

Appendices

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A. Background

Appendix A: Background

Location

The City of Morgan Hill is located in southern Santa Clara County. The City is approximately 12 miles south of San Jose, 10 miles north of Gilroy and 15 miles inland from the Pacific Coast. Morgan Hill is located within the southern portion of the Santa Clara Valley, which is bounded by the Santa Cruz Mountains to the west and the Diablo Mountain Range to the east. U.S. Highway 101, the major transportation corridor in the area, bisects the valley and provides access to northern Santa Clara County and the San Francisco Bay Area to the north, and San Benito and Monterey Counties to the south. See Figure 1 for the regional and local vicinity of the Morgan Hill. The City is located approximately 25 miles south of the San Jose International Airport.

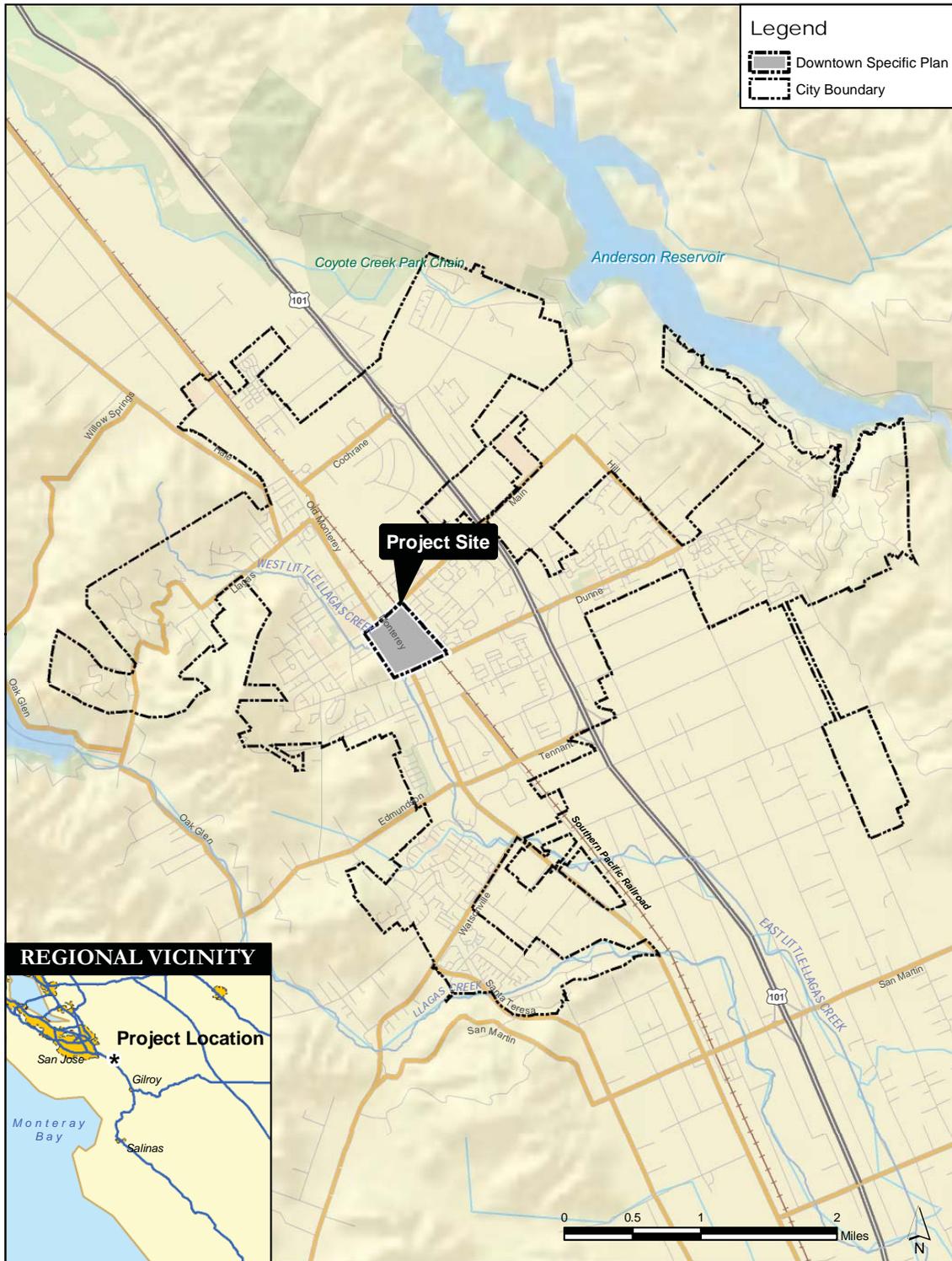
Downtown Morgan Hill is approximately located approximately one mile west of U.S. Highway 101. The 14-block Downtown Core is generally bound by Main Avenue, the railroad tracks, Dunne Avenue, and Del Monte Avenue. This Specific Plan covers 18 blocks and is generally bound by Main Avenue, Butterfield Boulevard, Dunne Avenue, and Del Monte Avenue.

See Figure 1 for the regional and local vicinity of the Downtown Specific Plan boundary in relation to the rest of Morgan Hill. Figure 2 shows the Downtown Core as it relates to the Downtown Specific Plan boundary and the immediate surroundings.

History

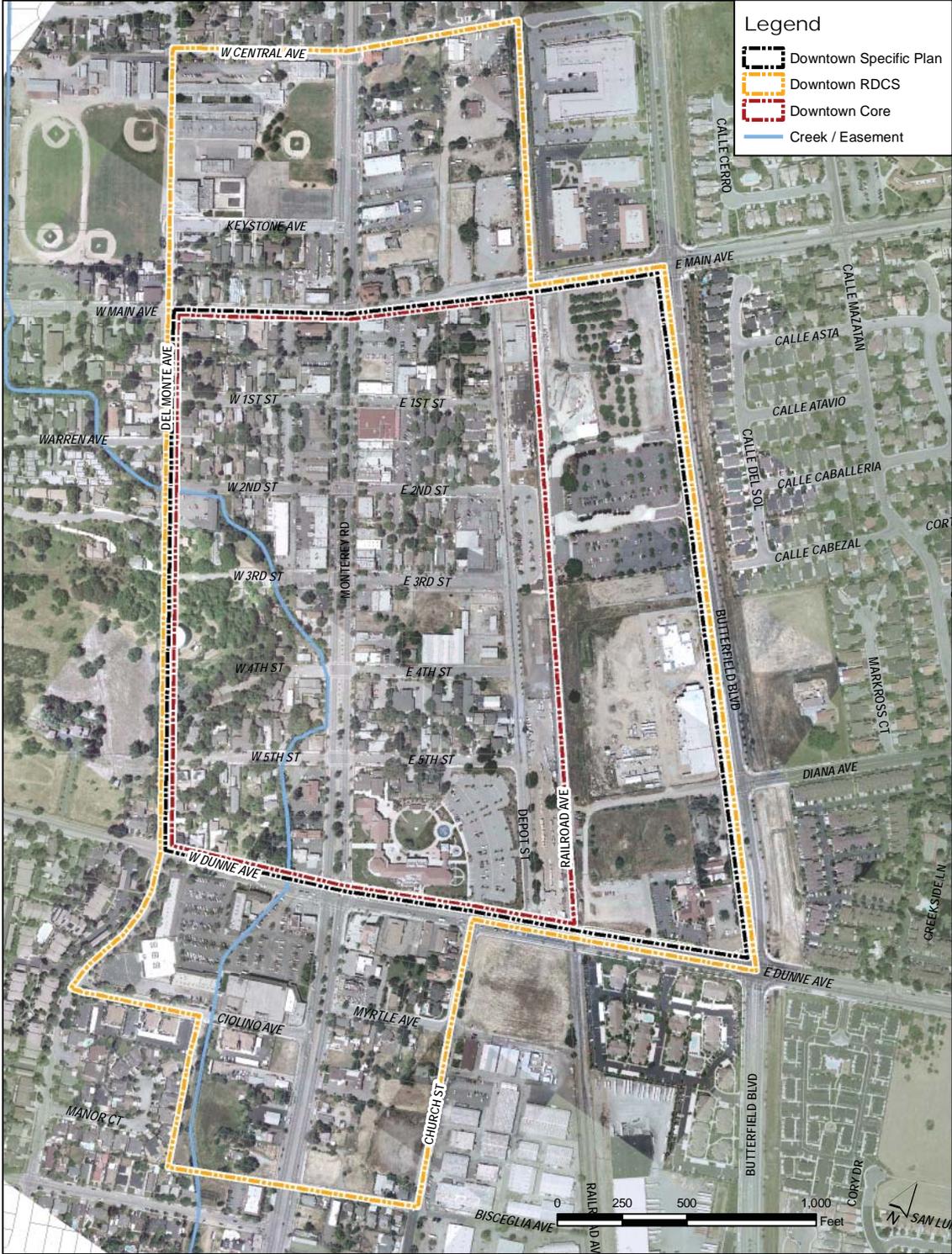
Incorporated in 1906, the City of Morgan Hill was a longstanding agrarian community centered around its location on the Monterey Highway, and the Southern Pacific Railroad tracks, which were the major transportation corridors at the time. The City grew at a moderate rate until the 1950s when it began its transformation from an agriculture service center to a suburban residential community. Growth began to accelerate significantly in the 1970s as the Silicon Valley developed and its workers were attracted to Morgan Hill's small town, family atmosphere and reasonable housing prices. From 1970 to 1980, the population in Morgan Hill more than tripled from 5,579 persons in 1970 to 17,076 persons in 1980.

Because of its significant population increase during the 1970s, City voters initiated a Residential Development Control System (RDCS) in 1980. The RDCS helped to slow population growth during the 1980s and has since been extended to the year 2020. The current population cap is 48,000 by 2020. Under the RDCS, prospective residential developers compete for approximately 220 to 250 residential allocations per year, wherein projects are scored based on criteria in various categories.



Local Vicinity

Figure 1



Project Boundary

Figure 2

Downtown and Design Plan

Bisected by Monterey Road, the Downtown Core is an area of 14 square blocks located in the central portion of the City. Downtown acts as the primary hub of activity in Morgan Hill, providing the community with restaurants, boutique businesses, banks, a movie theatre, art galleries, service businesses, churches, and a variety of housing.

In 1980, the community held a series of public workshops to address issues of downtown revitalization. From these workshops, a bold plan emerged that has created a unique downtown image for Morgan Hill along with the modest attraction of new uses and the construction of additional buildings. Many of the concepts from that process have been implemented including the landscaping and beautification of Monterey Road, public parking areas behind the buildings fronting on Monterey Road, and construction of the commuter rail station.

Other elements of the 1980 plan were not implemented as part of the 1984-1994 design development and implementation phase of the plan. These elements include the narrowing of Monterey Road through downtown, a Third Street pedestrian mall, a pedestrian crossing over the railroad tracks, improvements to Depot Street, improvements to Upper Llagas Creek, and the creation of distinctive Downtown entry features on Monterey Road.

With the influence of a 17-member task force comprised of a diverse group of stakeholders and community advocates, the 1980 Plan was updated in 2003. Although the existing Downtown Plan encompassed 14 blocks, the 2003 update included recommendations for land beyond these boundaries.

Since completion of the 2003 Downtown Plan Update, the City has made significant progress in implementing its recommendations. These implementation activities have included density increases to the City's General Plan land use designations, Measure C modifications to allow Downtown and mixed-use projects to better compete for allocations, ground floor use restrictions, plans for infrastructure improvements, Depot Street streetscape project, and a Downtown wayfinding sign program.

Important Task Force Notes from the 2003 Update

The following section discusses important notes from the Task Force involved with the 2003 update. This information is taken directly from the 2003 Morgan Hill Downtown Plan and is intended to serve as historical reference.

Issues and Concerns

One of the first tasks addressed by the Downtown Task Force was the identification of downtown issues and concerns. Not surprisingly, many of the concerns were similar to those raised in the community workshops in 1980. However, many were more focused and based on the past twenty years of revitalization efforts. The main issues and concerns identified by the Task Force are summarized below.

Uses and Existing Development

Downtown currently lacks a critical mass of uses to attract residents and new businesses. Specifically, the Monterey Road frontage is lacking in retail and entertainment uses, and many felt that some instances of physical blight were contributing to the lack of downtown vitality. Other concerns identified included the lack of space for existing downtown businesses to expand and the need to do something about the small houses downtown, some of which have been neglected over the past few years. In this regard, the task force expressed the need to keep some memory of the past alive within the downtown as revitalization proceeds, but not necessarily to preserve all of the existing houses.

Parking

There is a perceived parking shortage within the downtown, but a consensus of the Task Force was that more active uses to appeal to all community residents and visitors were most important to downtown and that care was required to preclude using valuable land for parking that might otherwise be devoted to retail, restaurant and entertainment uses. Another issue was the limited access to some privately-owned parking resources.

Circulation

One of the major concerns identified during the preparation of the 1980 Downtown Design Plan was the speed of traffic through downtown on Monterey Road and the safety hazards that the traffic posed to pedestrians. That concern emerged as one of the major continuing problems and constraints to downtown revitalization and development of downtown Morgan Hill as a focus of community social and commercial life.

Landscaping and Lighting

Concern was expressed about Monterey Road and the bermed median being barriers to pedestrian movement, and therefore an element that is dividing Downtown into two separate areas and limiting its overall economic vitality. The blocking of business signs by street and median trees also was noted. The landscaping in the median and the supporting street trees and planters along the street were recognized as unique to Morgan Hill, but the Task Force felt even more landscaping and with lighting is desirable.

Attention was also focused on Upper Llagas Creek as being a potential strong visual asset to the downtown, but frustration was expressed at the need to deal with up to nine separate governmental agencies to make creek improvements. Also noted as a significant concern was the current potential for downtown flooding which acts as a constraint on revitalization and new development in a large portion of Downtown.

City Regulations and Programs

The Task Force recognized that Morgan Hill's Residential Development Control System, which controls the city's rate of residential growth, also serves to limit the amount of new commercial development that can be supported by the community as well as potentially limiting residential development within the downtown area.

Other Issues and Concerns

Other observations included the need to broaden and promote the city's existing facade improvement program to encourage better downtown storefronts, and the need to re-examine the city's sign ordinance to see if modifications for the downtown area would allow more creative business signs. And, there was a consensus that downtown was too dark at night - especially the parking lots.

Goals and Objectives for the Downtown Plan

Following discussions of downtown issues and concerns, the Task Force established the following goals and objectives to guide the Downtown Design Plan update process.

Vision

- Develop downtown as a destination for all Morgan Hill residents and visitors
- Create a dynamic, diverse, safe and accessible place with extended activity hours
- Establish a visionary and realistic land use plan for downtown
- Capture the increased economic potential of the commuter rail station
- Develop a clear vision and strategy for the Monterey Road corridor
- Provide a mix of housing near the commuter rail station to enliven downtown and provide extended hours of activity

Circulation and Parking

- Slow traffic on Monterey Road to create a safer and more pleasant downtown pedestrian environment
- Encourage non-automobile links to the downtown and the commuter rail station
- Improve and integrate Upper Llagas Creek as a part of Downtown and the community
- Develop a workable parking resources and management program
- Improve access to parking and consolidate separate parking facilities

Urban Design

- Create a downtown Activity Focal Point
- Create a sense of visual continuity
- Improve and integrate the Downtown side streets and corridors
- Maintain and enhance a character unique to Morgan Hill

Implementation

- Develop a priorities and investment implementation plan to guide future action
- Strengthen public/private partnerships for Downtown implementation
- Make the most out of any potential public investments (e.g., improvements related to new courts complex)
- Strengthen the Downtown owner and merchant organization

Challenges and Opportunities

In order to ensure that the 2003 Morgan Hill Downtown Design Plan was based in reality, an initial economic overview was conducted by the professional planning team's real estate economics specialist. Downtown revitalization challenges and opportunities were identified to serve as factors in establishing a Downtown vision and developing strategies to achieve it. These major challenges and opportunities are summarized below.

- The small size of the city's population base and the growth controls of Measure P (RDCS) will limit the city's ability to draw many of the upscale retailers that might otherwise be attracted to the community's increasingly affluent resident profile.
 - Nearby south San Jose and Gilroy retail centers are strong competitors for new commercial uses.
 - While Downtown's historic role as a traditional retail center serving a broad local population is no longer viable, significant opportunities will emerge for Downtown food establishments, entertainment-related uses, selected specialty retail uses, and home furnishings.
 - Morgan Hill's office market will likely be limited for some time to come to buildings constructed for specific tenants, with limited potential for speculative office buildings that serve a wide range of potential tenants. Future office opportunities in the Downtown area are most likely to consist primarily of businesses that provide support or services to the planned Downtown County Courthouse facility (e.g., legal, finance, and office support services.) Opportunities exist for the conversion of existing residences in Downtown to meet a portion of this office need.
- Opportunities exist for both market rate and below market rate housing in the Downtown area, provided that there is a clear plan and commitment to create a residential community in the area.
 - The new Community Center and Playhouse on the Old Morgan Hill School site will draw additional residents to Downtown, and the Gavilan College classes held in the center will bring new visitors to the area. Both offer the opportunity to attract patrons to Downtown restaurant and entertainment uses, and increase evening activities in Downtown.
 - The current residential population in and immediately surrounding the downtown area can serve as a foundation for a downtown neighborhood with residents to patronize the businesses of the area and provide activity into the evening hours.

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B. Workshop Results

Appendix B: Workshop Results

Priority Exercise - June 19, 2007

On June 19, 2007, a special meeting of the City Council and Planning Commission was held in Morgan Hill Community & Cultural Center. Participants were asked to provide comments to the following statements. The responses are provided below.

Statement 1: Develop a pedestrian walkway and adjacent retail/services along Little Llagas Creek

- Could this be a “destination”?
- Promote pedestrian uses and build on natural features
- Get the landowners to approve first
 - If they agree to it, then proceed
- Need a downtown park!
 - Wherever it’s at
- Bike path
- Develop only some lots that adjoin the creek.
- There are only a few opportunities for a linear park

Statement 2: Reconfigure Monterey Road from 4 to 2 lanes to slow traffic, decrease noise, and increase on-street parking

- Eliminate parking so as to increase sidewalks, but allow traffic to flow
- Wider sidewalks for dining
- If done it may kill downtown during the process and construction
- Traffic is slower now

Statement 3: Prepare a Specific Plan to guide build-out of the downtown in lieu of the Residential Development Control System (RDCS)

- “In lieu” requires a citywide vote
- Size, scope, and scale?
 - How will development be blended?

Statement 4: Increase densities to create a more vibrant downtown

- Allow residents on 2nd to add second home—change rear setback from 20’ to 5’ (multi use add more densities per property)
- Is flooding/flood plain being reviewed?

Statement 5: Develop Depot/Third as a key downtown intersection supporting commercial development

- Needs a “water feature” / other as a visual draw
- Tie into creek
- Make the sidewalks the same width on 3rd Street
- Do not decrease on-street parking
- Take actions to increase parking opportunities
- Bridge over railroad to access “east side”
- Focus more attention on Monterey
- Our primary corridor for commercial i.e. fill in empty lots

Statement 6: Promote higher density/mixed-use development west of Monterey and east of Del Monte

- Reduce commercial south of Dunne and north of Main
- Increase high density housing to feed people downtown

Statement 7: Utilize City funds to construct additional parking

- Go to underground or multi-level structure
- Focus on attracting users and people first—then deal with parking
- Underground!
- Do not remove any more parking in the name of “improvement”
- Can parking be centralized?

Other Comments

- Unique--defined
- Create architectural theme
- Change setback for residents to be able to build second units in rear of property
 - Multi use would be good
 - Current setback is 20'; change to 5'

Downtown Plan Update Process Workshop - October 16, 2007

On Tuesday, October 16, 2007 a Downtown Plan workshop was held in the Morgan Hill Community and Cultural Center.

The workshop was facilitated by Eric Marlatt (Senior Planner, Community Development Department) and Theresa Kiernan (Executive Director, Morgan Hill Downtown Association) with support from Garrett Toy (Director, Building Assistance and Housing Services) and Kathleen Molloy-Previsich (Community Development Director, Community Development Department).

Twenty five attendees represented an even cross section of residents, business owners and property owners.

The Agenda

The one and a half-hour workshop included a twenty minute presentation followed by a questions and answers session. The workshop agenda is included below.

- Introductions
- 2003 Downtown Design Plan
 - Plan Development
 - Implementation
 - Land Use
 - Circulation
 - Parking
 - Urban Design
 - Development Assistance
- Downtown Plan Update
 - Focus
 - Process
 - Progress to Date
 - Timing/Next Steps
- Questions and Answers

Purpose for the Workshop

The Morgan Hill Downtown Association had heard concerns from individuals regarding what is going on with the Downtown Plan Update. Specifically, they were interested in knowing who makes the decisions and how to participate in the process. The Morgan Hill Downtown Association requested an educational workshop to be arranged so all parties concerned would know the basics regarding updating the 2003 Downtown Plan, progress to date and next steps. It was agreed that such a workshop would be done.

Marketing Efforts

The Morgan Hill Downtown Association and City staff used a variety of avenues to reach out to the general public with the announcement of this workshop. A flyer was created and distributed via e-mail and direct mailing to the most current lists of downtown business owners, residents and property owners. An article was run in the City Connection and an editorial letter in the Main Street Beat referencing the workshop. The workshop was also advertised on the scroll on Channel 17, as well as on the City website.

General Presentation Process

It was strongly emphasized that the true intent for the meeting was to inform all of those present the process and most importantly how they could be involved as it moved forward. They were also told that staff will collect any and all concerns and ideas to take back to the office for consideration as they proceed with their work on the plan. There would be no engagement on the part of the staff on any of the ideas and concerns at this time. A parking lot flip chart was created and all comments were captured. Interestingly, there was very little asked about the process and a great deal mentioned regarding concerns and ideas.

Main Topics of Concerns

The two significant topics of concern led by the participants were flooding and what should be done about protecting our downtown and parking, the lack or perceived lack thereof. On the parking issue it was strongly suggested that the MHCCC parking lot and that of the train station on Depot shouldn't be included in the parking study that was referenced during the presentation. Whether right or wrong, some of the business owners firmly believe that the general community doesn't want to walk and choose to go elsewhere if they can't find a parking spot close to the interested business. One business owner was also concerned about having his employees use the mentioned parking lots because of safety issues.

Flooding downtown also took a lot of airtime. Questions were asked about PL566.

The City indicated that the federal government has approved continuing the PL566 project, but that there is no funding for the project. City Staff stated they are exploring interim solutions,

but that such solutions would only reduce some flooding but would not eliminate it or the need for flood insurance. Some attendees stated they disagree and that there is an engineering solution. They suggested that the City not wait for funding from the state or federal level but make its own plan to get something done to protect downtown. Some of the participants shared their stories about what has happened in the past and were concerned that anything we do would be ruined unless this issue is addressed properly and timely.

The other topics captured from this workshop were:

- More marketing for rehab loans to encourage residents to improve their homes and property in downtown.
- Continued comments about parking requirements for new commercial developments, parking congestions problems on 5th street, underground parking as an option, and not to count the courthouse or community center spaces as part of the downtown.
- The need for 1st floor retail and staying the course on future plans to include the requirement.
- Access to downtown from the new courthouse and the large train depot parking lot across the tracks. Some commented on the design of an elevated railroad crossing bridge at Diane Avenue.
- The buses on Monterey were raised again as a concern and a hope to get them a different route.
- Wanting the Granada to return to a movie house came up again.
- Someone asked about reducing the width of the median in light of the possibility of having Monterey go from two lanes to one in each direction.

- There was engagement among the participants when talking about having a good retail mix to promote a vibrant downtown.
- It was suggested to allow special charette sessions for the residents to weigh in on planning for the downtown.
- Some commented on the fact that there is a lot of “our poor downtown” in the air and that doesn’t help the business downtown.

Downtown Specific Plan Stakeholder Workshop - February 19, 2008

On February 19, 2008, approximately 100 community stakeholders attended a workshop at the Morgan Hill Community and Cultural Center on the Preliminary Draft Downtown Specific Plan. The meeting was an opportunity to provide feedback on the recommendations contained in the Plan to make downtown Morgan Hill a more vibrant, attractive place.

Lou Hexter of MIG, Inc., served as facilitator for the workshop, with Joshua Abrams of MIG recording the discussion on a wallgraphic at the front of the room. Participant comments and questions from the wallgraphic and comment cards are summarized below and followed by transcripts of each.

Summary of Comments

Kathy Molloy Previsich, the City's community development director, provided an overview presentation, outlining key concepts and proposals contained in the Plan. At various junctures in the presentation, the floor was opened to community questions and feedback.

Participants were very interested in the Plan's ideas about how to redevelop the downtown area. While there were many questions about the specifics of the Plan, most of the people in attendance indicated overall support.

Participants reiterated that the community's vision should drive the planning for Downtown, not the need for revenue or other goals. They wanted to make sure the Plan was viable and that all the details had been well studied. They also felt it is important to continue to consult current business owners and community members, as well as minimize impacts during construction.

There was considerable discussion about parking. Participants felt that it was important to have "accessible" parking, and some participants were concerned that meters would "discourage shoppers".

The proposal to reduce Monterey Road from four lanes to two lanes brought about significant discussion. Most people agreed with the principle that Downtown should be pedestrian- and bicycle-friendly. They were interested in reducing the number of lanes, but preferred to see a test run before committing.

Land Use and Housing

The proposal to allow increased downtown development attracted a number of comments and questions. Many participants were receptive to the idea of increasing building height and density downtown, though one person expressed reservations through their comment card. A few participants were concerned that the proposal for 1200 new housing units was too open-ended; they preferred that some of the units be reserved for seniors. There was some concern that expanding the Specific Plan boundaries would provide too many opportunities for RDCS exemptions.

Parking

Stakeholders felt strongly that parking was an important issue. They believed that parking should be abundant, convenient, and ideally free. A number of people felt that parking meters would discourage shoppers. Many participants liked the idea of constructing a garage, potentially at the Caltrain parking lot. There was some concern that the needs analysis understated demand, and participants encouraged the assumptions to be reexamined.

Traffic and Circulation

Participants made a number of comments about the circulation system. Overall, they felt that it was important to make downtown pedestrian and bicycle friendly, and this would become even more important in the future.

The idea of converting Monterey Road from four lanes to two lanes was discussed in some detail. Participants were generally supportive of the concept and liked the additional parking and greenspace that would become available. However, some wondered if the narrowed road would have enough capacity or might make downtown inconvenient for cars. One participant suggested that the City use movable barriers or paint to test the new road configuration, an idea that was well received by the audience.

Residents felt the volume of trucks that pass through Downtown has both positive and negative aspects. Some businesses rely on delivery trucks and therefore benefit from the traffic, while others do not.

One final concern was that reducing the lanes on Monterey Road could encourage people to drive through neighborhoods.

Next Steps

After refining the document based on community feedback, the Plan will be presented to the Planning Commission on March 11, and to the City Council on April 2nd, 2008. Following that, there will be an environmental impact report and public hearings, with approval targeted for October 2008.

Digital Scan of Wallgraphic

DRAFT DOWNTOWN SPECIFIC PLAN

CITY OF MORGAN HILL

Land Use **Zoning** **Residential**

- △ Railroad crossing - will it happen? There will be a pizza next to existing crosswalks.
- △ What does buildout look like? Projections are realistic expectations by 2030. By 2030, 1200 dwelling units, smaller units.
- △ 2020 population - 48,000 not clear how downtown fits in with this population hit.
- △ Motivation is vision, not revenue.
- △ Is Methodist church able to stay? Yes! and it can expand with a conditional use permit.
- △ Why no middle school land for housing? There is excess land and it helps downtown. Maybe teacher housing? Measure time!
- △ What lots are eligible for 4 stories? ^{10 stories} Those over 5000 sq ft. It will change over time.
- △ Should there be offices, govt. workers downtown? Yes at the courthouses?
- △ Workers are important for downtown.
- △ How will downtown expansion affect housing allocation? Not clear.
- △ Council has authority to set aside units to specific areas.
- △ Plan should be more ambitious with getting units.
- △ Is this viable? Has it been studied? There is some demand analysis, but it does not look at all scenarios.
- △ Will there be minimum FARs? Not currently, maybe.
- △ Hotels are important. Plan allows for it.
- △ How many measure F allocations have been allocated? Applications are in for 23, 1 project.
- △ Is money being put into roads like flooding? There may be federal money! It may happen after new development.
- △ 1200 units is too open ended. Maybe specify senior for some units.

Continued Below

Continued from Above

Commercial **Parking** **This is a viable opportunity**

- △ Lobby offer Booksmart Friday.
- △ Be sure to protect/support current businesses.
- △ Do something now! Downtown is hurting.
- △ Test closing one lane at Monterey before doing it for real.
- △ There will be increased demand for roads with new development.
- △ Some businesses will suffer because of lack of trucks.
- △ There are better uses of money than narrowing Monterey Rd.
- △ It could be done cheaply, by point.
- △ Downtown association wants to do a test block narrowing.
- △ Livermore is a good example model.
- △ Be careful to preserve business long construction will hurt stores.
- △ Who are you trying to attract?
- △ Consider new transit routes.
- △ Limit truck routes.
- △ Support existing neighbors though don't push traffic/parking to them.
- △ Stacked parking not appealing.
- △ Partner with private developers for on-site parking.
- △ Parking meters discourage users.
- △ People want proximity.
- △ What is net gain of converting private to public parking?
- △ Need could be higher than calculations show. Check #s.
- △ How do you convert from private to public? You buy it. Make eminent domain, but that is not recommended in plan.
- △ Can mall have double-decker parking? Maybe, but it is small.
- △ At mall, decrease condos, increase parking.
- △ What about lot at depot + Main? Parking requirements are low - part of reason is there is excess space now.
- △ Residential developments should have their own spots.
- △ Caltrans is a great opportunity site, but requires cooperation.
- △ Remember, autos may not be prevalent in future. External factors may change behavior.
- △ As downtown grows over time, there will be more walking.
- △ This plan is anti-car on first read. Parking must be convenient.
- △ What about improving traffic flow, rather than reducing lanes?
- △ One lane ⇒ ↑ parking.
- △ Used timed zones without meters.
- △ We need to understand what size units we need to adjust requirements.

Transcript of Wallgraphic

Land Use:

- Railroad crossing – will it happen? There will be a plaza next to existing crosswalks.
- What does buildout look like? Projections are realistic expectations by 2030. By 2030, 1200 dwelling units, smaller units.
- 2020 population – 48,000. Not clear how downtown fits in with this population limit
- Motivation is vision, not revenue.
- Is Methodist church able to stay? Yes, and it can expand with a conditional use permit.

Zoning:

- Why use middle school land for housing? There is excess land and it helps downtown. Maybe teacher housing? Make sure there is room.
- What lots are eligible for 4 stories? Those over .5 acres. It will change over time.
- Should there be offices, government workers downtown? Yes, at the courthouses?
- Workers are important for downtown.
- How will downtown expansion affect housing allocation? Not clear.
- Council has authority to set aside units to specific areas.
- Plan should be more ambitious with getting units.
- Is this viable? Has it been studied? There is some demand analysis, but it does not look at all scenarios.
- Will there be minimum FARs? Not currently, maybe.
- Hotels are important. Plan allows for it.

Residential:

- How many measure F allocations have been allocated? Applications are in for 23.1 Project.
- Is money being put into issues like flooding? There may be federal money. It may happen after new development.
- 1200 units too open ended. Maybe specify senior for some units.

Commercial:

- Do something now! Downtown is hurting.
- Test closing one lane of Monterey before doing it for real.
- There will be increased demand for roads with new development.
- Some business will suffer because of lack of trucks.
- There are better uses of money than narrowing Monterey Road.
- It could be done cheaply, by paint.
- Downtown association wants to do a test block narrowing.
- Livermore is a good example/model.
- Be careful to preserve business. Long construction will hurt stores.
- Who are you trying to attract?
- Consider new transit routes.
- Limit truck routes.
- Support existing neighborhoods. Don't push traffic/parking to them.

Parking:

- Stacked parking not appealing.
- Partner with private developers for onsite parking.
- Parking meters discourage users.
- People want proximity.
- What is net gain of converting private to public parking?
- Need could be higher than calculations show. Check numbers.
- How do you convert from private to public? You buy it. Maybe eminent domain, but that is not recommendation of plan.
- Can mall have double decker parking? Maybe, but it is small.
- At mall, decrease condos, increase parking.
- What about lot at Depot and Main?
- Parking requirements are low – part of reason is there are excess spaces now.
- Residential developments should have their own spots.
- Caltrans is a great opportunity site, but requires cooperation.
- Remember, autos may not be prevalent in future. External factors may change behavior.
- As downtown grows over time, there will be more walking.
- This plan is anti-car on first read. Parking must be convenient.
- What about improving traffic flow, rather than reducing lanes?
- One lane = increased parking.
- *Vsed* timed zones without meters.
- We need to understand what size units we will get to adjust requirements.
- Lobby opportunity – Booksmart, Friday

- Be sure to protect/support current businesses.
- This is a huge opportunity.

Transcript of Comment Cards

Proposed Land Use Plan :

- Include more area in the Downtown Plan.
- The courthouse plaza (park setting with pedestrian crossing) seems to occupy the same space as a proposed future fire station. This needs to be sorted out.
- The proposed land use covered by the Draft Downtown Specific Plan is about right. Any suggestion to expand the area beyond that presented should be resisted. The exemption provisions for the District would be taken advantage of by the overzealous promoters.. Also including more land owners would further complicate the process.

Central Business District Zoning:

- I am not really sold on 4-story development, regardless of setback rules. It represents a drastic visual change and drives a different feel for our downtown.
- This is unique zoning, and it should be very carefully crafted because the lawyers will find any loophole. There are some very creative land developers in our town and [they] should not be given too many opportunities to circumvent the intentions of the planners and voters.

Residential Development (RDCCS Exemption):

- I think a time limit is necessary on any exemption so that exemptions default back to a basic standard to be readdressed or reassessed against current needs.
- Agree with comment on attracting (designating) senior housing spaces downtown! I and my spouse are in our fifties now, live outside the core downtown, but see ourselves living downtown in the future, given this plan is successful!
- Considering population growth and the resulting strain on schools, how feasible is taking land from Britton Sr. High that may be needed for increasing student capacity?
- It would appear that the density issue should be carefully looked at. Law enforcement should be consulted at all times during the planning process. High density will generate problems.

Commercial Development Standards / Retail Mix:

- Strict signage enforcement should be paramount. Upscale appearance is what will attract people downtown.
- Try not to forget the really small business owner – they would like an affordable office in the downtown, too.
- Where do the residents buy groceries?
- How do you expect to make the downtown plan a success when you allow big box stores in? Look at Gilroy! Not interesting at all! There is nothing happening there – merchants still struggle and I don't see new stores and restaurants. Everyone is at the big box place, Costco, outlets!

Parking:

- Don't do parking meters! One of the attractive things about Palo Alto is the free parking.
- Consider enough parking so parking is not done in front of private residences (new ones you are considering or old ones). (also see comment below beginning "all this expanding...")
- Best: underground parking, parking structures (CCC, VTA), 3 hour parking limits along retail streets. Really bad: parking meters, parking permits (and who is BID, anyway?)
- Consider free shuttle services for employees and maybe even patrons from a further parking garage.
- VTA parking lot – tiered structure
- I like the idea of parking behind the retail/residential – not in front!
- Do not allow parking along Monterey median when making it a 2-lane! Do not do that!
- No angle parking! Gilroy is ugly.
- The way this was presented warmed my heart.

Monterey Road:

- Keep Monterey as 4 lanes until there is a test of what 2 lanes would be like.
- Hurry up and decide the narrowing of Monterey Street...or not...because there are several projects that could change one way or the other: signage, banners, tree lighting, supplemental landscape, etc.
- If you narrow Monterey what happens to the 4th of July parade and Taste of Morgan Hill?

Morgan Hill Downtown Specific Plan

Streets and Circulation:

- I am pro downtown median...hug a tree! In fact, hug two trees!
- I would like to see a walking trail included in the land use plan. An extension of the existing trail by the CRC. I don't know if that is included in the flood control plans.
- Will Central Ave (by Briton) running along the Donut Shop be connected to Butterfield across the railroad tracks?
- All this expanding, consider traffic pattern, overflow into existing neighborhoods and on and on, tying into parking.

General Comments:

- Overall, as a 20-year resident I support this overall plan to improve the downtown. In my view, the more aggressive (within reason) the better. I also believe that the Granada Theatre should be a key part of our downtown as a working, functional theatre. I was recently in the Burlingame downtown and noted that they actually built a new theatre within their downtown core. Over Christmas, that whole area was bustling with people, restaurants were full, there was a line at the theatre; and it wasn't as attractive and "warm" an area as the Morgan Hill downtown.
- How about BMR homes?
- Everything that is being proposed, everyone is doing or has done, failed or succeeded – you need to look at all of that in other towns.
- Make the downtown attractive. State Street in Santa Barbara is a good example of what we should strive to accomplish in Morgan Hill.

C. Development Projections by Block

Appendix C: Development Projections by Block

Overview

The table on the following page provides future projections for Downtown development by block. Future projections were calculated based on total new development by 2015 and total new development by 2030 (which includes the development included in the 2015 projections). Some of this new development will replace existing development and will cause a reduction in “net new” development. These projections are then classified as “net new” and “total” development. Net new development represents the amount of new development less any existing development that will be replaced. For example, if a site with a 1,000 square foot building is to be redeveloped with a project with a 5,000 square foot building, this would represent a net new development of 4,000 square feet (5,000 new square feet minus 1,000 existing square feet to be redeveloped).

It must be emphasized that the projections and assumptions are not intended to and will not be interpreted to act as a geographic or numeric constraint to the location, level and/or timing of development. These projections and assumptions are not meant to limit or prescribe development. Under this adopted Specific Plan, other blocks, or portions of blocks, may redevelop first. The overall level and location of actual development will be monitored by the City to ensure that land use regulations, parking management activities, and environmental (CEQA) compliance is appropriate to actual conditions over time.

Refer to Chapter 2 (Land Uses and Development Standards) for additional information on the development projections and assumptions.

Morgan Hill Downtown Specific Plan

City of Morgan Hill
Downtown Specific Plan
2030 Development Analysis

DEVELOPMENT PROJECTIONS BY BLOCK							
Block	2015			2030			
	Retail	Residential	Office / Service	Retail	Residential	Office / Service	
Within Specific Plan Boundary							
Within Core	1	12,372	13	15,245			
	2	26,029	59	0			
	3	42,138	115	0			
	4	39,981	232	0			
	5				26,225	1	15,523
	6				0	0	0
	7	12,601	46	0			
	8				0	0	0
	9				16,154	62	0
	10				12,838	26	0
	11				17,052	30	0
	12				0	0	0
	13	0	14	0	0	13	0
	14	0	35	14,912	0	35	14,911
	TOTAL	133,121	514	30,157	72,269	167	
Outside Core	15	0	134	0			
	16				0	186	
	17				0	0	
	18	0	80	0			
	TOTAL	0	214	0	0	186	
Outside Specific Plan Boundary							
	19			0	27	25,000	
	20	17,000	90	0			
	TOTAL	17,000	90	0	0	27	
	Other *		32		-32		
	GRAND TOTAL	150,121	850	30,157	72,269	348	

* Includes development within Blocks 1-18 and in the CC-R zoning district. Shifts 32 units from projected 2030 development to 2015