



Article 1.0

INTRODUCTION

The Walnut Avenue Specific Plan (“Specific Plan”) provides the land use planning and regulatory guidance for the development of an approximately 62.6 acres of incorporated land (“Plan Area”) located within and on the east side of the City of Greenfield. The City of Greenfield initiated the preparation of this Specific Plan, with the theme of creating a multi-functional focal point for both shopping and community events and activities.

The Salinas Valley, including the cities of Salinas, Gonzales, Soledad, Greenfield, and King City is primed to take on the majority of future growth in Monterey County. Currently, the Salinas Valley region is significantly under-served in the retail sector. It is anticipated that retailers will seek to locate in

the Salinas Valley in order to capture existing and future demand for retail uses. In order to ensure the City of Greenfield is well positioned to capture this demand, the City Council directed staff to initiate a planning effort to facilitate developing freeway-visible land near Walnut Avenue for commercial retail

purposes and declared this area as the primary focal point for a new shopping center in the City.

The City’s adoption of the Walnut Avenue Specific Plan will result in an amendment to the *City of Greenfield General Plan* (City of Greenfield 2005) (hereinafter “General Plan”). The Specific Plan provides guid-

ance and establishes development standards for the development of the area within the Specific Plan boundary.





Section 1.1 Content and Purpose

The City has prepared this Specific Plan and an Environmental Impact Report (EIR) to assess and mitigate potential impacts of implementing the Specific Plan as tools to help facilitate future development and streamline the California Environmental Quality Act (CEQA) process. The City has also planned and constructed significant off-site infrastructure improvements to Walnut Avenue and 3rd Street, to facilitate future development of the Plan Area.

In coordination with the Community Development Director, this Specific Plan has been prepared with the involvement of Greenfield residents, and other stakeholders through various community outreach events and public hearings.



The purpose of this Specific Plan is to eliminate development entitlement barriers and to facilitate new commercial and residential development in the City. The intention of the City by creation of this Specific Plan is to pre-entitle the Plan Area in a flexible way, and to respond to growth trends and retail commercial demand in the City of Greenfield and the Salinas Valley region. This purpose and intention is also coupled with the City’s desire to generate job growth, provide residents and visitors with a more diverse offering of commercial uses, enable development of high-density residential housing types, and provide revenue to support City services. By approving the General Plan Amendment and adopting the Specific Plan, the City intends to streamline the approval process for future development of the Plan Area. In turn, streamlining the development approval process is intended to attract commercial and residential development by reducing time and cost barriers to such development.



State Law Requirements

California law requires cities and counties to prepare a general plan, which describes what the city or county (and its residents) desire for their community, both now and in the future. General plans are required to address land use, circulation, housing, conservation, open space, noise, and safety.



The Planner's Guide to
Specific Plans



Specific plans provide comprehensive guidelines for a more defined and localized area within a jurisdiction's boundaries. They offer more specific information and guidance than what is available in a general plan. This Specific Plan has been prepared consistent with the specific plan content requirements identified in the California Government Code Section 65451 as follows:

- (a) A specific plan shall include a text and a diagram or diagrams which specify all of the following in detail:
 - (1) The distribution, location, and extent of the uses of land, including open space, within the area covered by the specific plan.
 - (2) The proposed distribution, location, and extent and intensity of major components of public and private transportation, sewage, water, drainage, solid waste disposal, energy, and other essential facilities proposed to be located within in the area covered by the specific plan and needed to support the land uses described in the specific plan.
 - (3) Standards and criteria by which development will proceed, and standards for the conservation, development, and utilization of natural resources, where applicable.
 - (4) A program of implementation measures including regulations, programs, public works projects, and financing measures necessary to carry out paragraphs (1), (2), and (3).
- (b) The specific plan shall include a statement of the relationship of the specific plan to the general plan.

Specific Plan Organization

The Specific Plan is organized into five (5) Articles and six (6) Appendices as follows:

1.0 Introduction

2.0 Land Use Plan, Development Standards, and Design Guidelines

3.0 Circulation Plan

4.0 Public Facilities and Services Plan

5.0 Plan Implementation

Appendix A: Summary of Goals, Objectives, Policies, and Implementation Measures

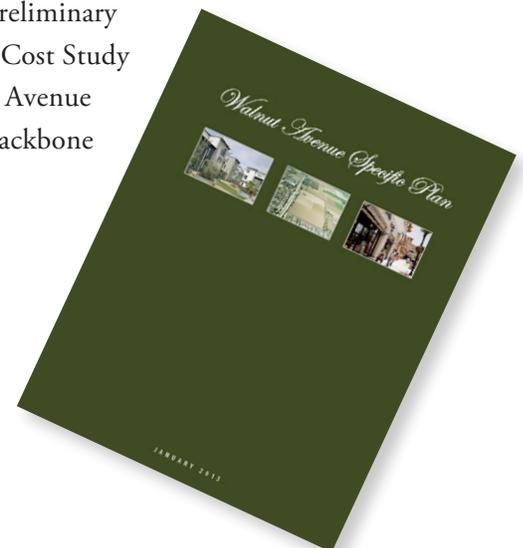
Appendix B: Conceptual Land Use Plan Alternatives 1-4

Appendix C: Alternative Architectural Style Options

Appendix D: Greenfield Walnut Avenue Specific Plan Market Evaluation

Appendix E: Preliminary Engineer's Report for Walnut Avenue Specific Plan

Appendix F: Preliminary Representative Cost Study for the Walnut Avenue Specific Plan Backbone Infrastructure





How to Use this Specific Plan

This Specific Plan is arranged with sets of goals, policies, and policy implementation actions addressing land use and design, circulation, and public facilities and services. As part of this Specific Plan, specific development standards, the permitted and conditionally permitted uses, and other development regulations are provided.

In context with the aforementioned goals, policies and implementation actions, these development regulations shall comprise the Walnut Avenue Specific Plan zoning.

Goals, Policies, and Policy Implementation

Goals provide the context for the specific policies and policy implementation discussed in the Specific Plan. A policy is a statement that provides direction to guide decision-making about future development within the Plan Area. Policy Implementation is a specific action by a specific party or parties that must be taken to implement the policy direction within the Specific Plan. Each of the three (3) major Articles in the Specific Plan (Land Use Plan, which includes Development Standards and Design Guidelines, Circulation Plan, and Public Facilities and Services Plan) contains goals, policies, and policy implementation, which are summarized in [Appendix A, Summary of Goals, Objectives, Policies, and Implementation Measures](#) for ease of access.

The implementation actions often refer to a “master developer” and/or “individual developer(s).” In general, the master developer would be responsible for designing, financing, and constructing the major backbone infrastructure needed to support additional development throughout the Plan Area. The master developer may also construct all portions of

the Plan Area. Individual developers may purchase land within the Plan Area boundary from the master developer and construct some or all of the individual development in-lieu of the master developer.

[Article 2.0, Land Use Plan, Development Standards, and Design Guidelines](#), contains a series of tables that describe acceptable land uses and development intensities.

Green Building Guidelines

The Specific Plan includes green building design guidelines, which are meant to function as a guiding framework for development of the Plan Area, to the extent feasible. The master developer and/or the individual developer(s) of each phase of development are strongly encouraged to work with City staff in developing and implementing these, and other, feasible guidelines for sustainable development within the Plan Area. Policies meeting specific U.S. Green Building Council (USGBC)



Leadership in Energy and Environmental Design (LEED) criteria are noted with bracketed references following the implementation measure. These are summarized in [Appendix A, Summary of Goals, Objectives, Policies, and Implementation Measures](#). It should be recognized that LEED criteria may evolve over time, and thus the Specific Plan policies and implementation measures contained herein that reflect LEED criteria are subject to change in order to stay current with national LEED criteria.

Plan Implementation

[Article 5.0, Plan Implementation](#), addresses the administration of the Specific Plan, description of the initial approvals and entitlements necessary to



authorize the Specific Plan, as well as the application of subsequent entitlements on Plan Area development. Article 5.0 further describes the roles, responsibilities and obligations of the City and Developers for implementing the Specific Plan, involving compliance with the initial and subsequent entitlements. The Specific Plan land use goals, policies and implementation actions shall be imposed on all development within the Plan Area. Article 5.0 addresses the integration of these goals, policies and implementation, and the application of other federal, state, County and local agency standards and requirements on Plan Area development. Article 5.0 also summarizes the phasing, financing and long-term maintenance of Plan Area related improvements.

Specific Plan Amendment Process

A request for a future Specific Plan amendment shall be processed in accordance with California Government Code requirements for specific plans and any City application requirements, including Chapter 17.20 of the Greenfield City Code. Future amendments to this Specific Plan require a detailed Plan Area request for amendments to the Specific Plan, a determination by City staff if new technical reports and environmental review are needed, and shall require a recommendation from the Planning Commission and final action by the City Council in the same manner as the Walnut Avenue Specific Plan was originally adopted.

A request to make a minor modification to the Specific Plan is distinct from a request to amend the Specific Plan. A finding of substantial compliance with this Specific Plan shall be required for subsequent entitlements that reflect minor modifications to the Specific Plan. Thus, if subsequent entitlement reflects certain changes to this Specific Plan, substantial compliance may be found provided the Community Development Director finds

that the changes constitute a “minor modification” that is intended to clarify, interpret and/or implement this Specific Plan in a manner that is consistent with the purpose and intent of this Specific Plan. In the event and to the extent the Community Development Director makes written findings, based on substantial evidence in the record, that the requested change constitutes a minor modification, the subsequent entitlement shall not be deemed an amendment to the Specific Plan.

Initial City Approvals

A number of initial actions and approvals will be needed to advance the entitlement process for development within the Plan Area. These are likely to include the following:



- Certification of the Specific Plan Final EIR and adoption of the required CEQA findings by Resolution, including a statement of overriding considerations, as appropriate, and adoption of a Mitigation Monitoring and Reporting Plan (MMRP).
- Adoption of a General Plan Amendment by Resolution to recognize this Specific Plan in the City’s General Plan, along with General Plan consistency findings;
- Adoption of the Specific Plan by Resolution, incorporating all environmental mitigations or conditions of approval imposed on the Plan Area by the City Council;
- Adoption of amendments by Ordinance to the City’s zoning map to reflect the new Walnut Avenue Specific Plan designation and other conforming amendments as needed, to the City Code; and



- Adoption of text amendments to the zoning ordinance by Ordinance to reflect the Walnut Avenue Specific Plan provisions as the zoning for the Plan Area.

Subsequent City Approvals

The intent of this Specific Plan is to eliminate as many subsequent City approvals as possible, allowing the development community to streamline the process to construction and occupancy of an end-user. However, there may be cases where some or all of the following subsequent approvals are necessary:

- Depending on the proposed project, a developer may desire or the City may require a developer to enter into a Development Agreement. Adoption by Ordinance of a Development Agreement between the City of Greenfield and a developer that specifies the obligations and rights of the parties involved in implementing development within the Plan Area;
- Current underlying parcels and ownership exist that may need to be changed to develop the Plan Area as intended. This may require the city processing of one or more parcel or subdivision maps; and
- Depending on the end-user type, a City use permit may be required.

Section 1.2 Project Setting

The Plan Area is located in the City of Greenfield. The City of Greenfield is located at the heart of California’s Salinas Valley, nestled between the Gablin mountain range to the east and San Lucia range to the west. The City is situated in the South Monterey County Region along the U.S. Highway

Specific Plan Cost Recovery Fees

As authorized by California Government Code Section 65456, the Specific Plan Cost Recovery Fees are pursuant to the following:

- (a) *The legislative body, after adopting a specific plan, may impose a specific plan fee upon persons seeking governmental approvals which are required to be consistent with the specific plan. The fees shall be established so that, in the aggregate, they defray but as estimated do not exceed the cost of preparation, adoption, and administration of the specific plan, including costs incurred pursuant to Division 13 (commencing with Section 21000) of the Public Resources Code. As nearly as can be estimated, the fee charged shall be a prorated amount in accordance with the applicant’s relative benefit derived from the specific plan. It is the intent of the Legislature in providing for such fees to charge persons who benefit from specific plans for the costs of developing those specific plans, which result in savings to them by reducing the cost of documenting environmental consequences and advocating changed land uses that may be authorized pursuant to the specific plan.*
- (b) *Notwithstanding Section 66016, a city or county may require a person who requests adoption, amendment, or repeal of a specific plan to deposit with the planning agency an amount equal to the estimated cost of preparing the plan, amendment, or repeal prior to its preparation by the planning agency.*
- (c) *Copies of the documents adopting or amending the specific plan, including the diagrams and text, shall be made available to local agencies, and shall be made available to the general public as follows:*
 - (1) *Within one working day following the date of adoption, the clerk of the legislative body shall make the documents adopting or amending the plan, including the diagrams and text, available to the public for inspection.*
 - (2) *Within two working days after receipt of a request for a copy of the documents adopting or amending the plan, including the diagrams and text, accompanied by payment for the reasonable cost of copying, the clerk shall furnish the requested copy to the person making the request.*
- (d) *A city or county may charge a fee for a copy of a specific plan or amendments to a specific plan in an amount that is reasonably related to the cost of providing that document.*



101 corridor, 34 miles south of the City of Salinas and 10 miles north of King City.

The Plan Area is located in the north eastern region of the City, between U.S. Highway 101 and 3rd Street, north of Apple Avenue, south of Cherry Avenue, and bisected by Walnut Avenue. The Plan Area is directly accessible from Walnut Avenue, 3rd Street, and Apple Avenue. Regional freeway access to and from the Plan Area is primarily obtained via the U.S. Highway 101/Walnut Avenue interchange and secondarily via the U.S. Highway 101/Oak Avenue interchange. The City of Greenfield has completed a roadway improvement project to widen Walnut Avenue from U.S. Highway 101 eastward to 3rd Street to four through lanes.



The Plan Area consists of nine (9) parcels located on the east side of U.S. Highway 101 at Walnut Avenue, in the City of Greenfield (City).



--- Plan Area Boundary - - - City Limits — Property Line — Right-of-Way - - - Future Right-of-Way

Economic and Market Conditions

Retail market conditions were analyzed by Economic & Planning Systems, Inc. (EPS) in the 2010 Greenfield Walnut Avenue Specific Plan Market Evaluation (Appendix D).

Socio-Economic Profile

Greenfield’s economy is primarily influenced by the agricultural sector, with high annual production of



vegetables and salad crops and with additional output in wine and cattle production. The socio-economic makeup of Greenfield’s popula-

tion is characterized by low per capita income, high unemployment, and fairly high instance of poverty. These attributes are consistent with the populations in surrounding cities and other agriculturally dominated regions, such as California’s Central Valley.



Greenfield demonstrates the highest Hispanic/Latino percentage of all cities in the region. This unique demographic trait should not be overlooked when considering the Plan Area’s eventual use and potential market positioning. Catering to this population is a potential opportunity, to serve a demographic whose needs may not be fully met with the current retail offerings.

Population and Growth Projections

Greenfield and the surrounding region have experienced dramatic growth, both in absolute and relative terms. During the last decade, Greenfield’s population increased at an annual growth rate of 3.5 percent. This rate of growth outpaced both Monterey County as a whole, and other south Monterey County cities.

Over the next 20 years, Greenfield is expected to continue to display strong growth rates (averaging 2.2 percent per year for population and 2.6 percent per year for households), and the population is projected to grow by approximately 12,500 residents to reach more than 30,000 by 2035. The population of the South County Region, consisting of Soledad, Gonzales, Greenfield and King City, is projected to grow by 49,000 and reach a total population of 120,000 during this same time period.



Retail Market Conditions

Retail market conditions are analyzed by vacancy rates, an inventory of existing retail centers, existing retail leakage, and potential future growth that may create retail demand.

Vacancy Rates

Like much of the State, the South County Region has been plagued by high vacancy rates in the commercial real estate sector, as consumers have reigned in spending and many retailers have been forced to close their doors. However, the County has weathered this economic storm better than many areas in the State, and the Greenfield market in particular has been characterized with relatively strong occupancy rates. The City is experiencing overall vacancy rates around 10 percent, which is much better than those experienced in many other parts of the State.



Inventory of Retail Centers

The City currently has more than 350,000 square feet of retail space, which is comprised of the Santa Lucia Shopping Center (at approximately 100,000 square feet) and 250,000 square feet of “infill” retail space located in individual buildings in the City’s central commercial core along El Camino Real and Oak Avenue. However, much of this retail stock is substandard and does not offer the full range of products and amenities that are desired by both shoppers and many traditional national retailers.



Commercial/retail development in the Plan Area would primarily compete with the following four traditional shopping centers located in the South County Region:



- **Gonzales Shopping Center** – Located in the City of Gonzales at 851 5th Street, 17 miles north of the Plan Area.
- **Soledad Mission Shopping Center** – Located in the City of Soledad at El Camino Real and H. Dela Rosa Sr. Street, 8.5 miles north of the Plan Area.
- **Santa Lucia Square** – Located in the City of Greenfield at the western interchange of U.S. Highway 101 and Walnut Avenue, 0.2 miles west of the Plan Area.
- **King City Shopping Center** – Located in King City at 500 Canal Street, 10 miles south of the Plan Area.

Existing Retail Leakage

Greenfield residents are responsible for approximately \$97 million in annual retail expenditures. The City is only capturing approximately \$26 million in annual retail sales, while the remaining \$70 million in annual sales are assumed to be “leaking” to other areas.

Based on analyses provided in the Greenfield Walnut Avenue Specific Plan Market Evaluation (Appendix D), to stem retail leakage from Greenfield residents approximately 130,000 square feet of local-serving neighborhood/community retail space and 50,000 square feet of regional retail space could be absorbed in the City.

Retail Demand from Future Growth

By 2035, population growth in the City of Greenfield, as well as throughout the South County Region is expected to create demand for an additional 260,000 square feet of retail. The South County Region suffers from a lack of options for

many typical shoppers, which creates leakage to stores in the larger urban centers such as Salinas or Monterey.

Opportunities and Constraints Analysis

A Strength, Weaknesses, Opportunities, and Threats Analysis was prepared at the outset of the preparation of the Specific Plan, the preliminary assessment provided objective analysis of the strengths, weaknesses, opportunities and challenges regarding the potential for local and regional serving retail development at the Walnut Avenue location. The analysis of the opportunities and constraints laid the groundwork for determining what is feasible within the context of the Specific Plan.

Opportunities

- **Location.** The location and configuration of the Plan Area is one of its greatest assets. It is sufficiently large to accommodate large-scale development, is located within city limits and centrally located in the southern Monterey County Region, and has good proximity to surrounding residential population. Additionally, the Plan Area is located along the U.S. Highway 101 corridor with excellent freeway frontage, high visibility, and good vehicular access. These characteristics are greatly beneficial to the development of commercial sites and attractive to retailers.





- **Gateway Opportunity.** The location of the Plan Area, being adjacent and highly visible from U.S. Highway 101, offers opportunities to create a “gateway” into the City that will sharply distinguish its image and character by offering a unique urban form image from key gateway vantage points.
- **Access.** Existing roadways in proximity to the Plan Area, combined with access to U.S. Highway 101 via interchanges at Walnut Avenue and Oak Avenue, present exceptional access to the site to support commercial/retail or light industrial development. The City of Greenfield has initiated a roadway improvement project to widen Walnut Avenue to four through lanes from U.S. Highway 101 eastward through the Plan Area to 3rd Street. This and other planned roadway improvements will improve traffic conditions for the Plan Area.



- **Infrastructure Connections.** The existing water, sewer, and storm water infrastructure in proximity to the Plan Area will provide adequate connection points for the Plan Area needs.
- **Improve Site Drainage and Water Quality.** Surface runoff generated on the Plan Area could be directed through a system of bioswales, vegetated channels, and on-site retention/detention basins integrated into the development of the Plan Area. This would create an opportunity to increase storm water storage and provide passive treatment capacity, as the local soil acts as an effective matriculation system. Additionally, detention/retention facilities can serve aesthetic purposes such as open space, wetland preserves and habitats.



- **Future Growth-Based Demand.** Strong growth is projected for the next 25 years in Greenfield and the South Monterey County Region. Based on population projections, Greenfield residents will increase local-serving (neighborhood/commercial) retail space demand. By including an achievable share of the growth related to regional retail demand of Soledad, Gonzales, and Kings City residents, up to an additional 125,000 square feet of retail could be supported.
- **New Shopping Options.** Because the existing shopping options in Greenfield are very limited, and retail leakage to other communities is known to persist, there is potential to add a new shopping center with options not currently in



the local marketplace. Examples include a “lifestyle” –type open air shopping center, grocery store, entertainment or cultural facilities, and potentially a superstore (catering to a regional population). Another opportunity would be to combine the functionality of a discount retail center with a “main street” environment, providing an enjoyable walking and shopping experience appealing to locals and outside visitors.



- **Underserved Market Niches.** Offering a unique market niche (not currently found in the marketplace) may help increase, capture, and bolster the success of any retail development constructed at the Plan Area. A Hispanic marketplace concept has been identified as a potential opportunity to capitalize on a compelling and unique demographic environment.



- **Alternative Land Uses.** The considerable size of the Plan Area is large enough to allow for a combination of uses, potentially including retail commercial, civic/cultural uses, residential, light industrial, and recreational and open space uses. The Plan Area could be combined

with an entertainment venue, which included associations with local music/performing arts groups and other special events. This will help to raise the stature of the Plan Area and establish cross-functionality (i.e., patronize shopping opportunities before/after events). Additional opportunities include hotel development (likely a small, limited service type) and possibly the introduction of residential uses containing a mix of market rate and affordable units.



Constraints

- **Adjacent Uses.** Uses adjacent to the Plan Area may be incompatible with certain future land uses. Appropriate location and distribution of land uses, and/or appropriate buffering between incompatible land uses will be necessary, particularly along the southern boundary of the Plan Area adjacent to the existing low density residential uses.
- **Plan Area Entitlements.** Under the General Plan, the Walnut Avenue Specific Plan project would require a General Plan Amendment. This amendment would be needed to modify certain General Plan policies and to change the General Plan Land Use diagram to identify the Specific Plan Area as “SP-1”, the land use and zoning guidance document for the Plan Area. Having these entitlements in place will aid in facilitating future development.
- **Traffic Impacts.** The adjacent U.S. Highway 101 corridor and arterial roadways may be incompatible with certain land uses due to



existing and/or future traffic, noise, and air quality impacts. The location and distribution of residential and recreational land uses should be given special attention and if necessary appropriate buffering between future development and the Highway corridor.

- **Lack of Pedestrian, Bicycle, and Public Transportation Facilities.** There are currently no bicycle facilities in close proximity to the Plan Area and a lackluster pedestrian circulation system. While this Specific Plan includes on-site bicycle and pedestrian features along Walnut Avenue and 3rd Street, it is uncertain when connections to other areas will be completed. Monterey-Salinas Transit (MST) provides transit services (Route 23) on Walnut Avenue west of U.S. Highway 101, which currently does not adequately serve the Plan Area. Appropriate coordination with the MST will be necessary in order to provide or extend transit services on Walnut Avenue east of U.S. Highway 101 and/or along 3rd Street, to serve potential increases in transit demands with the development of the Plan Area. Development of the Plan Area should also consider allocation of space for a potential park-and-ride location and/or transit bus stop.
- **Infrastructure and Public Services Demand.** Development of the Plan Area would be expected to increase demand for water and sewer infrastructure, fire protection, and police services.
- **Current Population and Socio-Economics.** The current population in Greenfield is fairly small, at 18,000 residents. This population is characterized by some unfavorable socio-economic conditions, such as high unemployment,

high poverty rates, and low education levels, as compared to the rest of Monterey County and California overall.

- **Poor Real Estate Market.** Broad economic conditions and the local real estate market fundamentals in Greenfield, reflect a larger trend throughout the United States associated with widespread job losses, failing consumer confidence, and reduced household spending. Lease rates at retail centers have been seen to fall by 30 to 40 percent across the country, and vacancy rates have skyrocketed, which is a trend that has been apparent in Greenfield and the entire South County Region.
- **Financial Feasibility.** Achieving lease rates that are high enough to offset the cost of construction and development will likely be challenging, given broader economic fundamentals and a weak real estate market. Current lease rates in Greenfield range from approximately \$6.00 to \$16.00 per square foot per year. To be financially feasible, the Plan Area center would need to command lease rates closer to \$20.00 per square foot, which is unlikely in the current market, but could be fostered by luring one or more quality anchor tenants to catalyze subsequent development and leasing activity. Some form of financial participation from the City is another method by which the feasibility prospects for the Plan Area can be improved.
- **Urban Decay.** Development of additional retail may present the potential to weaken the existing El Camino Real Corridor. Tenanting strategies should be mindful of avoiding head-on competition in this regard.



Section 1.3 Guiding Principles

The guiding principles of the Specific Plan include the following:

- Remove the barriers to development of the Plan Area by streamlining the entitlement process and related approval requirements, including zoning standards, design guidelines, implementation direction, and California Environmental Quality Act (CEQA) compliance;
- Allow for creativity and flexibility in location of uses, density, product type, and design, to help the end user(s) meet their development and use objectives;
- Utilize the City's vision and design guidelines and standards of this Specific Plan to shape the development of this key site within the City;
- Identify City facilitated financing strategies to address needed capital improvements to attract development to the Plan Area, including infrastructure and circulation improvements;
- Promote the Plan Area's readiness for development, visibility from U.S. Highway 101 for commercial uses, and the City's desire to attract developer(s) or end-users to the Plan Area;
- Actively recruit and promote new business and support the expansion of existing businesses to create new jobs within the Plan Area and the community;
- Increase tax revenue to the City through facilitating development of the Plan Area; and

- Reinforce the City's and community's commitment to efficient use of natural resources through the use of green building and sustainable site planning development practices.

Section 1.4 Relationship to Existing Plans and Policies

This section provides the Specific Plan vision and relationship to the existing plans and policies governed by the City of Greenfield.

Vision for the Specific Plan Area

The vision of the City is to promote development of a major shopping center, with freeway visibility and a theme of creating a multi-functional focal point for both shopping and community events and activities. The City's intention by this Plan was to create a pre-titled area that could respond to growth trends and retail commercial demand in the City of Greenfield and Salinas Valley region. The Plan concept is to be flexible in site layout, but is intended to guide the development of a variety of visitor and community





servicing retail, high-density residential, and recreational and open space uses. The Plan includes a variety of design elements intended to create a pedestrian oriented place of destination for shopping, entertainment, dining, and

civic organization. To serve its visitors and residents, the Plan Area includes an existing neighborhood park site that is owned by the City, a designated community amenity area, and plaza opportunity site.

The primary use for the Specific Plan Area is commercial. The Plan Area is intended to include up to 445,000 square feet of commercial uses located near the U.S. Highway 101/Walnut Avenue interchange. These uses could consist of large to small-scale retail development, including region serving tenants (e.g. big box retail), as well as more local-serving commercial uses. The local serving commercial uses might consist of a neighborhood grocery, drug, hardware, service/gas station(s), restaurant(s), local incubator businesses, motel(s)/hotel(s), and entertainment venue(s). Plan guidelines and standards are intended to promote consistency and cohesiveness in design, character and form of the commercial development.



Additional opportunity sites for targeted land use types are located within the Plan Area, and include residential and open space. Residential uses will include up to 220 attached multi-family dwelling units, targeted for an area within the Plan boundaries south of Walnut Avenue and adjacent to the existing single-family residential neighborhood across Apple Avenue. Pedestrian linkages, bike lanes/trails, entry features, landscaping, and an existing neighborhood park site are intended to characterize the residential uses.



The Plan Area includes a City owned 3.0-acre neighborhood park site and 1.6 acre area to be dedicated as a community amenity area. The neighborhood park will function as a traditional recreation area, with tennis, basketball, playground, and picnicking facilities. The community amenity area is intended to enhance the retail shopping experience for visitors to the Plan Area and provide a linkage and focal point for residences in the vicinity by providing an area for community events and activities.



To facilitate the additional infrastructure needs generated by the project, the Plan includes a preliminary backbone infrastructure design, including



roadways, water, sewer and storm water that will tie into the existing City infrastructure system. The Specific Plan also includes preliminary implementation, phasing and financing strategies to ensure orderly development of the Plan Area.

Specific Plan Process

With the General Plan serving as the foundation on which to build, the planning process for the Specific Plan provided an opportunity to analyze the site's existing resources, opportunities and constraints, evaluate traffic and infrastructure needs, identify circulation patterns, parks and open space opportunities, public facilities needs, and input from the community as building blocks for the design and layout of the Specific Plan. An underlying objective woven into the preparation process was the incorporation of sustainable development concepts.

A series of meetings with the community, City Planning Department, real estate professionals, environmental consultants, and technical experts culminated discussions in development capacity and circulation design, and preparation of conceptual land use plan examples. A series of additional meetings and discussions to further refine the land use concepts and circulation design resulted in preparation of a conceptual land use plan and a Draft Specific Plan for review by the City and the public. The Draft Specific Plan was prepared with particular attention to consistency with the City of Greenfield General Plan. To ensure that adequate infrastructure will be provided, various utility and service companies/agencies were also consulted.

City of Greenfield General Plan 2005-2025

The General Plan was adopted by the City Council in 1981 and updated in July of 2005. The Greenfield General Plan provides goals, policies, and programs that shape the City's future growth; while fostering the core values of the residents of Greenfield.

The General Plan expresses the City's comprehensive view of its future and how it will achieve the delicate balance of housing for a growing population; stimulate job growth and tax revenue; provide for safe travel within the city; provide recreation facilities; protect important agricultural farmland and safeguard significant environmental resources and open space.

As part of the 2005 General Plan Update, the City designated an approximately 60-acre site along Walnut Avenue on the east side of U.S. Highway 101 for future commercial development.

Walnut Avenue Commercial Area Specific Plan
NEWSLETTER JANUARY 2011

Walnut Avenue Commercial Area
Planning for the Future
The City of Greenfield has started a planning process to create opportunities for new commercial development in the City that could generate job growth and provide revenue to support City services.

The City has already designated a 60-acre site along Walnut Avenue on the east side of Highway 101 for future commercial development as part of the City's General Plan.

The City's current goal is to create a plan for the development of that site that can be used to attract commercial businesses and increase the types of local and regional commercial services available to Greenfield residents and residents in the broader region.

Developing a Specific Plan for the Walnut Avenue Commercial Area
While it is easy to say "let's create more businesses and jobs in Greenfield", a plan is needed to help this happen within the Walnut Avenue Commercial Area.

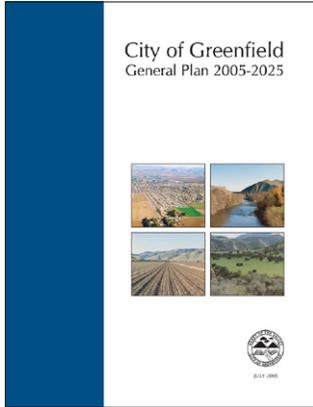
For this reason, the City is starting the process of preparing a Specific Plan. A Specific Plan is a detailed plan for development. It considers the types and locations of uses that could be built, guidelines for how development of the area should take place, and plans for the types of water, sewer, utilities, roadways, and other improvements that are needed to support development.

By completing a Specific Plan, the City intends to make it easier and quicker for developers to build new commercial uses within the Walnut Avenue Commercial Area.

Community Involvement in Planning for the Walnut Avenue Commercial Area
Successful future development of the Walnut Avenue Commercial Area requires everyone working together to achieve success. Community input and involvement is very important in identifying what the community



As one of three main future growth areas in the City, the Plan Area is designated by the General Plan as a “Highway Commercial” land use with a Regional Commercial Design Overlay Designation. The



Highway Commercial designation allows for a broad range of commercial and services activities that require convenient vehicular access and adequate parking. It is intended primarily for service and retail uses that are not appropriate

for the downtown area due to operational needs and characteristics. Uses include regional shopping centers, banquet facilities, gas stations, vehicular sales and services, building material supply, warehousing, and similar facilities. The City has not developed standards for the Regional Commercial Design Overlay Designation. Therefore, the standards and guidelines included in Article 2.0, Land Use Plan, Development Standards, and Design Guidelines, are intended to implement the Regional Commercial Design Overlay Designation for the Plan Area.

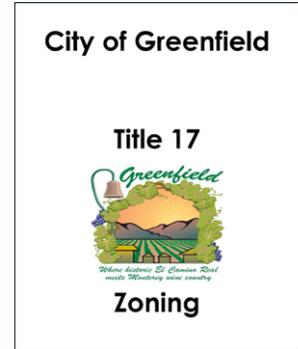
An amendment to the General Plan will identify the Plan Area as “SP-1.” This provides for the standards and guidelines of the Specific Plan to govern development of the Plan Area.

City of Greenfield Zoning Code

The Zoning Code (Title 17 of the City’s Municipal Code) carries out the policies of the Greenfield General Plan by classifying and regulating the uses of land and structures within the City, consistent with the General Plan. The Plan Area is designated by the Zoning Code as “C-H Highway Commercial” and falls within the Regional Commercial Design

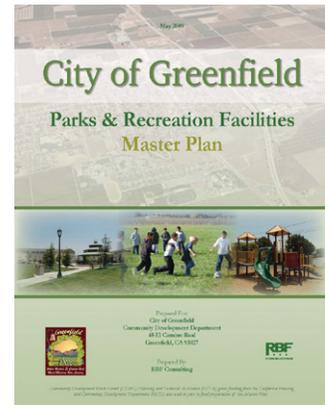
Overlay Designation. Allowable uses within this designation include gas stations, restaurants, large scale retail, hotels, entertainment venues, etc.

While Development of the Plan Area will be subject to the laws set forward by the Greenfield Municipal Code, the Specific Plan provides new development policies, design guidelines, and zoning standards for the Plan Area that supersede Title 17 of the Municipal Code.



Greenfield Parks and Recreation Facilities Master Plan

Adopted by the City in 2009, the Greenfield Parks and Recreation Facilities Master Plan provides a long-term vision for the parks and recreational needs of the community and describes the findings and recommendations for meeting existing and future park and recreation needs in the City. The Master Plan is an implementation tool of the City of Greenfield General Plan, based on community input and

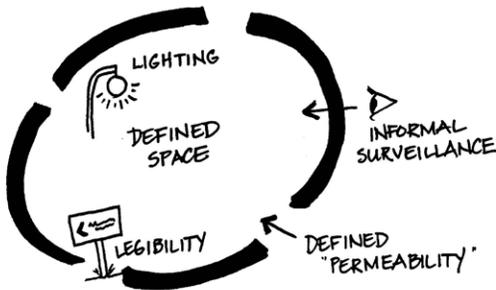


identified needs. The Master Plan identifies a portion of the Plan Area as being currently underserved with respect to Neighborhood Park facilities. The General Plan requires that all residential uses are within a quarter mile walking distance to a neighborhood park. The City has identified a neighborhood park site within the Plan Area.



City of Greenfield Design Guidelines - Crime Prevention through Environmental Design

Adopted by the City of Greenfield, Crime Prevention through Environmental Design (CPTED) is a multi-disciplinary approach to determining criminal behavior through environmental design. CPTED strategies rely upon the ability to influence offender decisions that precede criminal acts. The City



encourages development to consider the four overlapping CPTED strategies: (1) natural surveillance, (2) territorial reinforcement, (3) natural access control, and (4) target hardening. These strategies can be implemented through the site design techniques presented in Article 2.0, [Land Use Plan](#), [Development Standards](#), and [Design Guidelines](#).



INTRODUCTION

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