

**City of Placerville
STAFF REPORT**

DATE: November 9, 2005

APPLICATION NUMBER: General Plan Amendment 05-02
Zone Change 05-02

REQUEST: Proposed amendment to the General Plan Map and Zoning Map - lower Main Street and Pacific Street areas

GENERAL PLAN DESIGNATION: Highway Commercial

ZONING DESIGNATION: Highway Commercial and Commercial

PROPOSED GENERAL PLAN DESIGNATION: Central Business District

PROPOSED ZONING: CBD Central Business District

APPLICANT: City of Placerville (Community Development Department)

LOCATION: Lower Main Street South of Highway 50, west of Spring Street and Pacific Street between Chapel Street and Rector Street

ENVIRONMENTAL DOCUMENT: This request is categorically exempt from environmental review pursuant to Section 15061B3 of the California Environmental Quality Act Guidelines.

RECOMMENDATION:

1. Adopt a Resolution amending the General Plan Land Use Map from Highway Commercial to Central Business District for properties generally located west of Pacific Street, south of Main Street and Main Street, west of Rector Street.
2. Introduce an Ordinance amending the Zoning Map for properties generally located west of Pacific Street south of Main Street from 'C' (Commercial to

'CBD' (Central Business District) and amend the Zoning Map for properties generally located on Main Street west of Rector Street from 'HWC' (Highway Commercial) to 'CBD' (Central Business District).

3. Waive the first reading of said Ordinance.

BACKGROUND:

Approximately one year ago the City Council, upon recommendation of the Planning Commission, adopted an amendment to the Zoning Ordinance relating to the Formula Businesses within the Central Business District (Downtown area). A Formula Business is one which the exterior design in terms of appearance, color and signage is essentially identical to five or more other business sites using the similar name or identity, i.e. McDonald's, Shell, Quizno's, etc. Formula Businesses within the Central Business District require Planning Commission Approval-Conditional Use Permit. During the hearing on the Formula Business Ordinance the Commission and City Council also discussed the boundary of the Central Business District and whether or not the boundary should be reevaluated. Staff was asked to evaluate the boundary and return with a recommendation regarding an amendment to the Central Business District boundary.

Recently the Planning Commission considered a recommendation from Staff to expand the Central Business District for the two areas described herein. The Planning Commission unanimously concurred with Staff recommendation. In addition to the typically required Notice of Public Hearing, Staff mailed informational letters to all the businesses and properties affected by the proposed map amendments. No public testimony was made before the commission on this matter.

DISCUSSION:

The purpose of the Central Business District is generally to provide for a broad range of pedestrian oriented Commercial uses; protect the Downtown area from encroachment, by unrelated and incompatible uses; and to differentiate the Downtown from other land use designations to the Downtown's unique character. The 'cut sheets' for the relevant Zoning Districts described herein are attached for reference.

Presently the Central Business District boundary encompasses the area of Main Street, west of Cedar Ravine to Rector Street and the Pacific Street/Sacramento Street area. This boundary was adopted in 1990 and mirrored the now defunct Downtown Parking District.

Staff is recommending (as did the Planning Commission) General Plan Map and Zoning Map amendments for two areas in the general area of lower Main Street. These areas include the Fausel property located behind Buttercup Pantry between Chapel Street and Rector Street and lower Main Street beginning at 49er Liquors Westerly. The Fausel

property is recommended for inclusion in the Central Business District because of its high visibility and proximity to Main Street; its undeveloped status; and because it contains one of the oldest structures in Placerville. It is an area that, when developed, should be done so in a context sensitive manner which compliments the theme and character of Downtown.

Lower Main Street is also recommended for map amendments from Highway Commercial to Central Business District for several reasons. The area will soon be realizing a transportation circulation transformation, in that the eastbound off-ramp west of Kentucky Fried Chicken will be removed in favor of creek restoration and a new road will be connecting the lower Main Street to Eastern Placerville Drive. In conjunction with this, several “blighted” structures have been removed (the Pawn Shop, Saints/Union 76, a Radiator Shop and a Welding Shop). The connecting road will significantly increase auto, pedestrian and cycling traffic on lower Main Street, thereby increasing the importance to create a character compatible with, and complimentary to, the Downtown corridor for those entering and exiting from the west. Staff believes that through time this area of Main Street will evolve into higher and better uses and as it does, more importance should be placed in the area to insure that it transforms into one that is more consistent with the identity of the Central Business District.

Staff also evaluated the upper Main Street area (Cedar Ravine to Broadway) for inclusion into the Central Business District, and rejected a recommendation to change the General Plan Map and Zoning Map from Commercial to Central Business District, for several reasons. These include: the lack of an architectural theme; the area is not pedestrian oriented like the Downtown area; and the area is not really an entrance to the Central Business District (when compared to entering at Cedar Ravine/Druid monument). The various forms of existing businesses was also a factor in that the area has several well established vehicle sales businesses; light industrial uses such as an auto body repair shop; an auto service business; and a storage facility which are generally considered heavier commercial uses less common to Central Business Districts. These uses and others will become non-compatible uses and may unfairly burden the properties and businesses as such. Additionally, members of the City Council have indicated some level of interest in the upper Main Street area to be considered for a Special or Specific Plan or a project that would require a higher level of advance planning. An effort like this will require significant public involvement, as well as financial and staff resources to accomplish. These resources presently do not exist.

Steve Calfee
Community Development Director

SC:ljv

Attachments