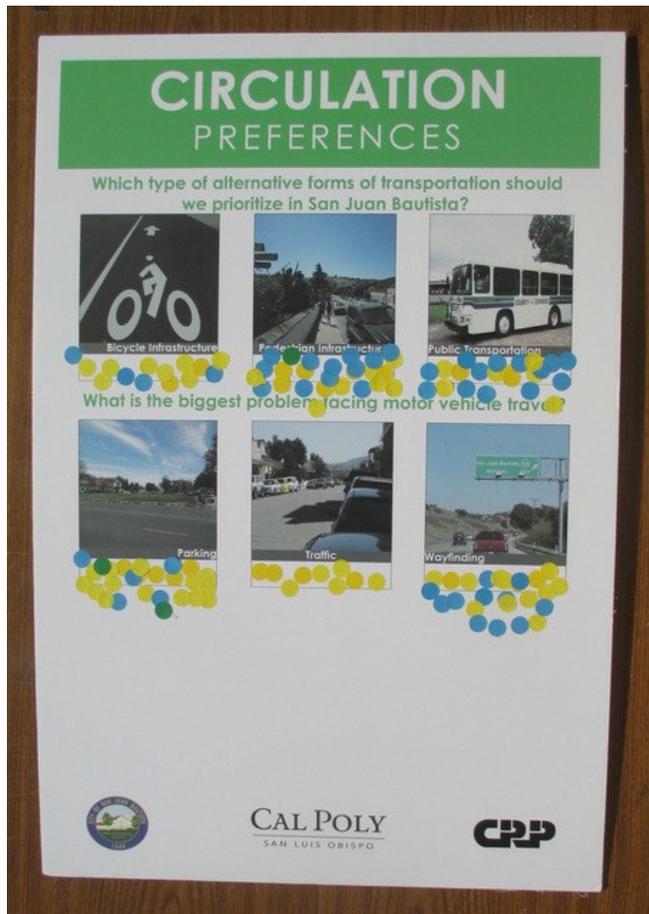


Community members expressed a desire to see an emphasis placed on mixed-use and vacant parcel development.

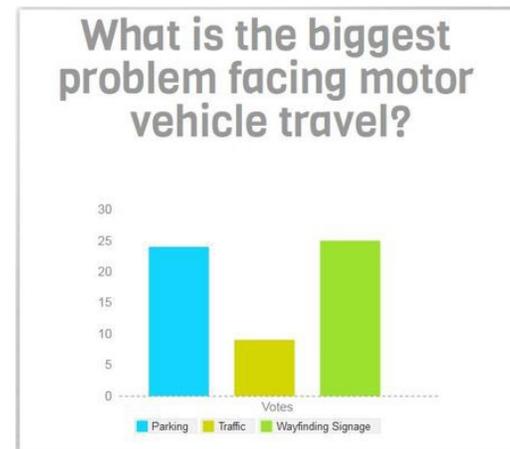
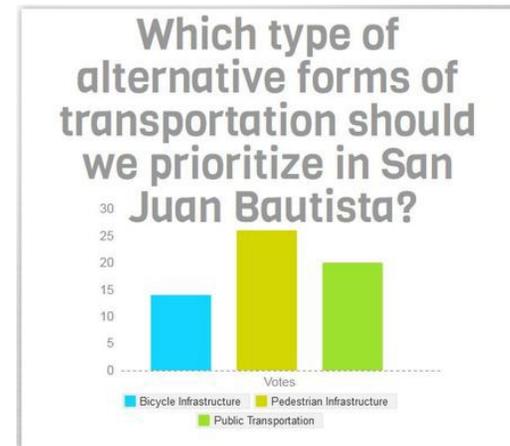
Circulation

San Juan Bautista residents and visitors noted circulation issues as holding the City back. When asked which types of alternative forms of transportation should be prioritized, pedestrian infrastructure was selected most by residents. Lack of way-finding signage was noted as the biggest problem facing motor vehicle travel, followed closely by parking.

Circulation Preferences Poster

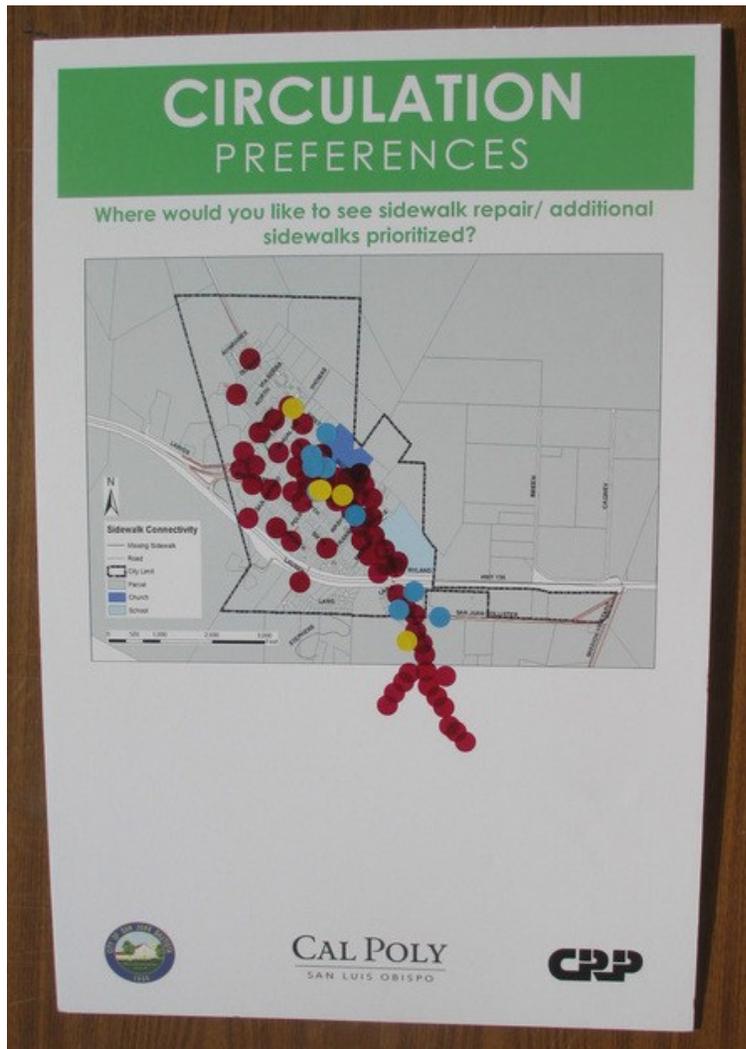


Circulation Preferences Voting Results



Sidewalk repair and construction was prioritized by community members along 3rd Street and The Alameda.

Circulation Preferences Map



Housing Preferences Poster

HOUSING PREFERENCES
What kind of affordable housing would you prefer?

Single Family Attached, Apartments, Granny Units

What kind of market rate housing would you prefer?

Mixed-Use, Single Family Attached, Single Family Detached

Which of the following special needs housing should be prioritized?

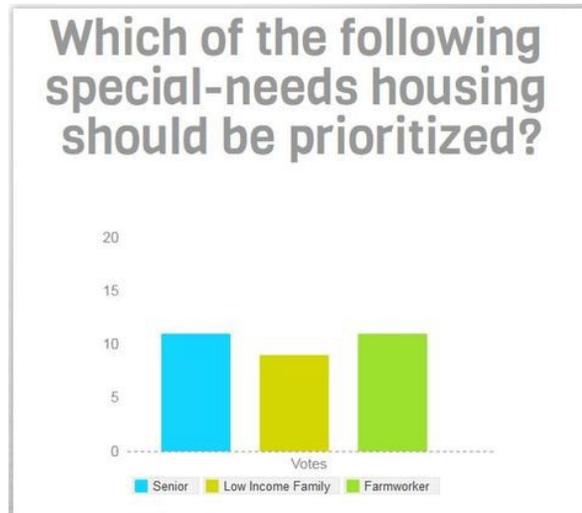
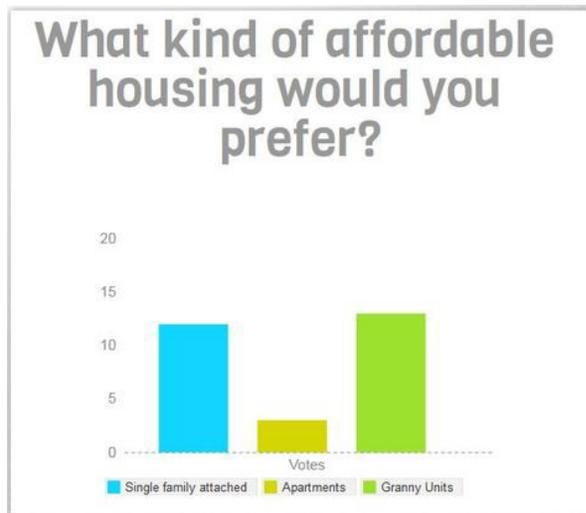
Senior, Low Income Family, Farmworker

The poster features nine images of different housing types arranged in a 3x3 grid. Each image is labeled with its type. Yellow circles are placed below each image, indicating preferences. Logos for Cal Poly San Luis Obispo and CRP are at the bottom.

Housing

Residents emphasized a need for mixed-use market rate housing. They responded that granny units and single family detached housing were vastly preferred over apartments as affordable housing choices. Community members also chose farmworker and senior housing as the types of special-needs housing that should be prioritized.

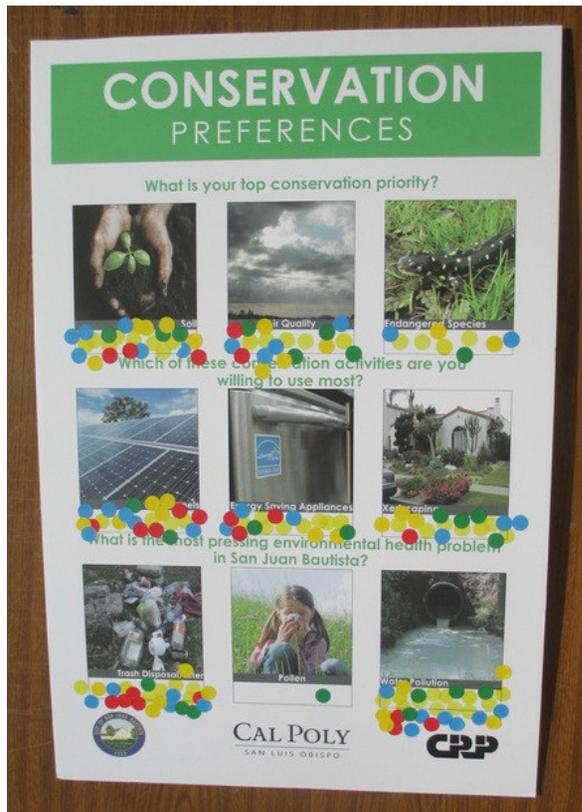
Housing Preferences Voting Results



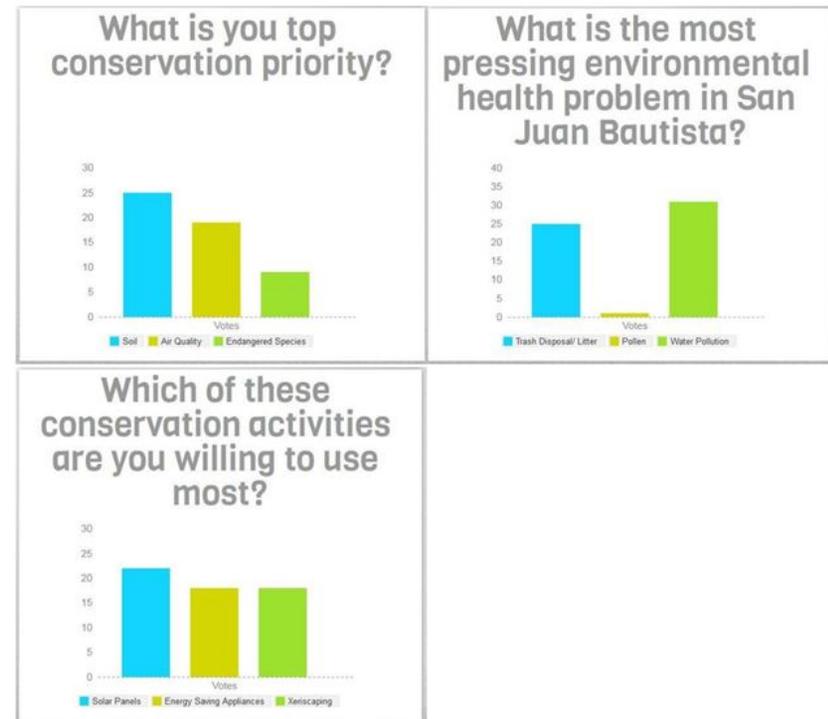
Conservation

The top conservation priority for residents in San Juan Bautista was soil quality. The most pressing environmental health concern facing residents was water pollution. Community members were most interested in the utilization of solar panels as a conservation activity.

Conservation Preferences Poster



Conservation Preferences Voting Results



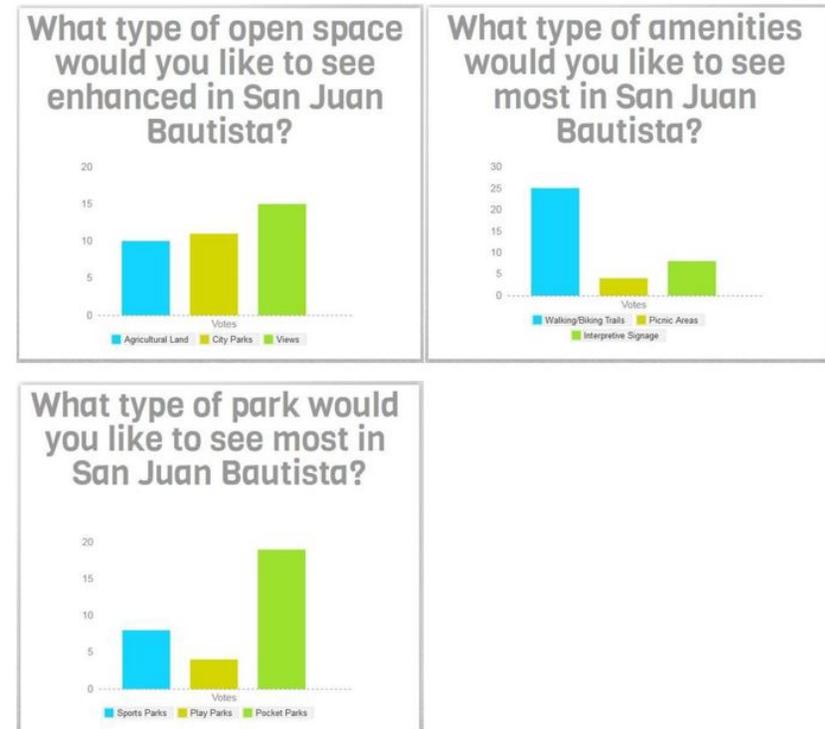
Open Space

Responses from the second community meeting noted that people would most like to see planning for pocket parks as well as walking/ biking trails enhanced. The community voiced the importance of views as the amenity they would most like to see most enhanced in San Juan Bautista.

Open Space Preferences Poster



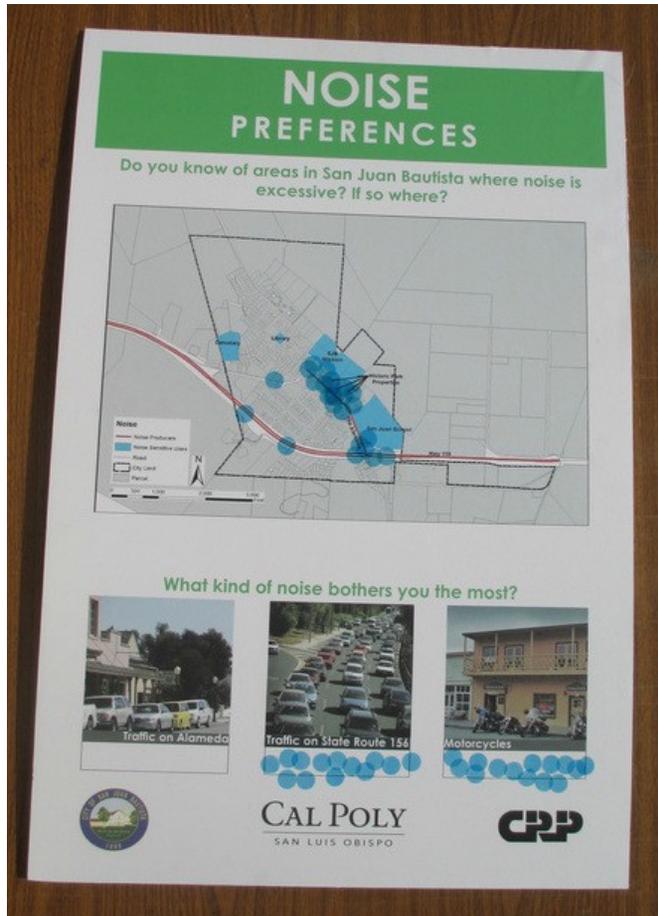
Open Space Preferences Voting Results



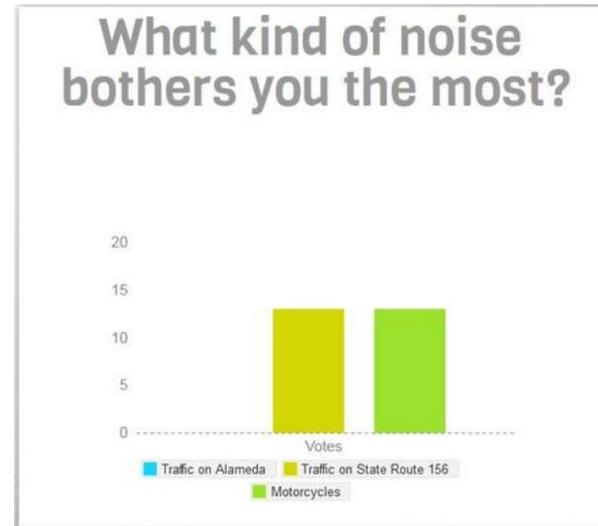
Noise

Two types of noise were of equal concern by community members; motorcycles on 3rd Street and traffic on State Route 156.

Noise Preferences Poster



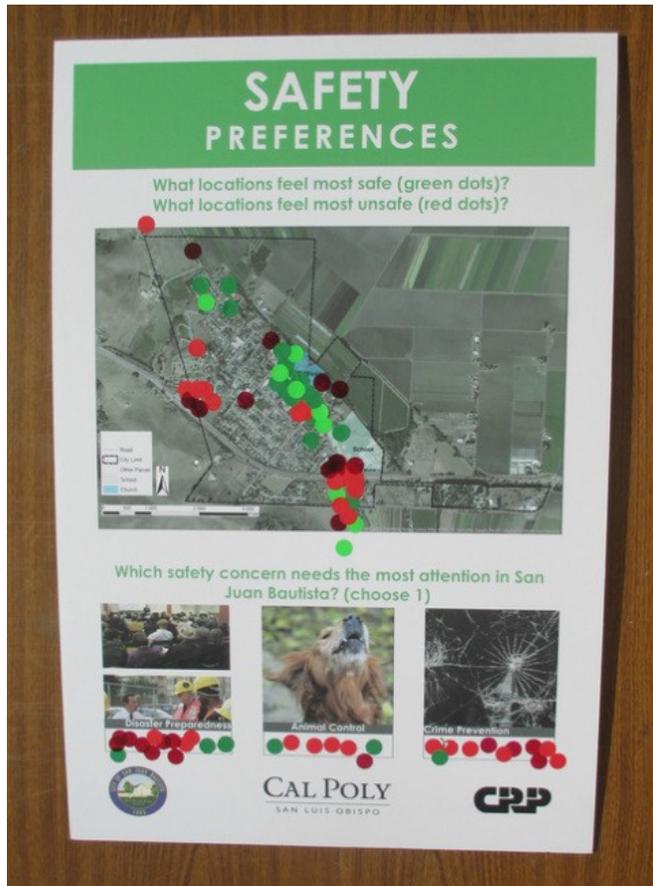
Noise Preferences Voting Results



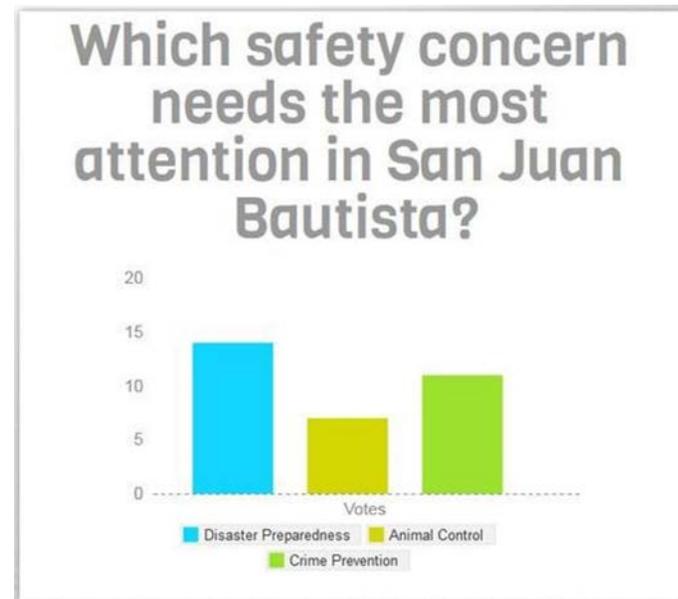
Safety

Residents located places in the City that felt the most safe and unsafe and chose disaster preparedness and crime prevention as the top public safety concerns that need the most attention.

Safety Preferences Poster



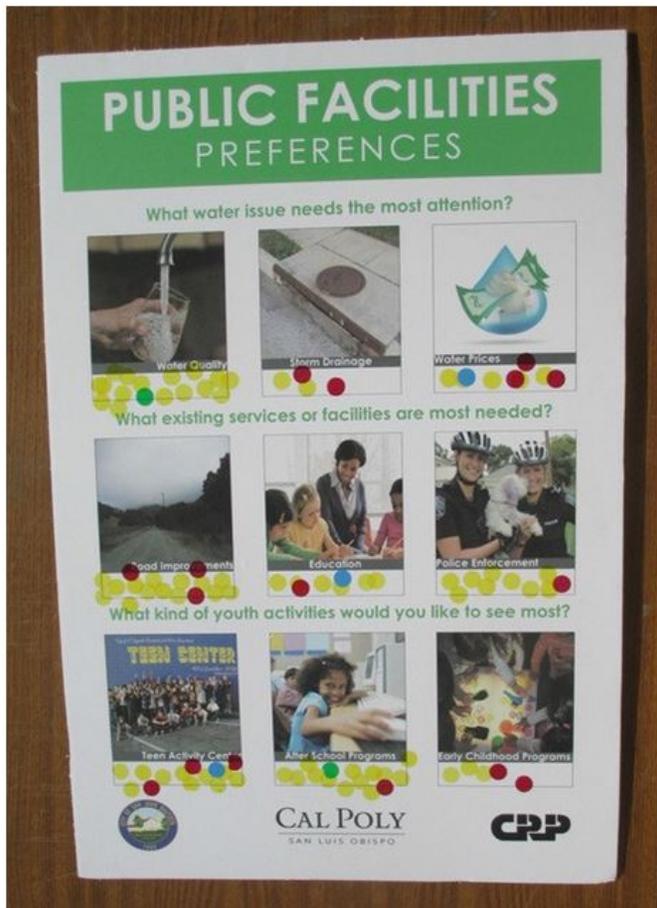
Safety Preferences Voting Results



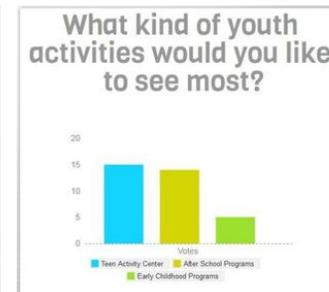
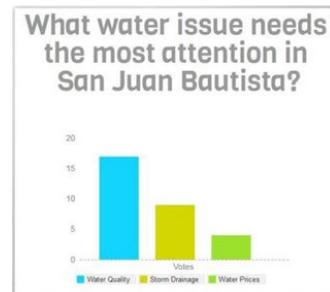
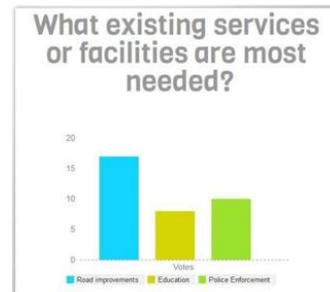
Public Facilities

The top water issue for residents was water quality while road improvement was chosen as the existing service most needed in the City. For youth activities, a youth activity center and after-school programs were both highly desired.

Public Facilities Preferences Poster



Public Facilities Preferences Voting Results



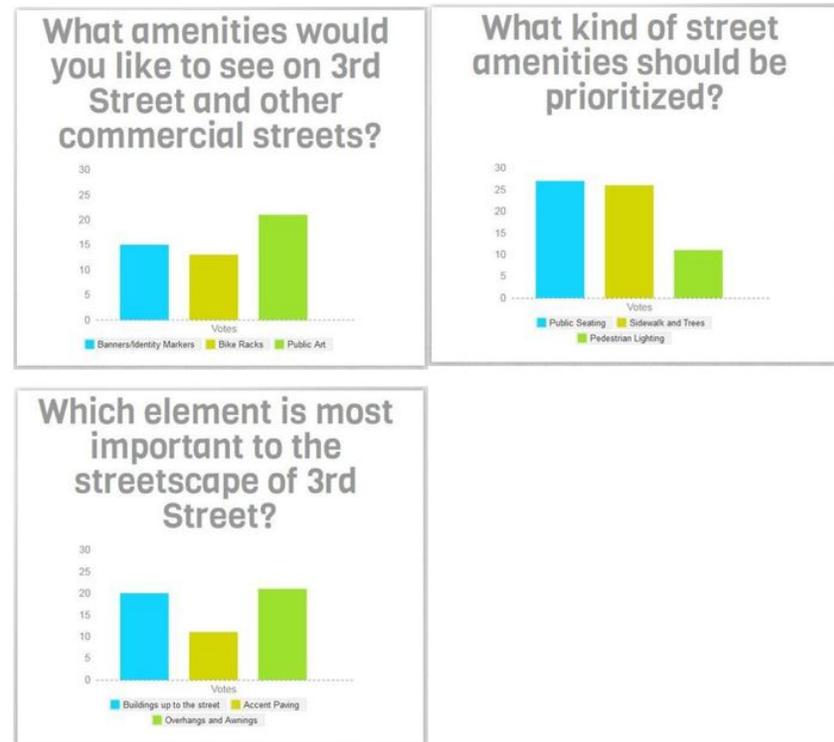
Community Design

Amenities needing to be added to the 3rd Street commercial avenue are public art, banners/identity markers, and bike racks, while streetscape elements most important to the streetscape included bringing buildings up to the street and overhangs/awnings.

Community Design Preferences Poster



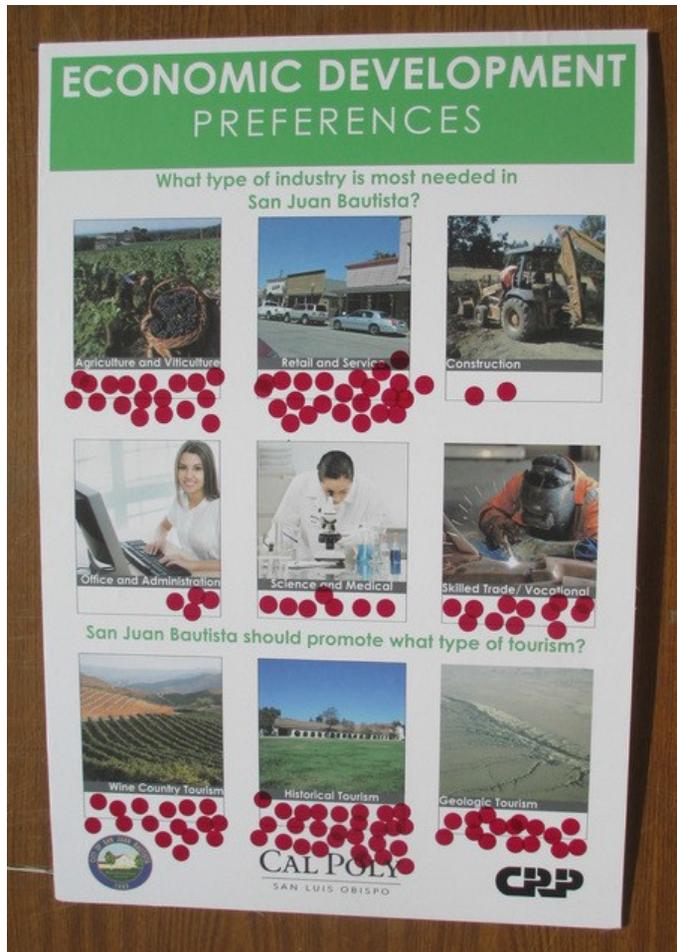
Community Design Preferences Voting Results



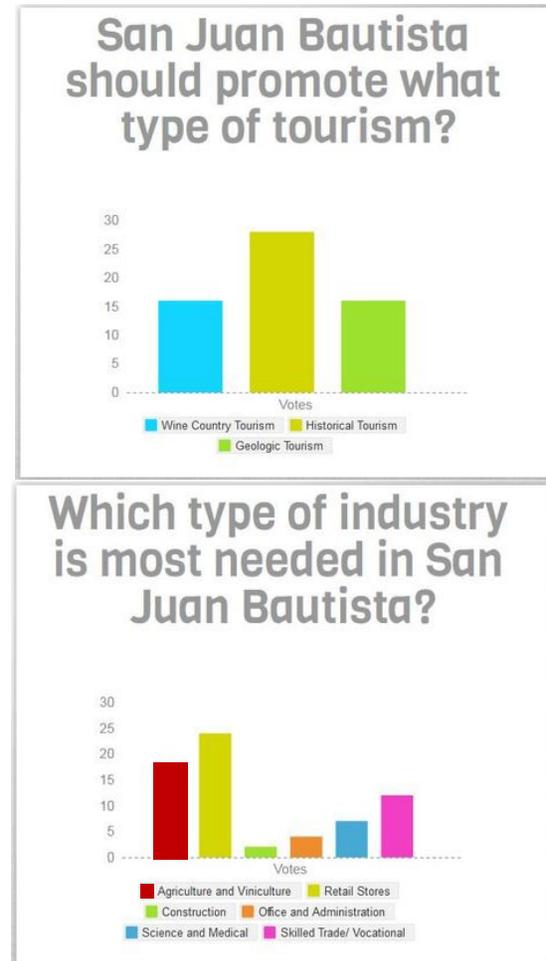
Economic Development

Retail and agriculture/viticulture were the top two industry types that should be the focus on growth in the City.

Economic Development Preferences Poster



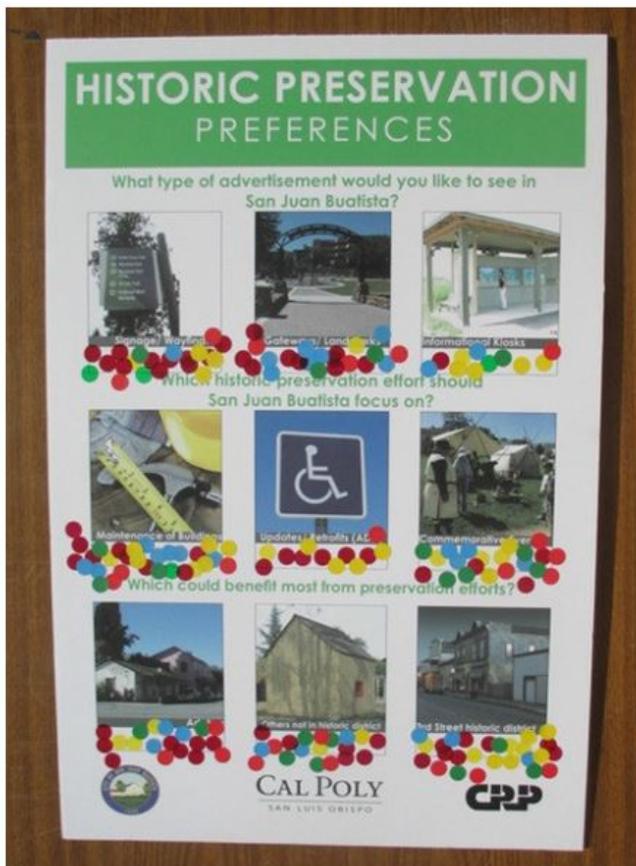
Economic Development Preferences Voting Results



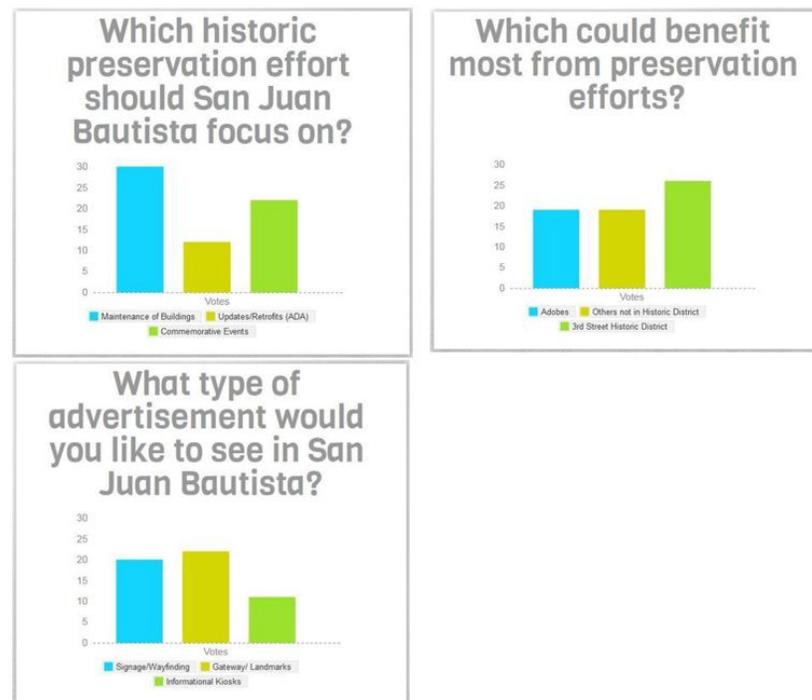
Historic Preservation

Community members voiced the importance of boosting historic preservation for the City. Residents noted that they would like to see more emphasis on gateways and landmarks in the City. They believe that historic preservation efforts should be focused on the maintenance of buildings and the 3rd Street Historic District.

Historic Preservation Preferences Poster



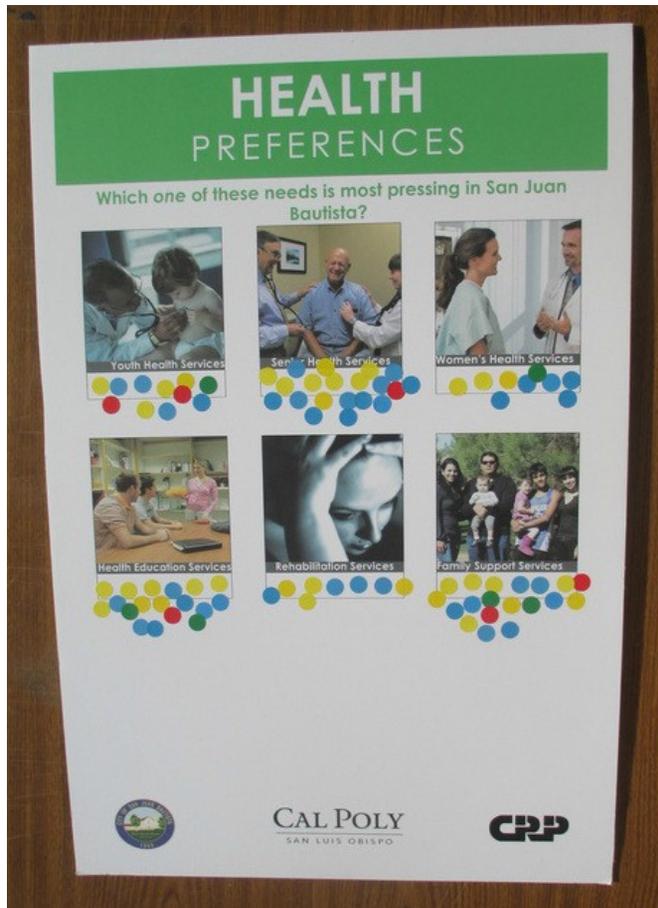
Historic Preservation Preferences Voting Results



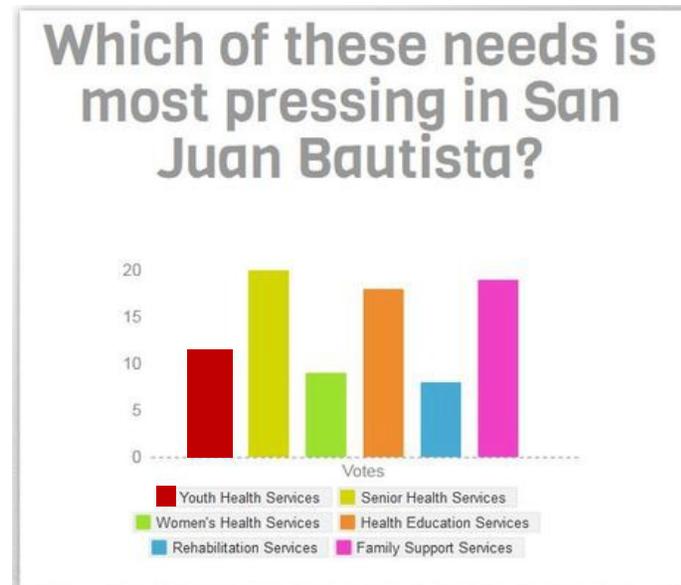
Health

The most pressing needs in San Juan Bautista were senior health services, family support services and health education services.

Health Preferences Poster (1)



Health Preferences Voting Results (1)



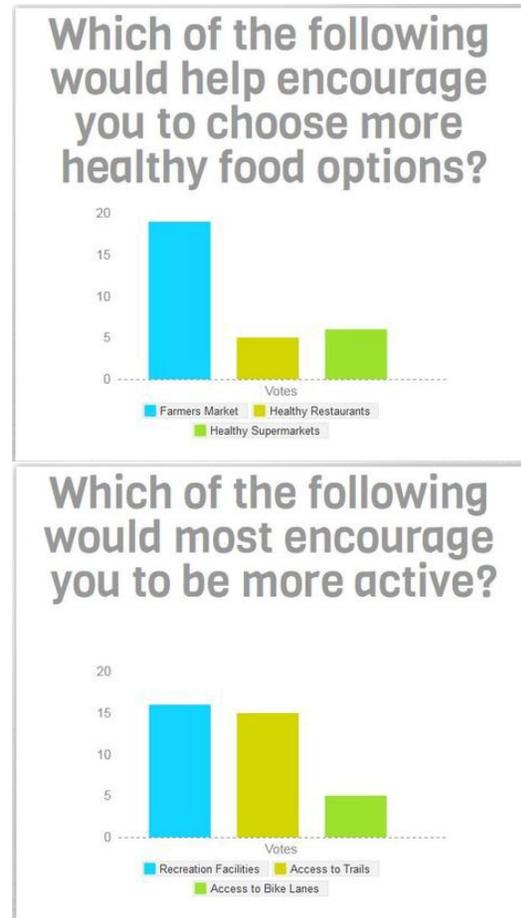
Health (Continued)

Community members were interested in farmers markets, recreation facilities and access to trails as ways to encourage them to choose healthier food options and to be more active.

Health Preferences Poster (2)



Health Preferences Voting Results (2)



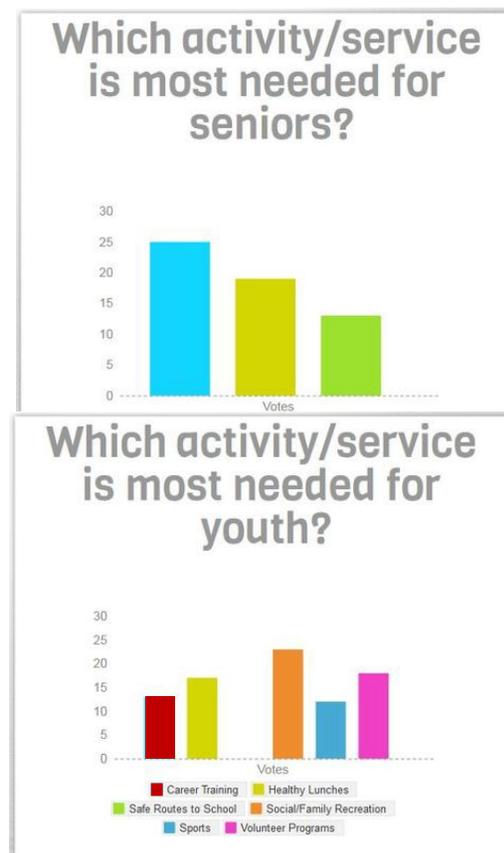
Health (Continued)

For seniors, residents felt providing more social recreation and enrichment would be important. For youth, they chose social/family recreation, volunteer programs, and healthy lunches as top activities or services to provide.

Health Preferences Poster (3)



Health Preferences Voting Results (3)



Community Meeting #3: Growth Alternatives

Posters and Meeting Results

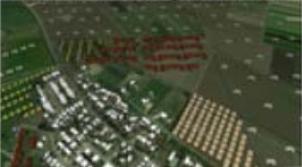
This section summarizes input from the presentation of growth alternatives presented in the third community meeting. The following subsections summarize preferences expressed by residents of San Juan Bautista at the meeting.

Meeting handout

Community Feedback Results

BUSINESS AS USUAL

key features

<p>Limited commercial development</p> 	<p>LIKE <input type="checkbox"/></p> <p>DISLIKE <input type="checkbox"/></p>	<p>_____</p> <p>_____</p>
<p>Expansion into agricultural land</p> 	<p>LIKE <input type="checkbox"/></p> <p>DISLIKE <input type="checkbox"/></p>	<p>_____</p> <p>_____</p>
<p>Housing remains low-density</p> 	<p>LIKE <input type="checkbox"/></p> <p>DISLIKE <input type="checkbox"/></p>	<p>_____</p> <p>_____</p>
<p>Loss of open space</p> 	<p>LIKE <input type="checkbox"/></p> <p>DISLIKE <input type="checkbox"/></p>	<p>_____</p> <p>_____</p>
<p>Transportation remains auto-oriented</p> 	<p>LIKE <input type="checkbox"/></p> <p>DISLIKE <input type="checkbox"/></p>	<p>_____</p> <p>_____</p>

Limited commercial development

LIKE: 21
DISLIKE: 21
UNDECIDED: 3

Expansion into agricultural land

LIKE: 9
DISLIKE: 35
UNDECIDED: 1

Housing remains low-density

LIKE: 28
DISLIKE: 13
UNDECIDED: 3

Loss of open space

LIKE: 4
DISLIKE: 39
UNDECIDED: 1

Transportation remains auto-oriented

LIKE: 9
DISLIKE: 33
UNDECIDED: 3

Meeting Highlights

New Cars, Used Cars - Find Cars at AutoTrader
<http://www.autotrader.com/>

CLUSTERED GROWTH

key features

Check if you like or dislike:		Additional Comments:
Increased residential and commercial on Muckelemi and 3rd Streets.		
	LIKE <input type="checkbox"/>	_____
	DISLIKE <input type="checkbox"/>	_____
New medium and high density housing at 2 or 3 stories to accommodate expected growth.		
	LIKE <input type="checkbox"/>	_____
	DISLIKE <input type="checkbox"/>	_____
More mixed-use development, specifically along 3rd Street downtown corridor.		
	LIKE <input type="checkbox"/>	_____
	DISLIKE <input type="checkbox"/>	_____
A more diverse housing stock of townhomes, apartments, row homes, etc.		
	LIKE <input type="checkbox"/>	_____
	DISLIKE <input type="checkbox"/>	_____
Moderate job growth focused on agriculture, light industry, and retail.		
	LIKE <input type="checkbox"/>	_____
	DISLIKE <input type="checkbox"/>	_____

Community Feedback Results

- Increased residential and commercial on Muckelemi and 3rd Streets

LIKE: 33

DISLIKE: 5

UNDECIDED: 1
- New medium and high density housing at 2 or 3 stories to accommodate expected growth

LIKE: 17

DISLIKE: 21

UNDECIDED: 3
- More mixed-use development, specifically along 3rd Street downtown corridor

LIKE: 37

DISLIKE: 4

UNDECIDED: 1
- A more diverse housing stock of townhomes, apartments, row homes, ect.

LIKE: 24

DISLIKE: 16

UNDECIDED: 1
- Moderate job growth focused on agriculture, light industry, and retail

LIKE: 36

DISLIKE: 2

UNDECIDED: 2

Meeting Handout #2

Community Feedback Results

CLUSTERED GROWTH

key features

Check if you like or dislike: Additional Comments:



A network of safe walking and biking paths with complete streets.

LIKE _____

DISLIKE _____



A linear park connecting Old San Juan Hollister Rd and Mission Vineyard Rd.

LIKE _____

DISLIKE _____



More recreational opportunities, such as a YMCA and more park space.

LIKE _____

DISLIKE _____



Transit connections and stops for local and regional accessibility.

LIKE _____

DISLIKE _____



Clustered districts to provide accessibility to jobs, services, and amenities.

LIKE _____

DISLIKE _____

A network of safe walking and biking paths with complete streets

LIKE: 40

DISLIKE: 1

UNDECIDED: 0

A linear park connecting Old San Juan Hollister Road and Mission Vineyard Road

LIKE: 39

DISLIKE: 2

UNDECIDED: 0

More recreational opportunities, such as a YMCA and more park space

LIKE: 39

DISLIKE: 2

UNDECIDED: 1

Transit connections and stops for local and regional accessibility

LIKE: 38

DISLIKE: 2

UNDECIDED: 0

Clustered districts to provide accessibility to jobs, services, and amenities

LIKE: 26

DISLIKE: 10

UNDECIDED: 2

Dynamic Growth Alternative Community Feedback Results

Meeting Handout #1

DYNAMIC GROWTH

key features

<p>Medium density housing north, along 1st St</p>  	<p>LIKE <input type="checkbox"/></p> <p>DISLIKE <input type="checkbox"/></p>	<p>_____</p> <p>_____</p>
<p>Medium density mixed-use along Muckelemi St</p>  	<p>LIKE <input type="checkbox"/></p> <p>DISLIKE <input type="checkbox"/></p>	<p>_____</p> <p>_____</p>
<p>Infill development</p> 	<p>LIKE <input type="checkbox"/></p> <p>DISLIKE <input type="checkbox"/></p>	<p>_____</p> <p>_____</p>
<p>Complete Streets</p> 	<p>LIKE <input type="checkbox"/></p> <p>DISLIKE <input type="checkbox"/></p>	<p>_____</p> <p>_____</p>
<p>Sharrows</p> 	<p>LIKE <input type="checkbox"/></p> <p>DISLIKE <input type="checkbox"/></p>	<p>_____</p> <p>_____</p>

Community Feedback Results

Medium density house north, north of 1st Street

LIKE: 18

DISLIKE: 15

UNDECIDED: 1

Medium density mixed-use along Muckelemi St

LIKE: 29

DISLIKE: 6

UNDECIDED: 0

Infill development

LIKE: 31

DISLIKE: 5

UNDECIDED: 1

Complete streets

LIKE: 34

DISLIKE: 2

UNDECIDED: 0

Sharrows

LIKE: 24

DISLIKE: 5

UNDECIDED: 1

Meeting Handout #2

Community Feedback Results

DYNAMIC GROWTH
key features

Weekend trolley



LIKE _____

DISLIKE _____

Additional regional bus stops



LIKE _____

DISLIKE _____

Increase in Light Industry jobs



LIKE _____

DISLIKE _____

Increase in Agriculture jobs



LIKE _____

DISLIKE _____

Relocation of the wastewater treatment facility to accommodate growth within city limits



LIKE _____

DISLIKE _____

Weekend Trolley

LIKE: 21

DISLIKE: 14

UNDECIDED: 4

Additional regional bus stops

LIKE: 32

DISLIKE: 5

UNDECIDED: 2

Increase in light industry jobs

LIKE: 32

DISLIKE: 4

UNDECIDED: 4

Increase in agriculture jobs

LIKE: 31

DISLIKE: 2

UNDECIDED: 5

Relocation of the wastewater treatment facility to accommodate growth within city limits

LIKE: 26

DISLIKE: 5

UNDECIDED: 7

Community Meeting #4: Preferred Growth Scenario

Handout Materials

Responses were overwhelmingly “like” for all the features confirming how well the Plan captures community aspirations and preferences for the future.

PREFERRED ALTERNATIVE

key features

1. Concentrate development in growth areas: (1) 4th Street Extension; (2) Muckelemi Street; (3) Historic Downtown; (4) South of SR 156

Land Use & Circulation



LIKE _____

DISLIKE _____

2. Complete network of dedicated bicycle lanes and sidewalks



LIKE _____

DISLIKE _____

3. Pedestrian priority zones in Historic Downtown and Mission area with extra wide sidewalks, seating, signage, and textured surfaces for safety



LIKE _____

DISLIKE _____

4. City-wide sidewalk expansion and maintenance



LIKE _____

DISLIKE _____

5. Expand sidewalk and safety features under SR 156 on Washington Street



LIKE _____

DISLIKE _____

PREFERRED ALTERNATIVE

key features

6. Multi-use path in the linear park with trail connections **Land Use & Circulation**



LIKE _____

DISLIKE _____

7. Increased frequency of service of County Express with weekend service



LIKE _____

DISLIKE _____

8. Addition of a fixed route between San Juan Bautista and Hollister and new stop on 1st St



LIKE _____

DISLIKE _____

9. Enhanced bus stop amenities, such as benches, shelters, lighting, and signage



LIKE _____

DISLIKE _____

10. Repaving projects and road maintenance to improve road quality



LIKE _____

DISLIKE _____

PREFERRED ALTERNATIVE

key features

11. Roundabouts to promote safety



LIKE _____

DISLIKE _____

Land Use & Circulation

12. Accommodate multiple means of travel along major arterials (Complete Streets): The Alameda; Second St.; Fourth St.; Muckelemi, Monterey; San Juan Highway; Old San Juan Hollister Rd



LIKE _____

DISLIKE _____

13. Relocation of wastewater treatment facility North of City boundary



LIKE _____

DISLIKE _____

4th Street Extension

14. Medium density housing



LIKE _____

DISLIKE _____

15. Enhanced open space and recreational opportunities



LIKE _____

DISLIKE _____

PREFERRED ALTERNATIVE

key features

16. Mixed use development in underutilized parcels

Muckelemi Street



LIKE _____

DISLIKE _____

17. Commercial, office, and service sector job growth



LIKE _____

DISLIKE _____

18. Increase in housing with 2 story maximum



LIKE _____

DISLIKE _____

19. Preserve historic character and resources



LIKE _____

DISLIKE _____

South of SR 156

20. Linear park through underpass to connect North and South of SR 156



LIKE _____

DISLIKE _____

PREFERRED ALTERNATIVE

key features

21. Increased accessibility for pedestrians and bicyclists

South of SR 156



LIKE _____

DISLIKE _____

22. Agricultural related and light industrial job growth



LIKE _____

DISLIKE _____

23. Infill development of under utilized and vacant parcels

Historic Downtown



LIKE _____

DISLIKE _____

24. Maintain historic design



LIKE _____

DISLIKE _____

25. Enhanced cultural and historical resources



LIKE _____

DISLIKE _____
