

Community Design and Development



Introduction

This chapter defines the Land Use Designations of the Gilroy General Plan and presents the Land Use Plan Map.

It also sets forth the City's goals, policies and implementing actions for:

- Community Design
- Growth Management
- Economic Development
- Agriculture
- Historic Preservation
- Scenic Highways



Land Use Plan Map and Designations

The Land Use Plan Map

The Land Use Plan Map, displayed in Appendix B, defines the general pattern of future development for the City. It is a graphic expression of the General Plan's goals and policies pertaining to community design and development as well as to policy areas covered elsewhere in the Plan. It is the single most important policy implementation measure of the General Plan.

The Land Use Plan Map covers the area within the “20-Year Boundary” of the General Plan. This is the area that the City expects to be serviced and developed by the year 2020 provided that all such service provision and development must be consistent with the Urban Growth Boundary adopted by initiative in 2016, with additional lands beyond projected growth needs to ensure a functioning land market. It also includes some open space areas (most notably the southwestern hillside area) that will not be developed in urban uses, but are included to facilitate their protection and management as scenic community resources.

The Land Use Plan Map should not be confused with the Zoning Map. The Land Use Plan Map is a long-term planning tool that depicts the desired pattern of development (at a generalized level) for the Plan’s horizon year of 2020. The Zoning Map is a current planning tool, depicting uses that are permitted today. The Land Use Plan Map is purposefully general, and not intended as a parcel-level plan. It provides direction for development of the more detailed, parcel-level Zoning Map. For each land use designation on the Land Use Plan Map, there may be several zoning districts that would be considered consistent. These are defined in the descriptions for each land use designation, beginning on the next page.

Changes from the Previous General Plan Land Use Map

The previous Land Use Map of the Gilroy General Plan provided the starting point for the updated Land Use Plan Map. While the vast majority of the map remains unchanged, there have been several significant changes that previous users of the General Plan should be aware of, including:

- **Expansion of the 20-year planning boundary**, most notably to include the area east of the Outlets, south of Leavesley Road, north of Ronan Channel and west of Llagas Creek; as well as the area north of Day Road and Buena Vista Road and some smaller areas along the southern and eastern boundaries of the planning area (including lands for future expansion of the SCRWA treatment plant).



- **Inclusion of the Urban Growth Boundary** adopted by initiative in 2016. The UGB focuses future growth within the City in order to prevent urban sprawl into the agriculturally and environmentally important areas surrounding the City. With limited exceptions, lands outside the UGB are to be preserved for agricultural and open space uses.
- **Creation of a Neighborhood District land use designation** to encourage a more diverse mix of housing types in areas of new residential development, and the incorporation of neighborhood-serving amenities, including small-scale, neighborhood-serving commercial uses (with appropriate siting, use, and design restrictions). Neighborhood District has been mapped in most undeveloped areas intended for future residential development.
- **Creation of a Campus Industrial land use designation** to encourage development of campus-style office parks.
- **Expansion of the Downtown commercial district, and creation of three sub-categories** for Downtown land uses: Downtown Historic District, Downtown Mixed Use District, and Downtown Office District. These designations are intended to encourage preservation of the historic character in the Downtown core; development of a wider mix of commercial and residential uses in the surrounding Downtown area; and development of larger office uses in the “northern gateway” to Downtown along Monterey Street from Leavesley to Third. These three sub-categories are defined in the Land Use Designations and displayed in Figure 4-2. The Land Use Plan Map displays all three sub areas under the general designation of “Downtown.”
- **Creation of a Hecker Pass Special Use District** in the area along Hecker Pass Highway, between Santa Teresa and Bonfonte Gardens (including a portion of the Bonfante site), to establish special use controls and development guidelines that will allow for limited development while encouraging open space preservation, view protection, and enhancement of the features that give this unique area its special character.

Land Use Designations

The Land Use Plan Map presents four general categories of land uses: residential, commercial, industrial, and “other” (including parks and recreation, schools, public facilities, etc.). The specific uses within each category are defined in the text that follows. These definitions build upon the existing land use designations of the City, providing greater detail and direction in terms of minimum and maximum allowed densities and consistent zoning districts.



Residential Land Use Designations

RURAL RESIDENTIAL

Density: Maximum of 0.4 dwelling units per acre (one unit per 2.5 acres).

Zoning: Zoning districts that are consistent with the Rural Residential designation include:

- A1- Agriculture
- OS- Open Space
- PF- Park/Public Facility

Description: This designation is generally applied to areas designated for part-time farming and the keeping of livestock. Only very low density residential development is considered appropriate, and is generally considered to be ancillary to agricultural use of the site. The Rural Residential land use designation is not consistent with urban levels of development, and is only mapped in areas located outside the city limits (but within the planning area), where County zoning of ‘rural residential’ densities would be considered consistent. The City’s Zoning Ordinance does not have a ‘Rural Residential’ district. It is expected that, over time, these areas will transition to more urbanized land uses as they are annexed to the City and come under the City’s zoning authority.

HILLSIDE RESIDENTIAL

Density: 0.5 to 4 dwelling units per acre, with actual allowed density determined on a site-specific basis according to the formula set forth in the Residential Hillside Zoning District requirements. This formula relates average slope of the site to the number of allowable units. Limited density bonuses, not to exceed 30 percent, may be given if preferred development techniques are utilized (as specified in the Zoning Ordinance, section 9.50).

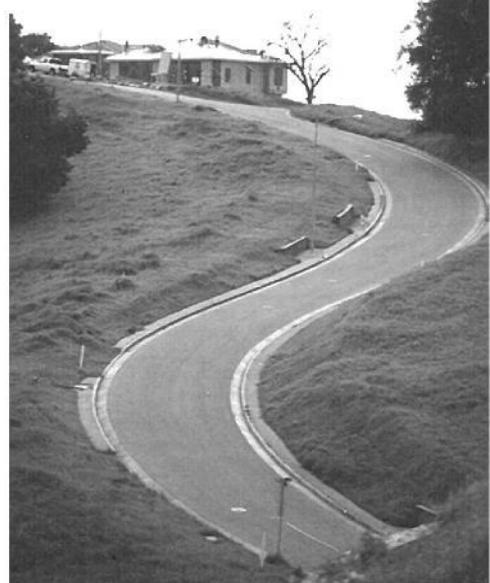
Zoning:

Zoning districts that are consistent with the Hillside Residential designation include:

- RH - Residential Hillside

In addition, the Planned Unit Development (PUD) Combining District could be applied as an overlay designation in hillside residential areas.

Description: This designation is generally applied to developable hillside areas with slopes of 10 percent or greater (but less than 30 percent). Developments in these areas must follow special design and siting criteria to preserve the sensitive hillside environment, as specified in the Residential Hillside Zoning District regulations and in the City's adopted Hillside Development Guidelines.



Hillside residential areas must follow special design and siting criteria to preserve the sensitive hillside environment.

LOW DENSITY RESIDENTIAL**Zoning:**

3 to 7.25 dwelling units per acre (though densities of up to 9 units per acre may be allowed in the Old Downtown Quad, where smaller lots are predominant)

Zoning:

Zoning districts that are consistent with the Low Density Residential designation include:

- R1 - Single Family Residential
- R2 - Two-Family Residential

In addition, the Planned Unit Development (PUD) Combining District could be applied as an overlay designation in low-density residential areas.

Description: This is the most common residential land use in Gilroy. It is applied to existing areas of predominantly single family detached homes, with lot sizes ranging from 6,000 square feet (though as small as 3050 square feet in the new Eagle Ridge development, and as small as 3500 square feet in older parts of the City) to 14,500 square feet. Appropriate residential uses include single family detached homes as well as duplexes and secondary ("accessory") dwelling units that comply with City standards. Other compatible uses include religious facilities, day care and group care facilities, schools, and parks.



MEDIUM DENSITY RESIDENTIAL

Density: 8 to 16 dwelling units per acre

Zoning: Zoning districts that are consistent with the Medium Density Residential designation include:

- R1 - Single Family Residential
- R2 - Two-Family Residential
- R3 - Medium Density Residential

In addition, the Planned Unit Development (PUD) Combining District could be applied as an overlay designation in medium-density residential areas.

Description: This designation encourages residential development with a minimum site area of 2,722.5 square feet per unit and maximum site area of 5,445 square feet per unit. It is intended primarily for multi-family structures (duplexes, townhomes, condominiums, apartment buildings) but can also contain single family detached homes, with or without secondary units. Buildings are typically two stories tall, and are usually located in transition areas between lower density neighborhoods and higher density developments or commercial areas. They are also usually located on or near Arterials or Collector streets and in close proximity to neighborhood facilities such as a school or park. Compatible non-residential uses include religious facilities, day care and group care facilities, schools, and parks.

HIGH DENSITY RESIDENTIAL

Density: 16 to 30 dwelling units per acre

Zoning: Zoning districts that are consistent with the High Density Residential designation include:

- R2 - Two-Family Residential
- R3 - Medium Density Residential
- R4 - High Density Residential

In addition, the Planned Unit Development (PUD) Combining District could be applied as an overlay designation in high-density residential areas.

Description: This designation encourages higher density apartments and condominiums within walking distance of commercial areas. The



minimum site area allowed is 1,452 square feet per unit, up to a maximum of 2,722.5 square feet per unit. The predominant housing type is multi-family structures, such as apartments or condominiums, with buildings typically being two or more stories. High density developments are usually located along major transportation corridors, in close proximity to commercial areas, transit stops, and neighborhood facilities such as a school or park. Compatible non-residential uses include religious facilities, day care and group care facilities, schools, and parks.

NEIGHBORHOOD DISTRICT

Density: 6 to 12.5 dwelling units per acre

Zoning: Zoning districts that are consistent with the Neighborhood District Residential designation include:

- All of the residential zoning districts
- PO - Professional Office
- C1 - Neighborhood Commercial

The Planned Unit Development (PUD) Combining District should be encouraged as an overlay designation in neighborhood district areas.

Description: This is a new residential category to encourage a mix of housing types in new areas of development. The intent is to create new neighborhoods that reflect a similar mix of housing throughout the City, avoiding concentrations of specific housing types in some areas. These new neighborhoods will be predominantly single family in character, with duplexes, townhomes, condominiums and apartments interspersed. Higher density housing types will be sited and designed in accordance with the City's zoning and development regulations. Neighborhood-serving amenities such as schools, parks, open space, and neighborhood commercial (subject to strict siting, design and use controls) will be integrated in the neighborhood design

The *target mix* for residential land uses in the Neighborhood District (excluding land required for streets, schools, parks, resource protection, neighborhood commercial, or other infrastructure and/or amenities) shall provide for at least:

- 10 percent two-family (duplex) uses (R2)
- 15 percent medium density residential uses (R3)
- 5 percent high density residential uses (R4)



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The remainder of the residential land will be allocated for single family homes.

The actual mix in any particular development will vary based on site constraints and opportunities. However, developers will be encouraged to achieve or exceed the target mix (while retaining the predominantly single family character of the neighborhood) through an incentives program that might include priority ranking in the Residential Development Ordinance competition and/or density bonuses. The exact incentives to be used will be established through the Neighborhood District Implementation Strategy (Action 1.C).

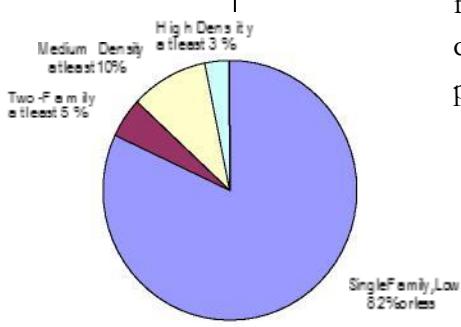
To ensure adequate land for development density housing types, a *minimum mix* for residential land use in the Neighborhood District excluding land required

for streets, schools, parks, resource protection, neighborhood commercial or other infrastructure and/or amenities) shall provide for at least:

- 5 percent two-family (duplex) uses (R2)
- 10 percent medium density residential (R3)
- 3 percent high density residential uses (R4)

Local-serving commercial uses and small-scale professional offices are also encouraged, when limited in scope and scale and sited and designed in accordance with the City's zoning and development regulations. Other compatible non-residential uses include religious facilities, day care and group care facilities, schools, and parks.

An overview of the Neighborhood District designation and its relationship to other policies in the General Plan is provided in Chapter 3 under the heading of "Neighborhood Districts."



Minimum Mix of Residential Densities



Commercial Land Use Designations

NEIGHBORHOOD COMMERCIAL

Intensity: Maximum building height of 35 feet (2 stories)

Zoning: Zoning districts that are consistent with the Neighborhood Commercial designation include:

- C1 - Neighborhood Commercial District
- PO - Professional Office

Description: This designation encourages low-intensity commercial uses that cater directly to residents of the immediate neighborhood only, rather than to the entire City. These can include small retail establishments such as cafes, bakeries, small grocery stores, daycare centers, small bank branches, and cleaners. Small professional offices are also considered compatible. All structures must be sited and designed in keeping with the scale and character of the surrounding neighborhood. Ample landscaping and creative design are encouraged to create neighborhood amenities such as pedestrian and bike access, small outdoor gathering places, and small-scale neighborhood landmarks. Neighborhood commercial centers should be located at the “entrances” to residential neighborhoods, typically at the intersection of two Collectors or a Collector and an Arterial.

The General Plan does not map the “Neighborhood Commercial” designation on the Land Use Plan Map, as it is a use encompassed under the “Neighborhood District” designation. However, the Plan maintains the Neighborhood Commercial designation for potential application in specific plans and other more detailed land planning efforts.

PROFESSIONAL OFFICE

Intensity: Maximum building height of 35 feet (2 stories)

Zoning: Zoning districts that are consistent with the Professional Office Commercial designation include:

- PO - Professional Office

Description: This designation allows for uses that provide professional services to the surrounding residential areas. This might include small office spaces for lease to local residents to support



telecommuting and “home based” businesses that do not attract high volumes of traffic. Typically, these establishments are only open on weekdays from 8 am to 6 pm. As in the Neighborhood Commercial designation, structures should be sited and designed so that they are in keeping with the scale and character of the surrounding neighborhood. Professional office uses should also be located at the “entrances” to residential neighborhoods, typically at the intersection of two Collectors or a Collector and an Arterial.

GENERAL SERVICES COMMERCIAL

Intensity: Maximum building height of 55 feet (4 stories)

Zoning: Zoning districts that are consistent with the General Services Commercial designation include:

- C3 - Shopping Center Commercial
- HC - Highway Commercial
- CM - Commercial Industrial

Potentially consistent zoning districts include:

- PO - Professional Office
- C1 - Neighborhood Commercial

Description: This designation allows for commercial uses that, due to the nature of their operations, are not compatible with residential uses. They typically have a larger market area and a greater volume of customers than establishments in the Neighborhood Commercial category (e.g., a furniture store, department store, or supermarket). As a result, they generate considerable traffic volumes and require large parcels with large parking lots. This designation also allows for “commercial industrial” uses. These are low intensity commercial operations with a light manufacturing or light industrial nature (e.g., glass shops, small welding shops, and plumbing shops). Also included are establishments for Automobile Sales and Service that require large lots to house their equipment and merchandise. Examples of establishments that would be compatible with this category include automobile sales, boat sales, recreational vehicle sales, and body shops.



VISITOR-SERVING COMMERCIAL

Intensity: Maximum building height of 55 feet (4 stories)

Zoning: Zoning districts that are consistent with the Visitor-Serving Commercial designation include:

- HC- Highway Commercial
Potentially consistent zoning districts include:
- C3 - Shopping Center Commercial
- CM - Commercial Industrial

Description: This designation allows for uses that cater to travelers passing through Gilroy. Examples of compatible uses include motels, restaurants, drive-in (fast food) restaurants, and gas stations. The Bonfonte Gardens area is the largest “visitor serving” use in the City. All other Visitor-Serving Commercial areas are located in close proximity to Highway 101 and its access ramps, where they are easily accessible by car and highly visible from the road.

DOWNTOWN COMMERCIAL

The Land Use Plan Map designates the City’s central commercial area as “Downtown Commercial.” This designation actually comprises three sub-districts with differing uses, design character, and planning requirements. These are:

- Downtown Historic District
- Downtown Mixed Use District
- Downtown Office District

Figure 3-5 (page 3-25) provides an illustrative diagram of the three districts that comprise the Downtown commercial area. The boundaries of these districts will be defined in greater detail in the Downtown Specific Plan. An overview of the General Plan’s goals and intent for the Downtown area is in Chapter 3 (page 3-24).

Downtown Historic District

Intensity: Maximum building height of 45 feet (3 stories)

Zoning: Zoning districts that are consistent with the Downtown Historic District designation include:

- PO - Professional Office
- C2 - Central District Commercial



- R3 – Medium Density Residential
- R4 – High Density Residential

The Historic Site and Historic Neighborhood Combining Districts could be applied as overlay designations in the Downtown Historic District.

Description: This designation applies to the historic core of the Downtown. It encourages pedestrian-oriented uses that are compatible with the unique historic character and small scale of this important area of the City. Examples of such uses include specialty shops, cafes, restaurants, small hotels, and professional offices. Mixed use developments with retail uses on the ground floor and residential or office uses above are especially encouraged. Emphasis is given to restoration and adaptive reuse of historic buildings, compatibility of architectural styles, and enhancement of the area's overall visual character. Parking is provided in shared public facilities in those areas covered by the Downtown Parking District and/or on-site for developments with a residential component.

Downtown Mixed Use District

Intensity: Maximum building height of 55 feet (4 stories)

Zoning: Zoning districts that are consistent with the Downtown Mixed Use District designation include:

- PO - Professional Office
- C1 - Neighborhood Commercial
- C2 - Central Commercial
- R3 - Medium Density Residential
- R4 - High Density Residential
- The Historic Site and Historic Neighborhood Combining Districts could be applied as overlay designations in the Downtown Mixed Use District.

Description: This designation encourages mixed use development that supports the Downtown Historic District and creates a vibrant, active Downtown. Uses should be pedestrian-oriented, and uniform street facades are encouraged to create an integrated design throughout the Downtown area. A wide mix of uses is encouraged, with second, third and fourth stories used for residential units, offices, artists' lofts and other compatible uses. Public/quasi-public facilities and civic uses such as parks, playgrounds, cultural and arts facilities, cinemas, community



centers, and day care facilities are encouraged. This designation encompasses the Downtown Transit Center area as well as the Civic Center area. Parking facilities are located on the sides and backs of buildings, with height bonuses provided for features such as structured parking, public open space, or other amenities.

Downtown Office District

Intensity: Maximum building height of 55 feet (4 stories)

Zoning: Zoning districts that are consistent with the Downtown Office District designation include:

- PO - Professional Office
- C2 - Central Commercial
- C3 - General Commercial

Potentially consistent zoning districts include:

- R3 - Medium Density Residential
- R4 - High Density Residential

Description: This designation encourages development of larger scale office buildings in the “northern gateway” to the Downtown area (i.e., Monterey between Leavesley and Third Street). While consistent with the Downtown area in design (with buildings fronting on the street to create an integrated design of uniform street facades), these uses tend to be larger in scale and more auto-oriented than those in the other two Downtown use designations. Nonetheless, continuous pedestrian facilities are required to promote access between this area and the Historic Downtown area. Parking facilities are located on the sides and backs of buildings, with height bonuses provided for features such as structured parking, public open space, or other amenities. For buildings higher than two stories, a “stepped-back” design should be used to create a pleasant pedestrian environment (with the bottom two stories fronting on the street, and upper stories set back). In addition to office uses, compatible uses include civic facilities, hotels, theaters, restaurants, and financial institutions. Higher density residential uses can also be compatible if developed as part of a mixed use project.



Industrial Land Use Designations

CAMPUS INDUSTRIAL

Intensity: Maximum building height of 45 feet (3 stories)

Zoning: The Campus Industrial land use will require development of a new zoning district to implement the necessary use controls and other development restrictions (see Implementing Action 1.A, Zoning Ordinance). Other existing zoning districts that are consistent with the Campus Industrial designation include:

- M1 - Limited Industrial
- CM - Commercial Industrial
- PO - Professional Office

Potentially consistent zoning districts include:

- C3 - General Commercial

Description: This designation encourages development of attractive “business parks” in integrated, relatively compact campus settings. Users of such developments might include software developers, research and development companies, customer service centers, and “high tech” or information-based industries, including high-tech manufacturing operations. Site design will provide extensive open space and landscaping, with storage areas and loading bays kept out of sight. The design and operation of such developments will allow them to be located in close proximity to residential areas, though they must be sited to provide direct access to an Arterial without impacting adjacent residential streets. Light manufacturing operations may be compatible in these areas if they have similar use characteristics and impacts, and meet similar site design requirements.

An overview of the General Plan’s goals and intent for the new Campus Industrial land use designation is in Chapter 3 (page 3-19).

INDUSTRIAL PARK

Intensity: Maximum building height of 35 feet (2 stories)

Zoning: Zoning districts that are consistent with the Industrial Park designation include:

- M1 - Limited Industrial



- CM - Commercial Industrial

Description: This designation allows developments similar to those in the “Campus Industrial” designation in that they demonstrate by the quality of their development and the nature of their operations that they can locate in close proximity to residential and commercial uses with a minimum of environmental conflict. Although they still must meet strict landscaping, buffering and design standards, they do not require a “campus” setting or integrated open space areas. Typical activities include light manufacturing operations, electronics assembly plants, and large warehouses. While “Campus Industrial” uses might be considered more “office” and less “industrial,” uses in this category might be considered more “industrial” and less “office.”

GENERAL INDUSTRIAL

Intensity: Maximum building height of 75 feet (6 stories)

Zoning: Zoning districts that are consistent with the General Industrial designation include:

- M2 - General Industrial
- M1 - Limited Industrial
- CM - Commercial Industrial

Description: Establishments located in these areas characteristically require large parcels of land with good truck and/or rail access. Due to the nature of their operation (potential noise, truck traffic, outside storage, lighting, odors, etc.), uses in this category typically require special mitigations (e.g., landscape buffers, limited hours of operation, etc.) when located adjacent to residential areas. Examples of activities in a General Industrial area include large-scale manufacturing, assembly, storage, distribution, and wholesaling.



Other Land Use Designations

HECKER PASS SPECIAL USE DISTRICT

Density: Suggested target residential density of 0.4 units per acre, with potential density bonus of 25% (for maximum suggested target density of 0.5 units per acre) in exchange for permanent open space dedications and clustered residential site design.

Commercial developments shall be low intensity, covering no more than 10 percent of parcel acreage for “agri-tourism” uses. Building heights shall be limited to 35 feet maximum (2 stories), with setbacks and additional restrictions as necessary to preserve views.

Zoning: Zoning districts potentially consistent with the Hecker Pass designation include:

- A1 - Agriculture
- OS - Open Space
- PF - Park/Public Facility
- R1 - Single Family Residential
- R2 - Two-Family Residential
- *A new “agri-tourism” zoning district is also proposed to meet the specific needs of this designation.*

The Planned Unit Development (PUD) Combining District as well as the Historic Site Combining District could be applied as overlay designations in the Hecker Pass Special Use District.

Description: This designation is intended to establish specific use controls and development guidelines for the Hecker Pass corridor area, as designated on the Land Use Plan Map. It encourages preservation of the natural features and unique qualities of this important community asset, while allowing limited, compatible development. Of special concern are:

- preservation of open space, agricultural lands, and the Uvas Creek riparian corridor
- maintaining views to the southern hills
- protection of significant natural features such as the cedar trees along Highway 152
- limiting access points along Highway 152



- creating an integrated trail network that will include extension of the Uvas Creek Park Preserve from Santa Teresa to Bonfonte Gardens and creation of a bicycle staging area
- enhancing the area's potential as a tourist destination, building upon its agricultural character and scenic qualities

Residential uses in the Hecker Pass area should be limited to lower density developments, clustered along the southern part of the corridor area towards Uvas Creek (respecting views from the creek and its importance as a recreational resource) and in the Hoey Ranch area north of Highway 152. Clustered designs should ensure the preservation of significant open space areas, view corridors, and significant natural features.

Commercial uses should be limited in scale and type to ensure compatibility with the agricultural character of Hecker Pass. These “agri-tourism” uses might include wineries, fruit stands, and gift shops specializing in agricultural products. Small restaurants and “bed-and-breakfast” establishments would also be compatible if limited in scale and quantity.

All developments must meet strict landscaping, site design, signage, and architectural design standards to ensure visual compatibility with the unique atmosphere of the Hecker Pass area.

An overview of the General Plan’s goals and intent in relation to the new Hecker Pass Special Use District is provided in Chapter 3, Strategic Direction.

OPEN SPACE

Zoning: Zoning districts that are consistent with the Open Space designation include:

- OS – Open Space
- A1 – Agriculture

Description: This designation is applied to areas where urban development is either inappropriate or undesirable. Specifically, it is used to preserve and protect lands that are considered environmentally unfit for development, including:

- Natural resource areas such as the Uvas Creek and Llagas Creek corridors and the southwestern foothills; and
- Hazardous areas such as fault zones and floodways.

While some limited activities and structures may be allowed, these are subject to site-specific environmental review and must



be limited in scope to ensure preservation of natural resources and protection of public health and safety.

PARK AND RECREATION FACILITY

Zoning: Zoning districts that are consistent with the Park and Recreation designation include:

- PF – Park/Public Facilities
- OS – Open Space

Description: This designation is applied to existing and future developed park lands, including existing and planned “linear parks” that serve both a circulation and recreation function. It is also applied to public recreation areas such as the golf course.

PUBLIC/QUASI-PUBLIC FACILITY

Zoning: Zoning districts that are consistent with the Public/Quasi-Public Facility designation include:

- PF – Park/Public Facilities

Description: This designation is applied to existing and planned public or quasi-public facilities. Examples of public facilities include City Hall, the library, the fire stations, and utility sub-stations; examples of quasi-public facilities include the cemetery and the hospital.

SCHOOL

Zoning: Zoning districts that are consistent with the School designation include:

- PF – Park/Public Facilities

Description: This designation is applied to existing and future school facilities, including both public schools (owned and operated by the Gilroy Unified School District and Gavilan College) and private schools (except where the school is part of another facility, such as a church).



Goals and Policies

1

Community Design

GOAL: An attractive community that preserves and strengthens the City's historic, small-town character; provides and maintains safe, livable, and affordable neighborhoods; and meets the needs of Gilroy's diverse population.

Policy 1.01

Pattern of Development. Ensure an orderly, contiguous pattern of development that prioritizes infill development, phases new development, encourages compactness and efficiency, preserves surrounding open space and agricultural resources, and avoids land use incompatibilities.

Action 1.A
Zoning Ordinance

Policy 1.02

Mix of Uses. Create a diverse mix of land uses to achieve a balance between jobs and housing and to ensure the community's long-term viability. Through the Land Use Plan Map, the City shall encourage a range of housing types, a diversity of businesses and industries, and adequate services and leisure activities to meet residents' social and economic needs.

Action 1.A
Zoning Ordinance

Policy 1.03

Uses East of Highway 101. Restrict lands east of Highway 101 to industrial and agricultural use except for (1) commercial developments that draw a clear majority of customers from outside of Gilroy, in accordance with criteria established by the City of Gilroy; and (2) public and quasi-public facilities identified on the Land Use Plan Map. The City will encourage the maintenance of agricultural uses in all undeveloped industrially designated areas. Residential care facilities will only be allowed in the area east of Highway 101 if they meet the criteria set forth in Policy 14.05, Residential Care Facilities for Seniors.

Action 1.A
Zoning Ordinance

Policy 1.04

New Neighborhoods. Promote a more integrative, comprehensive, and creative approach to neighborhood planning in new areas of residential development to create neighborhoods that are attractive, safe, and diverse. Use the ideas, objectives, and guidelines set forth in Chapter 3 under Neighborhood Districts (page 3-8) to guide the planning, design and development of new residential neighborhoods to achieve the vision and goals of the General Plan.

Action 1.C
Neighborhood Districts
Implementation Strategy



This policy is implemented through a number of implementing actions, related to growth management, community design, transportation, and public services and facilities.

Policy 1.05

Existing Neighborhoods. Maintain and enhance the quality of existing residential neighborhoods, ensuring adequate public facilities such as parks, schools, streets, water supply, and drainage. Protect residential neighborhoods from excessive noise and traffic impacts; provide pedestrian and bicycle circulation facilities to encourage walking and biking; and work with the Santa Clara Valley Transportation Authority (VTA) to provide adequate levels of transit service to meet resident needs. Encourage infill developments that enhance neighborhood quality, supporting community input and participation in the planning and design of large infill projects or projects that propose non-residential, neighborhood-serving uses (such as neighborhood commercial uses). Infill development in existing residential neighborhoods should follow similar design guidelines as those outlined for new neighborhoods in the Neighborhood Districts text on pages 3-8 through 3-14.

Policy 1.06**Action 1.D**
Downtown Specific Plan

Downtown. Promote the old downtown section of Monterey Street as the focal point for community identity, providing a “sense of place” and feeling of historic continuity for Gilroy residents. Use the ideas, objectives, and guidelines set forth in Chapter 3 under Downtown (page 3-18) to guide future planning, design and development in the Downtown to achieve the vision and goals of the Gilroy General Plan. In particular, explore opportunities for creating a new park or plaza in the Downtown area to enhance its role as a gathering place and community focal point. See also policies 3.24 through 3.33 under “Economic Development” and policy 5.04 under “Historic Preservation.”

Policy 1.07**Action 1.E**
Hecker Pass Specific Plan

Hecker Pass. Protect and enhance the unique qualities and character of the Hecker Pass area as the City’s western gateway and as a highly valued scenic resource for Gilroy residents and visitors. Use the ideas, objectives, and guidelines set forth in Chapter 3 under Hecker Pass (page 3-21) to guide future planning, design and development in the area to achieve the vision and goals of the Gilroy General Plan.

Policy 1.08**Action 1.F**
Campus Industrial Specific Plans

Areas with Fragmented Property Ownership. Encourage coordinated development in areas where a fragmentation of property ownership poses potential difficulties for orderly and efficient development (e.g., layout of streets, lots, and utilities), potentially requiring a Specific Plan or a Master Environmental Impact Re-port to provide the necessary level of coordination in project planning and implementation.

Policy 1.09

Clustered Development. Encourage clustered development as a strategy for achieving desired densities while protecting fragile environmental habitats or natural features; creating amenity open spaces; and achieving other community design goals.

Policy 1.10

Gateways. Create entry points to the City that are identified by well-designed, landscaped entrances with landscaped medians, indicating civic pride and a concern for civic beauty. Principal gateways to Gilroy are located on north and south Monterey Street; Highway 152/Hecker Pass; Highway 152/Pacheco Pass; north and south Santa Teresa Boulevard; and at the Highway 101 interchanges at Masten, Buena Vista, Leavesley, and Tenth Street.

Policy 1.11

Community Beautification. Actively promote the beautification of Gilroy by acquiring easements or development rights for open space, planting street trees, and landscaping public rights-of-way.

Policy 1.12

Street Trees. Line the City's streets with trees so that they become enjoyable and beautiful spaces rather than merely corridors of traffic, creating a rich “urban forest” for the enjoyment of future generations. Tree species should be selected that will (a) provide a canopy of shade; and (b) have root systems that will not cause sidewalk buckling and other damage.

Policy 1.13

Undergrounding of Utilities. Remove overhead utility lines and wooden poles in central areas, and ultimately throughout the City, and require undergrounding of utilities in all new developments.

Policy 1.14

Signs and Billboards. Strictly regulate signs and billboards in order to minimize their impact on the visual environment.

Policy 1.15

Signs on Santa Teresa Boulevard. Prohibit signs within 1000 feet of Santa Teresa Boulevard in the unincorporated portions of the Planning Area, and within 660 feet in incorporated portions except for on-site business identification signs.

**Action 1.A**

Zoning Ordinance

Action 1.B

Hillside Development Guidelines

Action 1.J

Design Review

Action 1.H

Gateway Landscaping

Action 1.I

Community Beautification Efforts

Action 1.G

Street Tree Program

Action 19.F

Utilities Undergrounding Program

Action 1.K

Sign Ordinance

Action 1.K

Sign Ordinance



Action 1.A
Zoning Ordinance
Action 1.B
Hillside Development Guidelines

Policy 1.16

Hillside Development. Minimize the amount of grading and topographical alteration needed in hillside development to create developments that appear to be in a natural setting, sited in the least obtrusive fashion as a compatible rather than as an imposed scheme. Clustered development in hillside areas should be encouraged. Also, design roadways that pass through hillside areas to preserve the ecological and scenic character of the hillsides.

See also

- Policy 23.01: Open Space Areas
- Policy 23.05: Greenbelts



2

Growth Management

GOAL: A clearly defined, well-managed development process that ensures that (a) the rate of growth does not outpace the City's and other agencies' ability to provide necessary infrastructure and services; (b) the demands created by new growth do not exceed resource and system capacity constraints; (c) new growth is directed first to areas where municipal services are available and capacity exists; (d) the incremental public service costs generated by new growth are paid for by new growth; and (e) the resulting pattern of development is compact, efficient, and contiguous.

Policy 2.01

Location of Growth. Maximize existing infrastructure and service investments—and avoid premature investment for facility and service extensions—by directing new growth to vacant and under-utilized lands within the Urban Service Area, consistent with the Urban Growth Boundary ("UGB") adopted by initiative in 2016. As a second-tier priority, direct new development to areas that border on existing urban development or are immediately adjacent to the Urban Service Area, prohibiting costly "leap frog" development and ensuring a compact development pattern, consistent with the UGB.

Action 1.A
Zoning Ordinance
Action 2.A
Urban Service Area
Action 2.B
20-Year Boundary

Policy 2.02

Rate and Timing of Growth. Ensure that the rate of growth is controlled such that resource and system capacity constraints are not exceeded (e.g., water supply and sewage treatment) and necessary urban services (such as sewer, water supply, police, and schools) are funded, implemented and completed prior to occupation of new buildings.

Action 2.D
Interagency Coordination for Growth Management

Policy 2.03

Annexation Prior to Development. Allow urban development only within the incorporated portion of the Planning Area, requiring that land be annexed to the City before final development approval is given.

Action 1.A
Zoning Ordinance

Policy 2.04

Growth Management Tools and Process. Utilize the Residential Development Ordinance, Urban Growth Boundary, Urban Service Area, 20-Year Planning Boundary, sewer treatment and disposal capacities, and natural resource management policies (including water resources) as tools for managing the rate, location and extent of growth. Ensure that the processes for establishing, reviewing and implementing these tools are open to the public and responsive to public concerns.

Action 2.A
Urban Service Area
Action 2.B
20-Year Boundary
Action 2.C
Residential Development Ordinance
See also *Implementing Actions for Facilities and Services (chap. 7)* and *Community Resources and Potential Hazards (chap. 8)*.

Community Design and Development



Action 28.C

General Plan Review and Update

Action 18.B

Public Facility Impact Fees

Action 19.A

Infrastructure Impact Fees

Action 2.A

Urban Service Area

Action 2B 20-Year Boundary

Policy 2.05

Growth Monitoring and Evaluation. Provide for regular review and evaluation of growth management goals, tools, and results—as part of the periodic General Plan review process—comparing planned and actual levels of growth and reviewing current and projected market trends and conditions.

Policy 2.06

Development Impact Fees. Require that new developments pay all of the incremental public service costs that they generate.

Policy 2.07

Urban Service Area. Establish and maintain an Urban Service Area that indicates the area of land that could potentially be developed in the next 5 years and to which the City is committed to providing basic infrastructure and services. Urban zoning, development approvals, and building permits will only be granted to properties within the Urban Service Area. The City will not accept development proposals on land outside the Urban Service Area, and will coordinate with the County to discourage premature subdivision of such land. Applications for inclusion in the Urban Service Area will be accepted annually and evaluated in light of General Plan policies promoting infill development and efficiency in the provision of urban services.

Policy 2.08

20-Year Boundary. Establish a “20-Year Boundary” and display it on the Land Use Plan Map, indicating the area of land that could potentially be developed in the next 20 years. The objectives of the 20-Year Boundary are to:

- Direct the location and extent of urbanization in the 20-year term, providing an efficient way to undertake long-term infrastructure planning.
- Minimize public service and infrastructure costs.
- Promote compact development and efficient utilization of land and resources, encouraging investment in existing neighborhoods.
- Protect natural resource areas.
- Discourage development in areas subject to public safety hazards, including flood hazards.
- Maintain the productivity and economic viability of agricultural lands by minimizing urban encroachment into agricultural areas.
- Help the private sector to make informed development investments and discourage speculative land purchases through clear city policies for land development and infrastructure planning.

Lands within the 20-Year Boundary are those to which the City expects to provide services in the next 20 years. Any such service provision shall be consistent with the Urban Growth Boundary adopted by initiative in 2016.



Applications for Urban Service Area expansions will only be accepted for lands within the 20-Year Boundary.

Policy 2.09

20-Year Boundary Amendments. Discourage piecemeal amendments to the 20-Year Boundary that might undermine its integrity as a long-term planning tool. Consider amendments to the 20-Year Boundary only in conjunction with a citywide review of land availability and in light of the objectives of the 20-Year Boundary (set forth in Policy 2.08). The circumstances under which a citywide review of land availability might take place, and the 20-Year Boundary modified, shall be limited to:

- a) A comprehensive update of the City's General Plan;
- b) A General Plan Review indicating that growth is occurring at a significantly faster pace than anticipated at the time that the 20-Year Growth Boundary was established (see Chapter 9, General Plan Management and Coordination);
- c) "Rare and exceptional circumstances," as defined in Policy 2.10.
- d) Development of a Specific Plan, where a citywide review of land availability is considered appropriate and/or necessary.

Action 2.B 20-Year Boundary

Modification of the 20-Year Boundary shall require a citywide review of land availability, quantifying the acreage of land within the current 20-Year Boundary, by land use type, and comparing the inventory to current growth projections. If it is determined that a land shortage exists for specific land use types, then the City may consider:

- a) As a first priority, redesignating lands within the current boundary to ensure an adequate land supply for projected growth in all land use types; or
- b) As a second priority, modifying the 20-Year Boundary to provide adequate land to meet projected growth needs.

Any proposed modification must take into consideration General Plan policies regarding agricultural lands and open space preservation; the efficient provision of urban services; the ability of GUSD to provide school facilities; the role of special districts in providing services; public safety hazards in the expansion area, including flood hazards; traffic impacts; and fiscal impacts on affected agencies.

***Policy 2.10***

“Rare and Exceptional Circumstances” for Amendments to the 20-Year Boundary. While endeavoring to maintain the integrity of the 20-Year Boundary as a long-term planning tool, and discouraging boundary amendments that are counter to the objectives in Policy 2.08, ensure that the City is able to respond to unforeseen challenges and opportunities in a manner that helps achieve the vision and goals set forth in the General Plan. To this end, recognize that amendments to the Boundary may be necessary, under rare and exceptional circumstances, outside of the scope of a General Plan Review, a comprehensive General Plan Update, or Specific Plan process.

To qualify for consideration of a boundary amendment under this policy, the following conditions must be met:

- a) There must be a specific development proposal on a property or properties adjacent to but outside the current 20-Year Boundary.
- b) The applicant must substantiate that the proposed project will (1) provide a significant number of high-paying jobs; or (2) contribute substantially to the City’s tax revenues; or (3) provide significant new public facilities or public works.
- c) The applicant must substantiate that there is no other developable property within the current 20-Year Boundary to accommodate the proposed development, either as proposed or with modifications that would provide the same benefits but allow for development on lands within the existing 20-Year Boundary.
- d) The applicant must substantiate that the proposed development is in keeping with the other goals and policies of the General Plan.

If these conditions are met, then the City may consider an amendment to the 20-Year Boundary, in keeping with the process and criteria set forth in Policy 2.09. The purpose of this review shall be to ensure that the proposed project and amendment request meet the standards established by LAFCo for extending the City’s Urban Service Area. If these standards are not sufficiently met, the requested boundary amendment shall be denied.

Policy 2.11

Deleted by 2016 Urban Growth Boundary Initiative.



Policy 2.12

SCRWA Exemption. Exempt expansions to the 20-Year Boundary to incorporate lands needed for the specific purpose of expanding the South County Regional Wastewater Authority (SCRWA) plant from the requirements of Policy 2.09.

Policy 2.13

Urban Growth Boundary. In 2016, the people of the City of Gilroy approved an Urban Growth Boundary ("UGB") by initiative to protect the unique character of the City of Gilroy and the agriculture and open space character, of the surrounding areas. The UGB is a line beyond which urban development is not allowed. Except for public parks, public educational facilities (such as public schools and public colleges), and public wastewater, sewer, storm drain, and water recycling facilities, only uses consistent with: 1) the General Plan "Open Space" land use designation as this designation existed on February 26, 2016; and (2) the uses of "open space land" as set forth in Government Code section 65560, subsections (b), (b)(1), (b)(2), (b)(3), and (b)(4) are allowed outside the UGB.

The City of Gilroy's UGB reflects a commitment to direct future growth within the City's existing urban areas in order to prevent urban sprawl into the agriculturally and environmentally important areas surrounding the City. The UGB protects the health, safety, welfare, and quality of life of the residents of Gilroy by concentrating future residential, commercial, and industrial growth in areas already served by urban services. The policies implementing the UGB allow sufficient flexibility within its limits to respond to the City's changing needs over time. The UGB complements General Plan policies encouraging infill development and supporting a thriving downtown center.

Policy 2.14

Urban Growth Boundary Implementation. Until December 31, 2040, the following General Plan provisions, as adopted by the *Gilroy Urban Growth Boundary Initiative*, may not be amended or repealed except by a vote of the people: Policy 2.13 and Policy 2.14 of the Community Design and Development Element.

- a) Until December 31, 2040, lands outside the UGB as shown on the General Plan Land Use Plan Map may be redesignated, and the location of the UGB depicted on the Land Use Plan Map may be amended, only by a vote of the people, or by the City Council pursuant to the procedures set forth in subsections (b) through (e) below.
- b) The City Council may, if it deems it to be in the public interest, amend the location of the UGB depicted on the Land Use Plan Map, provided that the amended boundary is within or coextensive with the limits of the UGB



as established by the *Gilroy Urban Growth Boundary Initiative*. The City Council, may, if it deems it to be in the public interest, redesignate lands outside the UGB, provided that the new designation allows only uses consistent with (1) the General Plan " Open Space" land use designation as this designation existed on February 26, 2016; and (2) the uses of "open space land" as set forth in Government Code section 65560, subsections (b), (b)(1), (b)(2), (b)(3), and (b)(4).

- c) The City Council may amend the location of the UGB located on the Land Use Plan Map, and/or redesignate lands outside the UGB, if the City Council determines that doing so is necessary to comply with State law regarding the provision of housing for all segments of the community. The City Council may do so only if it first makes each of the following findings based on substantial evidence:
 - 1) That the land proposed to be brought within the UGB and/or redesignated is immediately adjacent to: (i) the existing UGB; and (ii) available water and sewer connections; and
 - 2) That the proposed development will consist primarily of low- and very low-income housing pursuant to the Housing Element of this General Plan;
 - 3) That there is no existing vacant or undeveloped residentially designated land within the UGB to accommodate the proposed development and it is not feasible to accommodate the proposed development by redesignating lands within the UGB for low and very low-income housing; and
 - 4) That the proposed development is necessary to comply with State law requirements for the provision of low- and very low-income housing and the area of land within the proposed development will not exceed the minimum area necessary to comply with State law.
- d) To promote sustainable job creation, the City Council may amend the location of the UGB located on the Land Use Plan Map and/or redesignate lands outside the UGB in order to allow uses consistent with the General Plan " General Industrial" land use designation as this designation existed on February 26, 2016, provided that no more than 50 acres of land may be brought within the UGB and/ or redesignated pursuant to this subsection in any calendar year. The City Council may do so only if it makes each of the following findings based on substantial evidence:
 - 1) That the land proposed to be brought within the UGB and/or redesignated is immediately adjacent to: (i) the existing UGB; and (ii) available water and sewer connections; and



- 2) That the land proposed to be brought within the UGB and/ or redesignated is the subject of a pending application to the City for a specific development proposal; and
 - 3) That there is no existing appropriately designated land within the UGB that could accommodate the development as proposed or with modifications, and that would provide substantially the same benefits; and
 - 4) That it is not feasible to accommodate the proposed development by redesignating lands within the UGB for the proposed development.
- e) Upon request of an affected landowner with a pending development application, the City Council may amend the location of the UGB depicted on the Land Use Plan Map, and/or redesignate lands outside the UGB, if it makes both of the following findings based on substantial evidence:
- 1) That the application of the, UGB depicted on the Land Use Plan Map, or of the *Gilroy Urban Growth Boundary Initiative's* designation of land outside the UGB, would constitute an unconstitutional taking of the landowner's property; and
 - 2) That the UGB amendment and/or land use redesignation will allow additional land uses only to the minimum extent necessary to avoid such a taking of the landowner's property.
- f) Prior to amending the location of the UGB or redesignating lands outside the UGB pursuant to subsections (c) through (e) of this Policy, the City Council shall hold at least one noticed public hearing for the purpose of receiving testimony and evidence from the applicant and the public on the proposed amendment and any findings proposed in connection with such amendment. This hearing shall be in addition to any other public hearings required for a General Plan amendment.
- g) The General Plan may be reorganized or updated, and individual provisions may be renumbered or reordered in the course of ongoing updates of the General Plan in accordance with the requirements of State law, but Policy 2. 13 and Policy 2. 14 of the Community Design and Development Element shall continue to be included in the General Plan unless earlier amended or repealed by the voters of the City. After December 31, 2040, this Policy 2. 14 shall have no further force and effect, and the City Council, if it deems it in the public interest, may amend the Land Use Plan Map and other General Plan provisions addressed by this Policy 2. 14 in accordance with State law without a vote of the people.

Community Design and Development



- h) The City, and its departments, boards, commissions, officers, and employees, shall not approve any general plan amendment, zoning amendment, specific plan, specific plan amendment, rezoning, subdivision map, conditional use permit, or take any other discretionary action, that is inconsistent with Policy 2.13 and Policy 2.14 of the Community Design and Development Element of the General Plan. Any general plan amendment, zoning amendment, specific plan, specific plan amendment, rezoning, subdivision map, conditional use permit, or any other discretionary approval granted by the City that either redesignates land outside the UGB or brings land within the UGB under subsections (c) through (e) of this Policy 2.14 must be consistent with the findings made to support that land's redesignation or inclusion within the UGB.



3

Economic Development

GOAL: A mix of traditional and new businesses and industries that provide a vibrant local economy, a diversity of economic opportunities for all Gilroyans, and a stable tax base to support City services, with a vital city center in and around Gilroy's historic Downtown.

Policy 3.01

Jobs and Revenues. Attract industrial, high-tech, and commercial office employers to provide a diversity of well-paid job opportunities for local residents and to broaden the City's revenue base, ensuring adequate resources over time to support the provision of quality city services. Also, support the development, retention, and expansion of small and medium size businesses, agricultural businesses, and tourism-related businesses, recognizing their vital importance to the City's economic future. See also SCJAP 2.01 and 2.02.

Action 3.F
Interagency Coordination for Economic Development

Policy 3.02

Economic Development Activities. Actively promote Gilroy as a place for business and industry, capitalizing on the City's location and numerous amenities, to encourage new businesses to locate here and to retain existing businesses.

Action 3.F
Interagency Coordination for Economic Development

Policy 3.03

Commercial and Industrial Design Standards. Ensure that new commercial and industrial developments contribute to the overall attractiveness of the community through appropriate site design, architectural design, and landscaping.

Action 3.A
Industrial Performance Standards
Action 3.B
Industrial Design Guidelines
Action 3.D
Commercial Design and Development Standards

Industrial Development

Policy 3.04

Industrial Growth. Encourage new industrial uses to locate in Gilroy that can provide jobs for Gilroy residents. Discourage industrial uses that create noxious or nuisance conditions, as well as industries that would substantially fuel housing and population growth and place excessive burdens on public services, facilities, and schools. Phase new industrial development according to the availability of local housing, public facility capacities, and provision of urban services (see also Policy 2.02, Rate and Timing of Growth).

Action 1.A
Zoning Ordinance
Action 3.A
Industrial Performance Standards
Action 2.D
Interagency Coordination for Growth Management

Community Design and Development



Land Use Plan Map
Action 1.A
Zoning Ordinance

Land Use Plan Map
Action 1.A
Zoning Ordinance
Action 3.B
Industrial Design Guidelines

Land Use Plan Map
Action 1.A
Zoning Ordinance
Action 3.B
Industrial Design Guidelines

Action 3.A
Industrial Performance Standards
Action 3.B
Industrial Design Guidelines

Action 3.B
Industrial Design Guidelines

Action 3.C
Design Standards for High Impact Uses

Policy 3.05

Heavy Industrial Activities. Continue to concentrate heavy industrial activities in the City's southeast industrial area, to avoid unsightly or incompatible scattered development. This area is suitable for heavy industrial activity because it is located in an area that is close to major transportation routes; is within the Insurance Service Office's (ISO) prescribed "running distance" of a fire station; has adequate land for industrial expansion; and is adjacent to compatible land use activities.

Policy 3.06

Industrial Parks. Continue to encourage the development of well-designed industrial park areas (in terms of parcel size, landscaping, and location) to attract new light industrial development to the Gilroy area.

Policy 3.07

Campus Industrial Uses. Encourage development of well-designed campus industrial areas to attract "high tech" businesses and related industries to Gilroy, further diversifying the local economy and providing new types of jobs for Gilroy residents. Use the ideas, objectives, and guidelines set forth on pages 3-15 through 3-18, Campus Industrial Areas, to guide future planning, design and development of these uses to achieve the vision and goals of the Gilroy General Plan.

Policy 3.08

Conditional Industrial Park Uses. Allow industrial park uses in areas other than those designated on the Land Use Plan Map if the use is shown to meet the City's Industrial Design Guidelines for environmental compatibility with existing or planned adjoining residential and commercial uses and high standards of landscaping, buffering, and design.

Policy 3.09

Landscaping in Industrial Areas. Require the screening of loading areas and open storage areas so that they are not visible from major roads. Also, require landscape buffering where industrial uses abut designated scenic highway corridors.

Policy 3.10

Industrial Nuisances. Require that defunct or abandoned structures on industrial land which pose a visual blight or physical hazard be dismantled or removed within a reasonable period of time. In addition, require the screening and control of unsightly or excessively noisy operations.

Policy 3.11

Agricultural Industries. Recognizing agriculture as an important base industry vital to the existing economy of Gilroy, support measures that strengthen the position and economic viability of local agriculture and related industries.

Policy 3.12

Agriculture in Industrial Areas. Encourage agriculture as both an interim and long-term use in areas designated for industrial development.

Commercial Development***Policy 3.13***

Clustering of Commercial Uses. Encourage new commercial uses to group into clustered areas or centers containing professional offices, retail sales and services. Locate such clustered development at the intersections of major thoroughfares, and prohibit “strip” forms of commercial development (shallow depth, linear form).

Policy 3.14

Commercial Design Standards and Review Procedures. Protect residential uses from the possible adverse effects from adjacent commercial centers by a rigorous design review procedure that emphasizes high standards of construction, design, buffering, and screening.

Policy 3.15

Landscaping in Commercial Areas. Require that landscaping on commercial properties be well maintained. Encourage those properties currently without landscaping to provide landscaping.

Policy 3.16

Auto-oriented Commercial Uses. Require auto-oriented commercial uses that front on major thoroughfares to present a high-quality design. Control access to these uses to minimize circulation conflicts, and ensure adequate screening from adjacent uses. For commercial uses that are located adjacent to residential areas, ensure the provision of convenient and direct pedestrian access to those areas.

Policy 3.17

Service Stations. Allow only one service station at any intersection, and prohibit service stations on Santa Teresa Boulevard, except at First Street.

**Action 4.A**

Implementation of “Strategies to Balance Planned Growth...”

Action 4.B

Interagency Coordination to Promote Agriculture

Action 1.A

Zoning Ordinance

Action 1.A

Zoning Ordinance

Action 3.D

Commercial Design and Development Standards

Action 1.J

Design Review

Action 3.D

Commercial Design and Development Standards

Action 3.E

Use Controls &Design Guidelines for Nbhd. Commercial Development Standards.

Action 3.D

Commercial Design and Development Standards

Action 3.D

Commercial Design and Development Standards

Action 1.A

Zoning Ordinance



Action 3.E
Use Controls and Design
Guidelines for Neighborhood
Commercial Developments

Action 1.A
Zoning Ordinance

Action 3.D Commercial
Design and
Development Standards

Action 1.A Zoning
Ordinance

Action 1.J Design
Review

Action 3.D
Commercial Design
and Development
Standards

Action 1.A
Zoning Ordinance

Policy 3.18

Neighborhood Commercial Uses. Encourage the creation of small neighborhood commercial areas to minimize the necessity of using automobiles, promote energy conservation, and encourage walking and bicycling to procure basic goods and services. Neighborhood commercial areas should be located on collector streets wherever possible, at the “entrances” to residential neighborhoods. They should incorporate amenities such as community gathering spaces and/or places for neighborhood-oriented cultural events, and be linked to residential areas with bikeways and pedestrian paths. Strict use controls should ensure that businesses and activities within neighborhood commercial areas are consistent with residential uses, and design standards should be applied to ensure consistency with the overall character and quality of the surrounding neighborhood, with adequate screening and buffering from adjacent residential uses. The concept of a “neighborhood center” should be encouraged, clustering neighborhood commercial uses with other neighborhood-serving facilities and amenities.

Policy 3.19

Commercial Uses on Santa Teresa Boulevard. Prohibit commercial uses on Santa Teresa Boulevard in order to minimize the number of points of ingress and egress along the roadway, and encourage the County to establish the same prohibition in unincorporated areas of Santa Teresa Boulevard. A possible exception may be made for a single clustered commercial node in the vicinity of Sunrise Road, Day Road, or the extension of Buena Vista to serve the needs of local area residents.

Policy 3.20

North Monterey Street Improvements. Require curbs and gutters in the commercial areas along North Monterey Street.

Policy 3.21

First Street Commercial Development. Encourage new commercial development along First Street to use a Planned Unit Development (PUD) approach, with emphasis on larger interrelated developments as opposed to smaller spot development. Developments will include such amenities as extensive landscaping, a minimum of 30-foot setbacks and an architectural style that is compatible with the newer development along First Street.

Policy 3.22

Commercial Uses West of Santa Teresa Boulevard. Prohibit commercial development in the areas west of Santa Teresa Boulevard with the exception of visitor-serving commercial uses associated with theme/recreation parks; small neighborhood commercial uses; and limited agri-tourism uses as permitted in the Hecker Pass Special Use District.



Downtown Development

Policy 3.23

Downtown Boundaries. Expand the definition of “Downtown” to include all of the area designated on the Land Use Plan Map, roughly bounded by Leavesley/ Welburn on the north, Railroad Street on the east, Tenth Street on the south, and the alley between Egleberry and Church Streets on the west. Within this area, the concentrated retail core is situated between Third and Seventh Streets, and between the railroad tracks and Egleberry Street. These boundaries will be reviewed, modified, and/or confirmed in the Downtown Specific Plan process.

Policy 3.24

Downtown Use Districts. Consider establishing three distinct use districts in the Downtown area through the Downtown Specific Plan, as outlined in the Downtown Commercial land use designation description on pages 4-11 through 4-14, including a Downtown Historic District, Downtown Mixed Use District, and Downtown Office District.

Policy 3.25

Mix of Uses Downtown. Encourage a wide mix of uses in close proximity to each other in the Downtown area, including governmental services and facilities, cultural and recreational activities, a broad range of retail activities, financial and professional services, entertainment, transit services, and housing for residents. Encourage mixed use developments that integrate housing and commercial uses.

Policy 3.26

Business Development in the Downtown. Provide amenities that will make Downtown attractive to office users and retail businesses (e.g., convenient parking, an attractive and safe environment, access to regional transit services, high quality infrastructure, reliable services, etc.) and encourage new office and retail businesses and expansions of existing businesses in Gilroy to locate there.

Policy 3.27

Downtown Pedestrian Environment. Encourage and/or undertake design improvements in the Downtown area to create a safe, convenient, and pleasant pedestrian environment. Improvements—on an area-wide or project-specific basis— might include pedestrian-oriented amenities such as lighting, wider

Action 1.D
Downtown Specific Plan

Action 1.D
Downtown Specific Plan

Action 1.D
Downtown Specific Plan
Action 3.G
Neighborhood Revitalization
Strategy Area

Action 1.D
Downtown Specific Plan
Action 3.F
Interagency Coordination for
Economic Development
Action 3.G
Neighborhood Revitalization
Strategy Area

Action 1.D
Downtown Specific
Plan

Community Design and Development



Action 1.D Downtown Specific Plan

Action 1.D
Downtown Specific Plan
Action 12.G
Downtown Parking District

Actions 5.A thru 5.H
Historic Preservation

Action 1.D
Downtown Specific Plan

Action 1.D Downtown Specific Plan

sidewalks, clearly marked pedestrian crossings, benches, landscaping, signage, and sidewalk seating areas. Design and manage roadway and pedestrian facilities to reduce conflicts between automobiles, pedestrians and bicyclists.

Policy 3.28

Downtown Traffic Circulation / Monterey Street Improvements. Use the Downtown Specific Plan process to develop a circulation plan for the Downtown area to (a) ensure convenient automobile access into and through the Downtown area, with special attention given to parking availability and access; (b) reduce potential conflicts between automobile, pedestrian and bicycle circulation; and (c) explore alternative street configurations and streetscape designs to ensure a pleasant and safe environment for pedestrians.

Policy 3.29

Downtown Parking. Provide off-street parking facilities with convenient access to retail stores. Encourage parking facilities to locate on the periphery of the Downtown core to facilitate easy automobile access from the residential areas to the east and west, and to encourage a continuous, unbroken building facade on both sides of Monterey Street. Discourage parking lots that front onto the west side of Monterey Street. Also encourage shared parking opportunities, in keeping with Policy 12.12, Shared Parking. See also Policy 12.11, On-site Parking.

Policy 3.30

Historic Preservation, Restoration and Re-use in the Downtown Area. Encourage restorative maintenance to deteriorated buildings in the Downtown and restrict the demolition of historically and/or architecturally significant buildings to accommodate new development. Encourage adaptive re-use of historic structures to maintain their historic character while supporting economic development.

Policy 3.31

Downtown Park or Plaza. Explore opportunities through the Downtown Specific Plan process to designate and develop a new park or plaza in the Downtown area that can serve as a community focal point and reinforce the role of Downtown as a community gathering place.

Policy 3.32

Performing and Visual Arts Center in the Downtown Area. Use the Downtown Specific Plan process to explore potential sites in or near the Downtown area for development of a new Performing and Visual Arts Center, recognizing that such a facility would attract large numbers of residents to the Downtown area, supporting Downtown development efforts and securing the position of Downtown as the community's cultural and entertainment center.



4

Agriculture

GOAL: Continued viability of agriculture and agri-tourism in the Gilroy area through (a) recognition of agriculture's significant contribution to the local economy; (b) protection of agricultural lands from urban encroachment; (c) preservation of agricultural lands as a natural buffer between Gilroy and surrounding communities; and (d) appreciation for the role of agricultural lands in enhancing Gilroy's semi-rural, small-town character.

Policy 4.01

Economic Viability of Agriculture. Support the long-term economic viability of agriculture and agri-tourism, thereby encouraging landowners to keep their land in cultivation.

Policy 4.02

Agricultural Land Preservation. Work with the County, LAFCo, and other relevant agencies as well as private landowners to protect agricultural and grazing lands from encroachment by urban uses, and to encourage the use of such lands for active cultivation. Specifically, implement the strategies and actions recommended by the South County Agricultural Study (Strategies to Balance Planned Growth and Agricultural Viability in the Areas South and East of Gilroy, October 1996).

Policy 4.03

Urban Containment. Contain urbanization within an area large enough to meet foreseeable need but which will not intrude unnecessarily on, cause premature conversion of, or impair the productivity of agricultural lands.

Policy 4.04

Agriculture and Annexation. Oppose urban development in lands under County jurisdiction until such lands are annexed by the City. Support County land use regulations that require minimum lot sizes to protect the viability of local agriculture and to prevent the development of incompatible or undesirable land use patterns prior to eventual annexation and urbanization.

Policy 4.05

Agricultural Uses within the Planning Area. Recognize and encourage agriculture as a compatible use in undeveloped portions of the Planning Area. Community gardens, food production, seed production and other intensive agricultural operations will be allowed as long term uses when compatible with adjacent existing or planned land use.

Action 4.A

Implementation of "Strategies to Balance Planned Growth and Agricultural Viability"

Action 4.A

Implementation of "Strategies to Balance Planned Growth and Agricultural Viability"

Action 4.B

Interagency Coordination to Protect Agriculture

Action 2A

Urban Service Area

Action 2B

20-Year Boundary

Action 4.B

Interagency Coordination to Protect Agriculture

Action 1A

Zoning Ordinance

Action 4.A

Implementation of Strategies to Balance Planned Growth and Agricultural Viability



Action 1.A

Zoning Ordinance

Action 4.B

Interagency Coordination to
Protect Agriculture

Policy 4.06

Agricultural Uses in Hazard Areas. Encourage areas subject to natural hazards such as major flooding or soils with a high water table to remain in long-term agricultural production where such use exists.

See also South County Joint Area Plan policies 14.01 through 14.12; and “Strategies to Balance Planned Growth and Agricultural Viability in the Areas South and East of Gilroy” (adopted by City of Gilroy, September 1996).



5

Historic Preservation

GOAL: A strong sense of connection to Gilroy's past through historical, archeological, and paleontological resources that are preserved, protected, enhanced, and commemorated for the benefit of current and future generations.

Policy 5.01

Historic Preservation. Encourage public and private efforts for the preservation of historic and architecturally significant buildings, archeological sites, and other landmarks that give residents a tie with the past.

Policy 5.02

Preservation Funding and Incentives. Seek state and federal funding for the preservation of buildings of historical merit and consider public/private partnerships for capital and program improvements. Support the use of Mills Act contracts to reduce property taxes on historic properties and thereby provide a monetary incentive for their acquisition, maintenance, and restoration.

Policy 5.03

Historic Character. Encourage preservation of older homes, other structures, and neighborhood districts to maintain and enhance the historic character of the city. In particular, encourage the retention and rehabilitation of older homes in and near the historic city center (roughly bound by First Street on the north, Princevalle on the west, Tenth Street on the south, and Chestnut/Murray on the east) and ensure that rehabilitation activities (especially if funded by low-interest rehabilitation loans from the City) are sensitive to the historic character of the building and/or site.

Policy 5.04

Downtown Historic District. Designate a Downtown Historic District and promote the preservation of historic buildings within the district area to reinforce Downtown's historic character and scale. Provide incentives for the retention and rehabilitation of buildings with historic merit.

Policy 5.05

Adaptive Reuse. Promote adaptive reuse of old buildings, especially in the Downtown Historic District, to preserve the buildings' historic character while encouraging development of an economically vital Downtown.

Action 5.A

Historic Preservation Designations

Action 5.F

Public Information Program on
Historic Preservation

Action 5.G

Mills Act Agreements

Action 5.H

Historic Preservation Ordinance

Action 5.A

Historic Preservation Designations

Action 5.B

Review of Structural Modifications
and Use Changes

Action 5.C

EIRs for Historic Structures

Action 5.D

Design Review in Historic
Preservation Districts

Actions 5.A thru 5.H

Action 5.D

Design Review in Historic
Preservation Districts

**Action 1.A**
Zoning Ordinance***Policy 5.06***

Non-Conforming Uses in Historic Structures. Allow non-conforming uses in designated Historic Structures. In some situations, a historic building can be retained only if it can be used for an activity that would not normally be permitted under the zoning classification. The City may consider conditional use permits where the proposed use will not have a detrimental effect on the neighborhood and will be in keeping with the historic nature of the building, taking into consideration parking needs and compatibility of the use to neighboring uses.

Policy 5.07

Archeological Resources. If archeological resources or human remains are discovered during construction, work shall be halted within 50 meters (150 feet) of the find until it can be evaluated by a qualified professional archeologist. If the find is determined to be significant, appropriate mitigation measures shall be formulated and implemented.

Action 5.I
Archeological Assessments



6

Scenic Highways

GOAL: Designation of Hecker Pass Highway, Santa Teresa Boulevard, and Pacheco Pass Highway as scenic highways, and long-term protection of their scenic qualities.

Policy 6.01

Scenic Highways. Support the designation of Hecker Pass Highway, Santa Teresa Boulevard, and Pacheco Pass Highway as official State Scenic Highways, and establish appropriate development controls to ensure long-term protection of their scenic qualities. Controls should establish appropriate setbacks, sign controls, and other development regulations in keeping with State guidelines for the protection of scenic highway corridors.

Action 6.A
Scenic Highway Designations
Action 6.B
Scenic Highway Development Standards

Policy 6.02

Other Scenic Roadways. Recognize and protect important scenic qualities and natural features on other roadways in the Planning Area, including Uvas Park Drive and Miller Avenue from First Street to Mesa Road.

Action 1.I
Community Beautification

Policy 6.03

Highway 101 Landscaping and View Protection. Work with Caltrans and the County to provide additional landscaping along the Highway 101 right-of-way to enhance its attractiveness, recognizing that it is the primary “visitor-serving” traffic artery in the Planning Area. Also, encourage new developments facing Highway 101 to provide landscape screening and to protect and enhance existing views of farmland and surrounding hills.

Action 1.H
Gateway Landscaping



Implementation Actions

1 *Community Design*

Action 1.A

Zoning Ordinance. Update the Gilroy Zoning Ordinance and Zoning Map to be consistent with the Land Use Plan Map and related policies of the updated General Plan. Rezone areas inconsistent with the Land Use Plan Map, as appropriate, and update the zoning district descriptions to reflect the updated land use designation descriptions. Also, establish a new zoning district to implement the Campus Industrial land use designation, in keeping with the goals and policy objectives set forth in the Gilroy General Plan (pages 3-14 to 3-17). Ensure that the industrial and commercial zoning districts are clearly differentiated from each other.

Additional zoning districts or modifications to existing zoning districts may be required pending the detailed directives established in the Downtown Specific Plan (e.g., to support mixed use development) and Hecker Pass Specific Plan (e.g., for “agri-tourism” and/or for residential development with special density, use or development restrictions).

Action 1.B

Hillside Development Guidelines. Maintain the Residential Hillside zoning district and continue to enforce the Hillside Development Guidelines to regulate future development in hillside areas.

Action 1.C

Neighborhood Districts Implementation Strategy. Convene a Task Force including representatives from the City’s Community Development Department; elected and appointed City officials; GUSD representative(s); developers (for-profit and non-profit); and representatives of the community at-large to develop a workable strategy for implementation of the Neighborhood Districts. The implementation strategy shall:

- Identify strategies and procedures to guide implementation of the Neighborhood Districts in the areas so designated on the Land Use Plan Map, recognizing the need for potentially different strategies in different parts of the City
- e.g., for areas of fragmented property ownership). Ensure a strong link between the Neighborhood District implementation strategies and expansions to the Urban Service Area; the RDO process; school facility



planning; City infrastructure and service planning; and City affordable housing policies and programs.

- Evaluate the Residential Development Ordinance in light of the goals, objectives and implementation strategies of the Neighborhood Districts and recommend strategies for making the two processes consistent, compatible, and mutually supportive.
- Develop strategies to ensure that affordable housing goals are integrated into and achieved through the Neighborhood Districts development process.
- Review and confirm the “minimum” and “target” percentage mixes for different densities of housing within each Neighborhood District based on the agreed upon implementation strategies.
- Define design guidelines and design review procedures to ensure that new Neighborhood Districts meet the vision, goals and policies of the General Plan. In particular, define use controls and design standards for Neighborhood Commercial developments in Neighborhood District areas.
- Define an exemption or modified requirements for developments on properties below a certain size.

Action 1.D

Downtown Specific Plan. Develop a Specific Plan for the Downtown area to achieve the goals and objectives for the area set forth in the Gilroy General Plan (pages 3-18 to 3-20). Ensure the participation of Downtown merchants, property owners, and residents as well as the community at-large in the development of the Downtown Specific Plan’s policies, design and development recommendations, and implementation strategies.

Action 1.E

Hecker Pass Specific Plan. Develop a Specific Plan for the Hecker Pass area to achieve the goals and objectives set forth in the Gilroy General Plan (pages 3-21 through 3-25). Ensure the participation of property owners as well as the community at-large in the development of the Hecker Pass Specific Plan’s policies, design and development recommendations, and implementation strategies.

**Action 1.F**

Campus Industrial Specific Plans. Undertake pro-active efforts in areas where the City seeks to facilitate the development of ‘campus industrial’ uses in keeping with the goals and policies of the General Plan.

Action 1.G

Street Tree Program. Continue to require deep-rooted street trees to be planted in newly developed areas to beautify Gilroy and to enhance its rural character. Street trees and sidewalks should be studied to improve existing conditions and to determine the best methods for providing street trees in new development. Also, continue to maintain existing street trees, replacing them as necessary and encouraging the planting of new trees in areas where they are lacking.

Action 1.H

Gateway Landscaping. Require developers of new development at “gateways” to the City to design and landscape their buildings appropriately, and contribute to strip landscaping, to create an attractive entrance to the City. Principal gateways are identified in Policy 1.10. Also, work with CalTrans and the County to enhance the landscaping along Highway 101, and encourage new developments facing Highway 101 to provide landscape screening and to protect and enhance views of farmland and the surrounding hills.

Action 1.I

Community Beautification. Continue to support beautification efforts—through landscaping and design requirements for new development and through improvements to existing areas of development—to enhance the overall quality of life for Gilroy residents and make the City more attractive to visitors and businesses.

Action 1.J

Design Review. Continue to require design review of all development prior to the issuance of a development permit. The review should determine whether the proposed development/remodeling would be in keeping with community character and whether the proposed action satisfies the applicable ordinances.

Action 1.K

Sign Ordinance. Strictly enforce Gilroy’s Sign Ordinance. Have non-conforming signs brought into conformance with the ordinance or removed.



2 Growth Management

Action 2.A

Urban Service Area. Accept applications for inclusion in the Urban Service Area on an annual basis, and review applications based on the following criteria:

- The need for additional lands, if any, to accommodate projected growth for the next five years.
- Consistency of the proposed area of Urban Service Area expansion in light of General Plan policies regarding the pattern of development (1.01), the location of growth (2.01), and the rate and timing of growth (2.02).
- Consistency with implementation strategies for the Neighborhood Districts, including phasing strategies, if applicable (based on outcome of Action 1.C).

Consolidate approved applications into a single application to LAFCO for their consideration.

Action 2.B

20-Year Boundary. Maintain a 20-year boundary to guide long-term land planning and development decision-making in keeping with objectives set forth in Policy 2.08. Display the 20-year boundary on the Land Use Plan Map, and allow amendments to the boundary only in conjunction with the circumstances set forth in Policy 2.09.

Action 2.C

Residential Development Ordinance. Evaluate the Residential Development Ordinance (RDO) following adoption of the updated General Plan and completion of implementing action 1.C, Neighborhood Districts Implementation Program. Modify the RDO's point system and procedures as necessary to ensure that it remains a useful and effective tool for managing growth and implementing the vision, goals and policies of the General Plan.

**Action 2.D**

Interagency Coordination for Growth Management. Continue to work with the County and other South Valley communities to ensure a regional approach to growth management. Work with the County to discourage land subdivision and development activities in areas outside the Urban Service Area that might undermine the future urban development potential of those lands.

Action 2.E

Urban Growth Boundary. Maintain the Urban Growth Boundary adopted in 2016 by the voters in the *Gilroy Urban Growth Boundary Initiative*, in keeping with the objectives set forth in Policy 2.13. Display the UGB on the Land Use Plan Map, and process amendments to the UGB pursuant to the procedures set forth in Policy 2.14.

3 Economic Development

Action 3.A

Industrial Performance Standards. Develop “performance standards” for use in the review of industrial development proposals to help guide industry to appropriate sites based upon the level of physical and environmental impacts the new operations will impose on the surrounding area. In most cases, the required EIR would contain all the information necessary to apply performance standards.

Action 3.B

Industrial Design Guidelines. Continue to apply the City’s Industrial Design Guidelines, including landscaping requirements, to promote attractive and efficient industrial developments. Review and update the guidelines periodically to ensure their continued relevance and usefulness in applying the vision, goals, and policies of the General Plan to the review and approval of industrial development proposals. In particular, update the guidelines to address the architectural and site design requirements for Campus Industrial areas.

Action 3.C

Design Standards for High Impact Uses. Strictly enforce the City’s standards for the design, landscaping, and decorative screening of junk yards, salvage yards, and auto wrecking yards. Periodically review these standards to determine whether they are adequate or in need of amendment. Develop and enforce similar standards for other visually disruptive uses in the Planning Area.

Action 3.D

Commercial Design and Development Standards. Update the City’s design and development standards for commercial areas periodically to provide an



effective tool for achieving vision, goals and policies of the General Plan, and continue to review and evaluate commercial development proposals based on these standards.

Action 3.E

Use Controls and Design Guidelines for Neighborhood Commercial Developments. Develop strict use controls and guidelines for architectural design, landscaping, buffering and signage in neighborhood commercial areas to ensure compatibility with adjacent residential uses.

Action 3.F

Interagency Coordination for Economic Development. Continue to work with and support the Gilroy Economic Development Corporation, Gilroy Downtown Development Association, Chamber of Commerce, Hispanic Chamber of Commerce and other groups working to promote Gilroy's economic development. In particular, support and coordinate efforts targeted towards the further economic development of the Downtown area.

Action 3.G

Neighborhood Revitalization Strategy Area. Continue to support and coordinate economic, social, and community development efforts in the Neighborhood Revitalization Strategy Area to encourage economic development for the benefit of all Gilroyans.

See also:

- Action 1.A: Zoning Ordinance
- Action 1.D: Downtown Specific Plan



4 Agriculture

Action 4.A

Implementation of “Strategies to Balance Planned Growth and Agricultural Viability.” Continue to work with the County and other South Valley communities to implement the recommendations set forth in “Strategies to Balance Planned Growth and Agricultural Viability in the areas south and east of Gilroy,” adopted by the City of Gilroy on September 23, 1996. Specifically,

- explore ways of funding the purchase of agricultural open space easements;
- examine and work towards implementation of marketing strategies to increase local awareness of local agricultural products and increase local sales;
- continue to explore and implement ways of providing affordable farm worker housing by developing permanent and seasonal housing; and
- work with the Santa Clara Valley Water District to maintain competitive rates for agricultural users, and encourage the agricultural use of reclaimed water and sewage sludge.

Action 4.B

Interagency Coordination for Agricultural Protection. Work with the County and key stakeholder groups to protect and support the continued viability of agriculture in lands within the City’s sphere of influence. Discourage (a) property subdivisions or the splitting of properties by new roads into parcels too small to be used economically for agricultural purposes, and (b) the premature conversion of agricultural lands to urban uses until such lands are annexed by the City. Also, ensure proper referral procedures for project proposals in unincorporated areas of the City’s Sphere of Influence, facilitating communication between the City and County on projects that may have an impact on the City’s land use plans and policies.



5 Historic Preservation

Action 5.A

Historic Preservation Designations. Continue to designate buildings, sites, features and districts based upon their historic value, and work towards their preservation. Two types of designations apply:

- *Historic Buildings and Sites*: these are individual structures, sites, or features of historic value, whether or not they are located in a historic preservation district.
- *Historic Preservation Districts*: these are areas that contain a significant number of structures, sites, or features worthy of preservation. Although each and every structure in such an area may not be historically significant, the structures collectively, together with other features such as mature trees, flower gardens, etc., constitute an area worthy of preservation. A Historic Preservation District may include a block or part of a block or may consist of an entire neighborhood.

Action 5.B

Review of Structural Modifications and Use Changes. For designated Historic Structures and of structures within a Historic Preservation District, submit proposed structural modifications that change the exterior appearance and proposed use changes to the Historic Heritage Committee and the Planning Commission for review and approval.

Action 5.C

Environmental Impact Reports for Historic Structures. Require an Environmental Impact Report (EIR) for any proposed demolition of a designated Historic Structure, with consultation of the Historic Heritage Committee in preparation of the EIR. For demolition of a structure within a Historic Preservation District, determination will be made by the Planning Division Manager on whether a negative declaration or EIR is appropriate. Following the Public Hearing of the EIR, the Planning Commission would pass the EIR and the request for demolition permit, along with its comments and recommendations, to the City Council for action. The Council would have the power to postpone, without undue delay, approval of a demolition permit for any structure in a Historic Preservation District or any designated Historic Structure to provide interested parties an opportunity to preserve the structure. In the case of historic structures heavily damaged by fire, earthquake, or other natural disaster, the EIR requirement for demolition may be waived.



Action 5.D

Design Review in Historic Preservation Districts. Evaluate projects in Historic Preservation Districts for compatibility with the surrounding neighborhood. Review and approval authority shall be with the Historic Heritage Committee.

Action 5.E

Survey of Historic Structures. Periodically update the City's Survey of Historic Structures.

Action 5.F

Public Information Program on Historic Preservation. Continue to provide public information to increase awareness of historic preservation.

Action 5.G

Mills Act Agreements. Support the development of Mills Act Agreements for historic properties to provide reductions in property taxes, in keeping with the City's adopted Mills Act Agreement Policy.

Action 5.H

Historic Preservation Ordinance. Adopt a Historic Preservation Ordinance and submit it for certification by the Secretary of the Interior so that owners of designated historic buildings can apply for tax relief.

Action 5.I

Archeological Assessments. Require an archeological assessment for all CEQA projects (i.e., projects requiring an environmental assessment) in potentially sensitive archeological areas (as indicated on the City's Historic and Cultural Resources Map). The assessment shall consist of a preliminary survey and, if evidence of sites is found, a test-level investigation.

6 Scenic Highways

Action 6.A

Scenic Highway Designations. Coordinate with Santa Clara County, CalTrans and other agencies to support the application for Scenic Highway status for Hecker Pass Highway, Santa Teresa Boulevard, and Pacheco Pass Highway.

Action 6.B

Scenic Highway Development Standards. Develop and enforce use controls, design guidelines, and other development standards for the areas adjoining designated Scenic Highways to ensure protection and preservation of their scenic qualities.

Transportation and Circulation



Introduction

This chapter of the General Plan sets forth the City's goals, policies and implementing programs for Transportation and Circulation, including:

- Traffic Circulation and Parking
- Transit
- Bicycle and Pedestrian Circulation



Goals and Policies

12 *Traffic Circulation and Parking*

GOAL: (a) A functional and balanced transportation system that provides access for all, is compatible with existing and proposed land uses, and minimizes emissions of air pollutants; (b) A coordinated multi-modal system that accommodates private motor vehicles, pedestrians, bicycles and mass transit.

Circulation Plan Map
and the
Bicycle Transportation
Plan Map

Action 12.A
Functional Street and Highway
Improvements
Actions 12.C and 12.D
Local and Collector Street Design in
Residential Neighborhoods

Actions 12.C and 12.D
Local and Collector Street Design in
Residential Neighborhoods

Action 6.B
Scenic Highway Development
Standards
Action 1.I
Community Beautification

Policy 12.01

Street System. Use the proposed major street system (designed to accommodate traffic at build-out of the General Plan) shown on the Circulation Map and the Bicycle Transportation Plan Map to guide long-term planning of the citywide circulation system.

Policy 12.02

System Function and Neighborhood Protection. Ensure that the existing and proposed highways, streets, bikeways and pedestrian paths serve the functions they are intended to serve, while protecting the character of residential neighborhoods.

Policy 12.03

Residential Street System Design. Design street systems in residential areas to encourage direct connections between neighborhoods; to encourage internal movement by bicycling and walking; and to provide safer and quieter neighborhoods.

Policy 12.04

Scenic Routes. Preserve the scenic character and ecology of the hillsides to the west of the City when designing circulation facilities. Any roadways that must pass through hillside areas will be designed so as to preserve the ecological and scenic character of the hillsides, and high quality vistas from scenic routes in the Planning Area will be preserved.

Policy 12.05

Uvas Creek Bridge Service. New development will not be permitted southwest of Uvas Creek unless such development provides adequate bridge service.



Policy 12.06

Expressway Access. Limit driveway intersections on Santa Teresa Boulevard and Hecker Pass Highway to maximize safety and traffic-carrying capacity, and to maintain the high-speed inter-city character of these expressway routes. Street intersections shall be minimal, with an average spacing of one-half mile between intersections.

Circulation Plan Map

Policy 12.07

Commercial Driveways. To minimize traffic conflicts, keep commercial driveways to a minimum, located so as to prevent conflicts at intersections and with other driveways.

Action 1.A Zoning Ordinance

Policy 12.08

Standard Level of Service (LOS). Maintain traffic conditions at LOS C or better at Gilroy intersections and roadways, allowing some areas (as specified on the ‘Level of Service D Areas’ Map, page 6-11) subject to the timing and other limitations imposed by the *Gilroy Urban Growth Boundary Initiative*) to operate at LOSD or better. Exceptions to this standard will be allowed only where the City Council determines that the improvements needed to maintain the City’s standard level of service at specific locations are infeasible.

‘Level of Service Areas’ Map

Action 12.A Functional Street and Highway Improvements

Policy 12.09

LOS and Air Quality. Maintain the City’s Standard Level of Service whenever feasible to minimize traffic congestion and thereby minimize exposure to carbon monoxide, since vehicles generate less air pollutant emissions at higher speed.

Action 12.A Functional Street and Highway Improvements

Policy 12.10

Land Use and Congestion. Promote land use planning that helps to reduce automobile trips, thereby reducing congestion and helping to achieve air quality goals. In particular, strive for a balance of jobs and housing in future development to provide Gilroy residents the opportunity to work within Gilroy, and reduce long distance commuting both to and from Gilroy. The jobs-housing balance must strive for parity in the total number of jobs to the total number of housing units, as well as in the salary ranges of jobs compared to the costs of housing prices and rents.

Land Use Plan Map

Action 1.C Neighborhood Districts Implementation Strategy

Action 13.B Transit Oriented Development

Transportation and Circulation



Action 12.F
Parking Standards

Action 12.F
Parking Standards
Action 12.G
Downtown Parking District

Action 1.C
Neighborhood Districts Implementation Strategy
Action 13.B
Transit Oriented Development

Action 13.A
Park and Ride Land Set-asides

Action 1.C
Neighborhood Districts Implementation Strategy
Action 13.B
Transit Oriented Development
Downtown

Action 13.C
Interagency Cooperation for Transit Services

Policy 12.11

On-site Parking. Ensure adequate on-site parking in new developments to meet the needs of residents, employees, and patrons, in keeping with the requirements of the City's Zoning Ordinance. For residents and businesses in the Downtown area, parking requirements should be determined in accordance with the provisions of the City's Downtown Parking Ordinance.

Policy 12.12

Shared Parking. Encourage shared parking facilities where uses on the same or adjoining sites have parking requirements at different times of the day or week.

13 *Transit*

GOAL: Local and regional public transit systems that are responsive to the changing needs of Gilroy area residents.

Policy 13.01

Transit and Development. Plan new residential and commercial development to fully accommodate, enhance, and facilitate public transit, including pedestrian and bicycle access to transit.

Policy 13.02

Park and Ride Lots. Designate specific areas for Park and Ride lots, with supporting commercial and transit activities.

Policy 13.03

Transit-Oriented Development. Encourage higher density residential and mixed use developments in close proximity to transit services, especially in the vicinity of the Downtown Caltrain station and multi-modal transit center.

Policy 13.04

Regional Transit Services. Support regional transit operations that serve the Gilroy area through coordination of planning efforts and development policies that promote transit use.



14 Bicycle and Pedestrian Circulation

GOAL: Bicycling and walking as significant transportation modes, promoting personal health and recreational enjoyment while minimizing energy consumption and environmental degradation.

Policy 14.01

Non-Auto Modes of Travel. Emphasize non-auto travel modes of transportation as a key strategy for achieving air quality goals. For example, encourage bicycle riding to school from an early age by providing safer bikeways between residential areas and schools and encourage the schools to provide secured bike racks and/or lockers.

Policy 14.02

Land Use Planning to Promote Walking and Biking. Promote compact, mixed use development patterns that encourage pedestrian and bicycle travel and transit use. For example, providing commercial services such as day care centers, restaurants, banks and stores near employment centers can reduce auto trips by promoting pedestrian travel. Providing neighborhood commercial and park uses within residential developments can reduce short auto trips by making pedestrian and bicycle trips feasible. Support implementation of the Neighborhood Districts, infill development, and mixed use development in the Downtown for their potential air quality benefits, as well as their other community benefits.

Policy 14.03

Bicycle and Pedestrian Paths and Facilities. Correct deficiencies, expand existing facilities, and provide for the design of safer, convenient and attractive bicycle and pedestrian facilities whenever possible. Proposed roadways will be planned to accommodate bicycle traffic in accordance with the bikeway designations set forth in the City's Bicycle Transportation Plan. Similarly, greenbelts, linear parks, public easements and drainages reserved in public open space will be planned to accommodate bike and pedestrian traffic if they are so designated in the Bicycle Transportation Plan.

Actions 14.A thru 14.J
Bicycle and Pedestrian Circulation

Action 1.C
Neighborhood District Implementation Strategy
Action 9.B
Infill Development Incentives
Action 9.C
Mixed Use Zoning and Incentives

Action 14.B
Bicycle Transportation Plan
Action 14.E
Easements for Pedestrian and Bicycle Access
Action 14.J
Bikeway Planning and Design Criteria

Transportation and Circulation



Action 14.B

Bicycle Transportation Plan

Action 14.C

Bridge Crossings

Action 14.G

Roadway Design

Policy 14.04

Crossings. Design street crossings to provide for the safety needs of bicyclists and pedestrians. River and other crossings by bridges will be designed to accommodate bike lanes or paths in accordance with the designations set forth in the Bicycle Transportation Plan. Bridges for the exclusive use of pedestrians and bicycles should be considered whenever barriers exist which impede convenient and safe access.

Policy 14.05

Private Development of Bike and Pedestrian Facilities. Involve private development in providing bikeways, pedestrian pathways, and support facilities when such facilities pass through or about a development site.

Policy 14.06

Traffic Impact Fee for Bikeway Improvements. Use the comprehensive traffic impact fee to finance General Plan bikeway improvements in conjunction with roadway improvements.

Action 12.H

Traffic Impact Fee



Implementing Actions

12 *Traffic Circulation and Parking*

Action 12.A

Functional Street and Highway Improvements. Adopt the functional street and highway improvements indicated in the General Plan Map to facilitate maintenance of the City's Standard Level of Service. The major circulation improvements are listed in the General Plan appendices.

Action 12.B

Future Alignment Planning. Plan and reserve proposed expressway, arterial, collector street and bicycle path alignments in advance of development in areas in which increased traffic will be generated. Development will be set back along the entire right-of-way (ROW) with sufficient width to accommodate anticipated future traffic requirements.

Action 12.C

Local Street Design in Residential Neighborhoods. Encourage residential street designs that discourage high speed and high volume through-traffic, while providing for roadway connections between adjacent residential subdivisions and multiple points of access to nearby collectors and arterials. Residential street designs should include sidewalks as part of an interconnected pedestrian circulation system (with the exception of hillside areas) and curbside planting strips for street trees (with the exception of cul-de-sacs and private streets). In accordance with actions recommended by the Bay Area Air Quality Management District, consider including these and other traffic calming strategies in the City's capital improvement program.

Action 12.D

Collector Street Design in Residential Neighborhoods. Design Collector Streets in new residential areas to ensure an even distribution of traffic, to maintain the City's Standard Level of Service, and to protect and enhance the quality of the residential area.



Action 12.E

Access for Public Safety Vehicles. Require dual access on all streets serving 26 or more dwelling units to facilitate access by public safety vehicles.

Action 12.F

Parking Standards. Ensure the provision of adequate on-site parking in new development in accordance with the parking standards in the Zoning Ordinance.

Action 12.G

Downtown Parking District. Use the Downtown Specific Plan process to address parking coordination and design issues in the Downtown, and update the City's Downtown Parking Ordinance as necessary to ensure adequate parking facilities while maintaining the area's pedestrian orientation.

Action 12.H

Traffic Impact Fee. Establish a comprehensive traffic impact fee for new development to be used to finance General Plan roadway improvements.

Action 12.I

County Coordination. Work with Santa Clara County to adopt official plan lines for all circulation facilities designated on the General Plan map that are within the jurisdiction of the County.

Action 12.J

Signal Timing. In accordance with the recommendations of the Bay Area Air Quality Management District in the 2000 Clean Air Plan, continue and expand local signal timing programs.

13 *Transit*

Action 13.A

Park and Ride Land Set-asides. Reserve land in the vicinity of the Monterey/Buena Vista intersection, Monterey/Masten-Fitzgerald intersection, and/or other suitable sites for potential park and ride lots to support ride-sharing and commuter bus service.

**Action 13.B**

Transit Oriented Development Downtown. Use the Downtown Specific Plan process to identify sites for potential Transit Oriented Development near the Downtown Caltrain station, and to identify strategies for encouraging such development.

Action 13.C

Interagency Cooperation for Transit Services. Work with the County of Santa Clara transit planning effort to plan for new rail and/or other express services to northern Santa Clara County and the rest of the Bay Area.

Action 13.D

Signal Preemption for Buses. In accordance with the recommendations of the Bay Area Air Quality Management District in the 2000 Clean Air Plan, study signal pre-emption for buses on arterial streets with a high volume of bus traffic.

14 *Bicycle and Pedestrian Circulation*

Action 14.A

Trail and Pathway Implementation. Work with the County in implementing trails and bike paths planned locally as part of the County-wide network in the County Trails and Pathways Master Plan. New development along designated trail or bikeway corridors should be required to dedicate land and construct the designated facility.

Action 14.B

Bicycle Transportation Plan. The City should implement the comprehensive City Bicycle Transportation Plan. Developers shall be responsible for implementing planned bike paths/lanes within and along the frontage of their parcels.

Action 14.C

Bridge Crossings. Work with Caltrans and the Santa Clara Valley Water District to provide bike and pedestrian bridge crossings across the South Valley Freeway and drainage channels.



Action 14.D

Bike Parking and Storage. Work with the Valley Transportation Authority (VTA) to develop standards for providing bike racks and lockers at major transit stops, and encourage safe and adequate facilities for storing and locking bicycles at trip destinations such as business and employment centers, recreation areas, and major public facilities. New public institutions, shopping centers, industrial centers, apartments and condominiums should provide bicycle parking as well as automobile parking.

Action 14.E

Easements for Pedestrian and Bicycle Access. Encourage street patterns that provide direct access between neighborhoods for autos, pedestrians, and bicycles. Where access is not provided through the design of the street system, require developers to provide easements for pedestrian and bicycle access (e.g., between cul-de-sacs). Designate and design easements to ensure clear sight lines into and through the easement from adjacent roadways; to minimize maintenance requirements; and to address other security and adjacency issues. Easements should be provided at the ends of cul-de-sacs and other locations where they do not directly abut private property.

Action 14.F

Road Surfacing. Strive to maintain and improve the quality of the surface of the right-hand portion of existing roads as well as the travel lanes so that they are suitable for bicycle travel, regardless of whether or not bikeways are designated.

Action 14.G

Roadway Design. Encourage the design of all future roads, bridges and facilities in residential and commercial areas to accommodate bicycle and pedestrian travel.

Action 14.H

On-Street Parking. If all other appropriate street modifications are determined to be infeasible, consider removing or restricting existing on-street parking in areas of critical width in order to facilitate traffic flow and accommodate bike lanes.

**Action 14.I**

Bike Paths for Emergency Access. Design bike paths to be wide enough for emergency vehicles where other emergency routes do not exist, located and designed to enhance the personal safety of bicyclists. Use removable bollards or other devices to prevent vehicles other than emergency and maintenance vehicles from using the bike paths.

Action 14.J

Bikeway Planning and Design Criteria. Follow the criteria for bikeways outlined in the California Department of Transportation's publication *Planning and Design Criteria for Bikeways in California*.

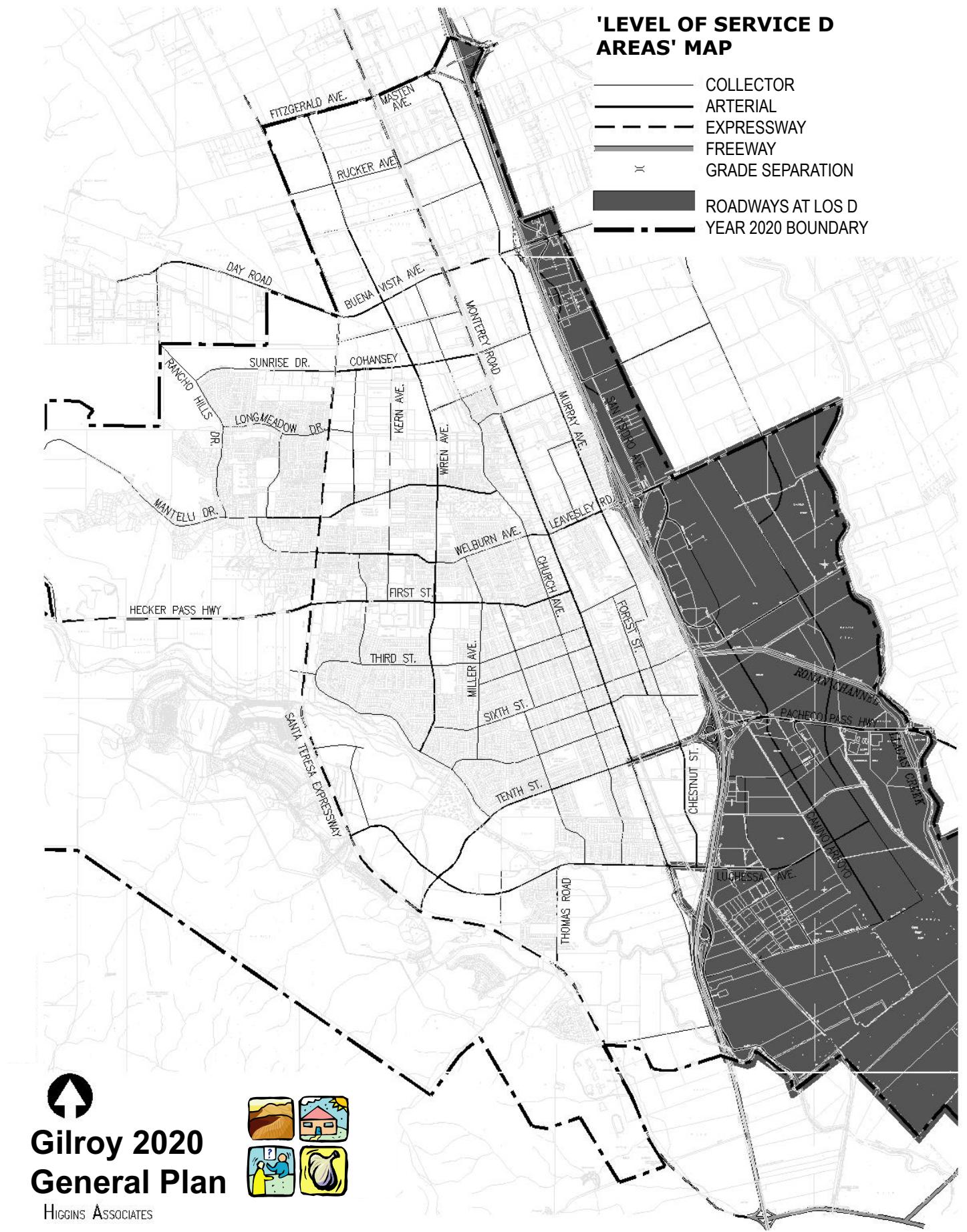
Action 14.K

Bicycle and Pedestrian Improvements to Improve Air Quality. Implement the following bicycle-related improvements to implement the recommendations of the Bay Area Air Quality Management District in the 2000 Clean Air Plan:

- a) Establish and maintain a bicycle advisory committee.
- b) Designate a staff person as a Bicycle Program Manager.
- c) Designate a staff person as a Pedestrian Program Manager.
- d) Provide bicycle safety education.

'LEVEL OF SERVICE D AREAS' MAP

- COLLECTOR
- ARTERIAL
- EXPRESSWAY
- FREEWAY
- GRADE SEPARATION
- ROADWAYS AT LOS D
- YEAR 2020 BOUNDARY



**Gilroy 2020
General Plan**

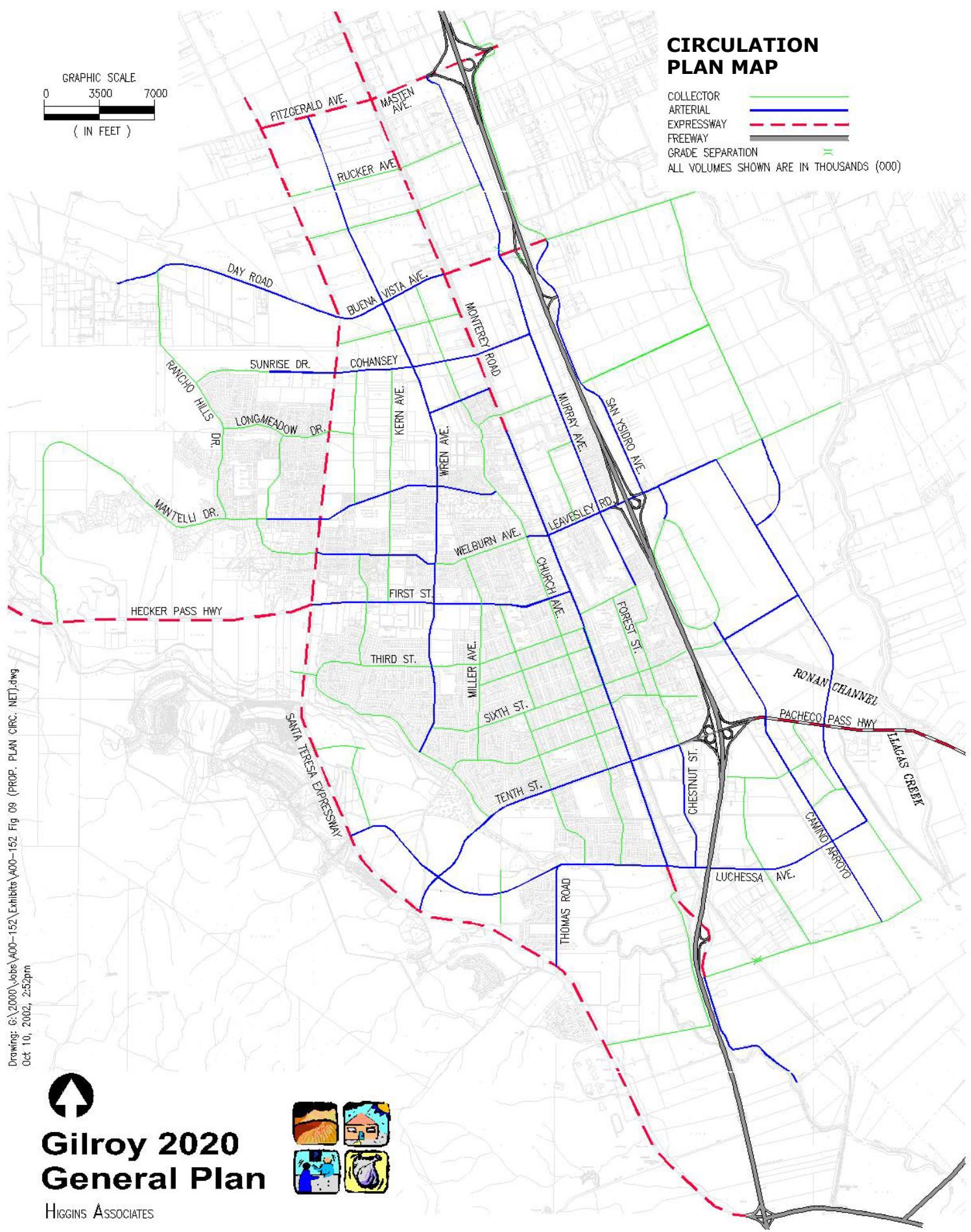
HIGGINS ASSOCIATES



CIRCULATION PLAN MAP

GRAPHIC SCALE
0 3500 7000
(IN FEET)

COLLECTOR
ARTERIAL
EXPRESSWAY
FREEWAY
GRADE SEPARATION
ALL VOLUMES SHOWN ARE IN THOUSANDS (000)



Drawing: G:\2000\Jobs\A00-152\Exhibits\A00-152\Fig 09 (PROP. PLAN CIRC. NET).dwg
Oct 10, 2002, 2:52pm



Gilroy 2020 General Plan

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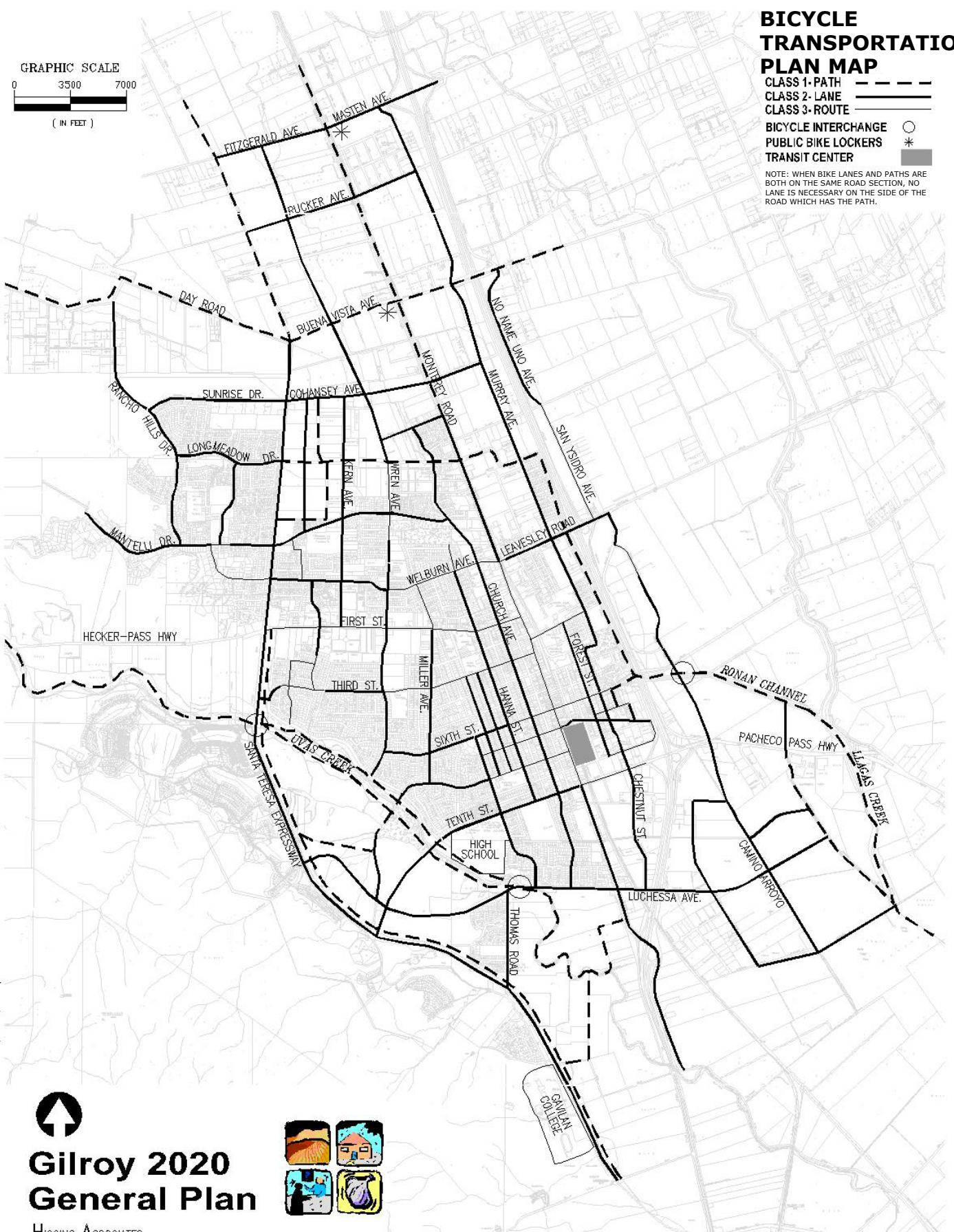


BICYCLE TRANSPORTATION PLAN MAP

CLASS 1-PATH CLASS 2-LANE CLASS 3-ROUTE
 BICYCLE INTERCHANGE PUBLIC BIKE LOCKERS TRANSIT CENTER

NOTE: WHEN BIKE LANES AND PATHS ARE BOTH ON THE SAME ROAD SECTION, NO LANE IS NECESSARY ON THE SIDE OF THE ROAD WHICH HAS THE PATH.

GRAPHIC SCALE
 0 3500 7000
 (IN FEET)



Drawing: G:\\2000\\Projects\\A00-152\\Exhibits\\A00-152 FIG 16 (PROPOSED BIKE WAYS).dwg
 Oct 10, 2002 2:57pm



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