

Date: June 30, 2008
To: General Plan Update Steering Committee
From: General Plan Update Team
Subject: Considerations for Land Use Development

I. Introduction

At this public hearing the Steering Committee will be reviewing staff's recommendations regarding proposed land use change requests to the Draft Land Use Map. To assist in this process, this memorandum and the attached table have been prepared. These summarize the requests and staff's recommendations for the requested changes.

As part of the General Plan Update the City undertook a public process to receive input on land uses in Madera. A proposed General Plan land use map was made available for public review over the last two months. The City received 14 Land Use change requests to the Draft Land Use Map, as well as letters and e-mail regarding the proposed Olive Business Park.

The map before the Steering Committee at tonight's meeting incorporates comments from the Steering Committee, City staff, property owners and members of the public and shows *all* of the requested changes submitted by property owners. As discussed later in this report, staff recommends that most, but not all, of the requested changes should be shown on the Land Use Map.

II. Madera GP Land Use Map – Requested Change Matrix

The attached matrix summarizes the individual land use change requests, as well as the existing General Plan designation, the proposed designation as of 5/29/08, and staff's recommendation and reasoning for each property owner request.

Also included in this matrix are two General Plan Amendments: *The Promenade* and *Gottschalks*, which are shown as number 15 and 16. These two proposed amendments have already been filed with the City and are currently in the amendment process.

Members of the General Plan Update Project Team met on June 19 and reviewed the requests made. Staff recommendations and the reasoning that informed these recommendations have been incorporated into the Matrix.

III. Evaluation Process

In reviewing the requested changes, staff's recommendations were based on the overarching theme of the Village Areas. Was the individual requests consistent with the Neighborhood/Village concept? Was the individual request consistent with other General Plan policies, and was it supportive of the City's efforts to improve the quality of life in Madera?

In general, where there was currently vacant land with a proposed Village Reserve Designation, staff's recommendation is to keep that designation. "Village Reserve" requires that a Master Plan be submitted prior to any changes in designation or development. In this way Madera can better guide growth, ensure that appropriate infrastructure, streets, trails, services and amenities are in place. This gives both developers and the City a clear idea of what is possible. Allowing changes to the designation prior to the Master Plan submittal would defeat the purpose of the Village concept and the goal of interconnectivity of the neighborhoods within Madera.

Other recommendations by staff regarding requests within developed areas looked at adjacent designations and the possible impact changes would have on existing uses and the Village concept.

IV. Proposed Olive Business Park

One area that deserves more discussion is the proposed Olive Business Park change request in the southern Industrial area of the City. The request in this location was for a re-designation from Industrial/Industrial Reserve to a mixed-use business park with medium density residential. Staff's recommendation is that the Land Use Designation remain Industrial/Industrial Reserve.

It should be noted that letters of concern have been received regarding this requested change. [see #4 (a) and #10 of Matrix]

There has been a lot of discussion regarding this request (the same basic project has been reviewed and rejected by the City several times in the

past), and there are several reasons that staff is recommending that the area be maintained for industry.

- First, the Olive Business Park request would involve a substantial reduction in the City's Industrial/Industrial Reserve designated land. Much of this property has existing infrastructure in order to accommodate future industrial development in Madera. This infrastructure was planned to ensure that Madera industry could compete regionally and pull in industrial jobs, as supported in the goals and policies of the existing General Plan.
- Second, there are sufficient existing commercial and residential designations to support Madera's growth elsewhere in the City. These areas were designated both in the existing General Plan and the proposed update to provide a balanced mix of commercial, industrial and residential, with the overall vision of the future of Madera in mind.
- Third, while re-designating this area may serve the short-term goal of producing a business park relatively quickly, as infrastructure is already present; it does not serve the overall vision for the future of the City. It would place mixed use and residential uses on land that may need remediation and locate these uses adjacent to existing industrial uses, potentially resulting in long-term land use incompatibility issues.

V. Important Things to Remember

Any request for change that is not being recommended by staff at this point will still be analyzed in the environmental document that will be written for the General Plan update. Because all of the requests will be examined in the General Plan's Environmental Impact Report, the City Council will have the opportunity to place the requests on the Land Use Map.

No designations on the land use map will come into effect until the City Council has approved and adopted the updated General Plan.

Attachments:

Matrix of Requested Changes to Land Use Map
Memo to Steering Committee, June 16, 2008