

CHAPTER

2

LAND USE ELEMENT

INTRODUCTION

The purpose of the Land Use Element is to designate the pattern and type of land development within the City of Greenfield and its future growth area. **Figure 2-3** *Land Use Diagram* provides a graphic illustration of this pattern and the text describes the future development envisioned for the City. The Land Use Element also delineates the geographic areas that are anticipated to be developed over the term of this General Plan.

Goals and Policies to guide the City's decision makers in their review of development proposals are included. The element also defines land use categories and provides supporting detail for the uses depicted on **Figure 2-3** *Land Use Diagram*. A description of the location and future development concepts for identified Special Planning Areas is also included.

General Description of the Element

The Land Use Element is the core of the General Plan and is typically the element most frequently consulted. The Land Use Diagram designates land uses for all lands within the City and its future growth area and visually depicts the community's intended physical form and areas for

growth. The Land Use Diagram is supported by text that describes building intensity, population density, and development expectations of the Greenfield community. The framework of Goals and Policies will guide the community's decision making throughout the term of the General Plan. The element also identifies implementation actions that will be required to bring about the development envisioned in the Land Use Plan.

Organization of the Element

This element is organized into five main sections:

- Introduction. This section includes an overview, discussion of consistency of the element with state law, description of planning boundaries, information regarding the General Plan process, and describes the community vision and character.
- Background and Land Use Setting. This section provides background information and a description of the current setting, including supporting data.
- Description of Land Use Designations. This section includes text explanations of the various existing, revised and new land use designations.

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- ❑ Goals, Policies, and Implementation Programs. This section outlines Greenfield’s overall goals, and the policies and implementation programs designed to attain these goals.
- ❑ Special Planning Areas. This section provides guidance for the development or redevelopment of specific geographic areas within Greenfield that have been designated as special planning areas.
- ❑ Future Growth. This section describes the potential growth of the community and projects the maximum buildout potential under the proposed land use designations.

Consistency with State Law

California Government Code Section 65302(a) requires that a land use element be included in a General Plan and mandates that the element address the following:

"...the proposed general distribution and general location and extent of the uses of the land for housing, business, industry, open space, including agriculture, natural resources, recreation, and enjoyment of scenic beauty, education, public buildings and grounds, solid and liquid waste disposal facilities, and other categories of public and private uses of land. The land use element shall include a statement of the standards of population density and building intensity recommended for the various districts and other territory covered by the plan..."

This element has been prepared in conformance with all mandatory requirements of state law. Specific topics addressed include:

- ❑ Planning Boundaries
- ❑ Land Use Setting and Planning Area

- ❑ Population and Employment Projections
- ❑ Community Issues and Trends
- ❑ Special Land Use Considerations
- ❑ Land Use Diagram
- ❑ General Plan Land Use Designations
- ❑ Land Use Intensity Standards
- ❑ General Plan Holding Capacity
- ❑ Land Use and Zoning Compatibility

Planning Boundaries

California Government Code Section 65300 states that a General Plan shall be adopted

"for the physical development of a county or city, and any land outside its boundaries which in the planning agency's judgment bears relation to its planning."

Greenfield initiated an amendment to its Sphere of Influence boundary in 2002. The area located within this Sphere of Influence represents the City’s anticipated future growth area during the time frame addressed by this General Plan. This area is depicted on **Figure 2-1 City of Greenfield Planning Boundaries**. The land within the existing city limits combined with the future growth area constitutes Greenfield’s General Plan Planning Area.

The boundaries of this Planning Area were established with regard to physical constraints and growth projections for the community. These growth projections were based on 2000 Census data, historical growth rates, and pending and proposed development projects. The boundaries reflect the City’s calculation of the amount of land needed for development during the General Plan’s twenty-year time frame, consistent with the goals, policies, and programs included in this element. These

requirements are intended to result in an overall growth pattern of compact development in Greenfield.

Portions of the Planning Area have been designated as “reserve”. The areas with the “reserve” overlay should not be developed until almost all non-reserve land with the same land use designation has been developed. This policy will help Greenfield achieve an orderly pattern of compact city growth.

Internal Consistency

The elements of the General Plan must be fully integrated and must relate to each other without conflict. Internal consistency applies as much to figures and diagrams as to the General Plan text. It also applies to data, analysis, and policies. All adopted portions of the General Plan, whether or not required by state law, have equal legal weight. None may supersede another; the General Plan must resolve any potential conflicts among the provisions of each element.

Relationship to Other Elements of the General Plan

When the General Plan is completed, it will maintain consistency between individual elements. The Housing Element, the first element to be updated, was adopted in June 2003. It addresses the type, availability, and condition of housing; methods of purchasing; and programs for the development of affordable housing in the City. The Land Use Element and Circulation Element, which are closely tied, are the next two elements that have been updated. The circulation element, which addresses the transportation network that allows people, vehicles, and goods to move freely from one area to another, was updated along with the Land Use Element. It was important to determine appropriate access

needed for the land uses proposed in the Land Use Diagram.

Due to the nature of topics addressed in the Land Use Element, all other elements of the General Plan overlap land use issues and topics to varying degrees. The Growth Management Element will consider physical facilities that provide drainage, domestic water, and wastewater treatment services. The Economic Development Element will establish a framework for promoting employment and economic development in the City. The Open Space, Conservation, and Recreation Element will address a variety of issues, including biological, cultural, and historic resources, locations of existing and potential park sites, active and passive recreational opportunities, and agricultural activities. The Health and Safety Element will consider issues of flooding, ground shaking, and other possible hazards. In addition, this element will address existing and potential noise impacts, analyzing conflicts between noise generating and noise sensitive land uses. The Health and Safety Element will also address issues of air quality.

Overview of Major Land Use Issues

The City has encouraged public participation and held a series of community workshops to guide the Land Use Element update and visioning process for the community. Among the issues discussed were the type and scale of new development, protection of community character, impacts on the downtown by future commercial development, job creation, conversion of agricultural land, and expectations of the City. The workshop comments that pertain most directly to the Land Use Element are summarized below:

- ❑ Continue efforts to redevelop the downtown area, including the establishment of a museum and park, to create a sense of place for the City.
- ❑ Maintain and enhance architecturally significant, landmark, and historic buildings.
- ❑ Create attractive “gateways” to the community, including signs incorporating Greenfield’s logo, at entrances to the City.
- ❑ Continue efforts to improve the jobs/housing balance by encouraging the expansion of existing businesses and industries and the location of new businesses to create more jobs in a greater variety of employment opportunities.
- ❑ Continue efforts to provide affordable housing, including the adoption of an inclusionary housing ordinance.
- ❑ Develop market-rate “move-up” housing and an area for “residential estates” to encourage families to stay in Greenfield.
- ❑ Enhance the character of the community by developing vibrant neighborhoods with housing and neighborhood commercial centers that complement the City’s agricultural heritage.
- ❑ Encourage the redevelopment of sub-standard and underutilized existing facilities and sites in areas designated for commercial and industrial use.
- ❑ Create more open space, recreational facilities, parks, and a citywide trail system and integrate these facilities into new development.
- ❑ Encourage regional commercial development consistent with design standards appropriate to the City’s character.
- ❑ Adopt policies to require compact city growth to minimize conversion of agricultural land.
- ❑ Require buffers between residential development and adjacent agricultural uses.
- ❑ Use “reserve” designations on land adjacent to the Planning Area boundaries and require the development of the majority of non-reserve land in the same land use designation prior to development of “reserve” areas.

Issues not related to land use but discussed at the workshops are addressed in the appropriate element(s). Many of the community’s concerns and ideas have been incorporated and addressed within the goals, policies, and programs in the various elements of this General Plan.

Community Vision

The City’s vision is to retain aspects of its rural community character as it grows over the next two decades, while providing greater opportunities for industrial and commercial development and new jobs for the community. While residential opportunity abounds, the City will also encourage industrial and commercial development to create a more vibrant community with an improved jobs/housing balance. The downtown must remain the

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heart of the community. However, the City will support the development of regional retail as well.

To help maintain its small-town feel, the City will develop cohesive neighborhoods. By creating a sense of place, each neighborhood will take ownership and pride in its area. The use of traditional neighborhood design (“TND”) principles will be encouraged, as will site plans that include trails, open space, and similar amenities.

Greenfield is committed to compact future development. For this reason, the community has embraced the concept of TND. The City encourages the development of neighborhoods based on TND principles in both low and medium density residential designations. Although TND principles are often considered “urban” concepts, the City has determined that the principles of TND development also foster neighborhoods that are compatible with Greenfield’s character. Based on Greenfield’s experience, other communities located within prime agricultural areas may be encouraged to use TND to minimize agricultural land conversion and foster compact city growth.

TND development results in higher density residential neighborhoods in which homes are constructed on smaller lots within walking distance of neighborhood commercial centers, schools, and parks. The development of a neighborhood, rather than just a housing area, is a critical component of TND. Healthy neighborhoods create a sense of community. Such neighborhoods share a number of common design elements. These include a walkable scale, mixed-use design, narrow pedestrian-friendly streets, houses that face the street, and lots that offer some private outdoor space. The use of these design principles will result in neighborhoods that reflect Greenfield’s “hometown” charm. The City plans to

adopt and implement detailed standards for TND development in both low and medium density residential designations.

The provision of housing for all income levels is also a goal of the community. Affordable housing is essential to the City and the region. However, the development of market-rate single-family homes and other “move-up” units that provide housing choices for all income levels is important to the community. The General Plan Housing Element, adopted by the City in June 2003, describes the City’s goals, policies, and programs for housing in greater detail.

Historically, agriculture has been the primary economic activity in and around Greenfield. The community’s agricultural heritage remains strong and is evident in the surrounding fields and vineyards. As new development occurs, the City will seek to protect agricultural areas outside the Planning Area and to maintain the cultural connection to the community’s agricultural heritage through design standards, development project reviews, construction of community entry signs, and the design of public facilities serving Greenfield residents.

Community Character

A description of the vision for Greenfield would not be complete without a discussion of community character. The land use designations and overlays included in the Land Use Element, as well as the zoning regulations and design guidelines envisioned as future implementation tools, should reflect and enhance Greenfield’s rural community character.

Street patterns, type of development, scale of structures, exterior appearance of buildings, signage, landscaping, and parking configuration of new developments are all elements that can contribute to the enhancement of the community’s character. However, if undertaken in an insensitive

way, these same factors can undermine the vision of the community and can negatively impact the City's character. Some of these factors are discussed in more detail below while others are discussed in the Circulation Element or other relevant elements.

Most residents, property owners, and business owners have chosen to reside or invest in Greenfield because they appreciate its rural community character and "hometown" charm. The atmosphere is safe and friendly. Greenfield has preserved a sense of its agricultural heritage, resulting in a community in harmony with the surrounding farmlands and vineyards.

The community's vision is to continue to complement, rather than compete with, its agricultural neighbors over the next twenty years. Preserving this balance is essential to retaining and reinforcing the character of the community. Greenfield is committed to compact city growth and the goals, policies, and programs in this document are intended to further this objective.

Street Patterns

The physical scale and alignment of roadways contribute to the character of a community by dictating the direction of traffic, influencing views, determining levels of traffic, and influencing safety. Historically, Greenfield has developed along the Highway 101 corridor. El Camino Real has become a parallel, "main" street, functioning as the community's downtown arterial.

The residential neighborhoods adjacent to the downtown are laid out in a traditional grid system pattern. Neighborhoods surrounding this area, however, have a more "suburban" pattern, using cul-de-sacs and other patterns that limit "through" streets. While grid patterns may increase levels of traffic in residential neighborhoods, as street hierarchies are less differentiated

and almost all streets are "through" streets, they encourage pedestrian and bicycle accessibility. Although cul-de-sacs diminish traffic levels in residential neighborhoods, they may discourage pedestrian and bicycle travel unless provisions are made for convenient access. Use of reduced street widths is also a typical component in traditional neighborhood development. Further discussion of street patterns is found in the Circulation Element.

Median and Street Trees

In addition to the pattern of roadways, the amenities that a street provides are important elements contributing to community character. Sidewalks, especially those separated from vehicular traffic by parkways, provide a physical separation improve the pedestrian experience while increasing safety. Planted medians allow for increased traffic flow where left turns are not permitted.

Bicycle lanes, of sufficient width, encourage a safe alternative to automotive travel. By providing additional amenities to the roadways, the physical appearance and utility of the streets will be greatly improved.

Typical roadway sections identifying frontage improvements, road widths, and landscaping for local, collector, and arterial streets are provided within the Circulation Element of this General Plan, along with a pedestrian/bicycle circulation plan.

Parking

Safe and convenient parking is an important element in enhancing community character. The existing angled parking and landscaped median in the commercial area on El Camino Real contribute to the "hometown" feel of the business district. Bicycle parking areas should also be provided at convenient locations throughout the downtown.

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Further information regarding parking is included in the Circulation Element.

Type and Scale of Development

A compact development pattern that results in neighborhoods with schools, parks, and shopping within walking and biking distance of housing is an important element in maintaining and enhancing Greenfield's character. By locating small commercial centers in neighborhoods throughout the City, the residents of Greenfield will have greater and more convenient access to goods and services, often without using automobiles for transportation. While such facilities are desirable in every neighborhood, their inclusion is a core concept in traditional neighborhood design ("TND"). The goals, policies, and programs included in this element encourage development based on TND principles.

While areas for regional shopping centers are designated within the Land Use Element, it is important that these centers be developed with community character in

mind. The scale, exterior appearance, signage, landscaping, and parking must be designed to reflect Greenfield's commitment to complement, rather than compete with, the surrounding agricultural area. Design standards should be adopted to address these concerns.

Exterior Appearance

The policies and programs included in this element call for the development of design standards in several land use designations. Implementation of these standards will enhance the community, resulting in building styles and exterior appearance that reflect community character and complement neighboring structures. This concept is particularly important in the downtown area, where redevelopment efforts have resulted in a more vibrant and attractive commercial district. Continued implementation of the adopted design guidelines and streetscape plan will result in new development that complements the downtown area.

BACKGROUND INFORMATION AND LAND USE SETTING

The City of Greenfield is located in the south Salinas Valley in southern Monterey County. Monterey County is bordered by Santa Cruz and San Benito counties to the north and San Luis Obispo County to the south. Highway 101, the major north-south route through Monterey County goes through Greenfield. Access is provided at four freeway interchanges.

Greenfield is one of the cities in the fertile Salinas Valley and has retained its rural community character. Salinas, the county seat, is located 35 miles to the north. Soledad and Gonzales are located 9 and 19 miles north, respectively. King City is located 13 miles to the south. Greenfield is bounded by the Santa Lucia Mountains and benchlands and Los Padres National Forest on the west and the Gabilan Mountain Range and benchlands to the east. The mountains provide visual relief from spreading urban development and agricultural uses on the valley floor. The elevation of the City ranges between approximately 290 and 310 feet above mean sea level. The terrain is mostly flat and level and slopes downward toward the east.

Other important visual features in the area include the Salinas, San Antonio and Nacimiento Rivers and tributaries, the San Antonio and Nacimiento Reservoirs and numerous canyons, valleys and creeks.

Local Climate

A semi-permanent high pressure in the eastern Pacific is the controlling factor in the climate of the Greenfield area. In late spring and summer, the high-pressure system is dominant and causes persistent west and

northwesterly winds over the entire California Coast. The onshore air currents pass over cool ocean waters to bring fog and relatively cool air into the coastal valleys. In the fall, the surface winds become weak, and the marine layer grows shallow, dissipating altogether on some days. The airflow is occasionally reversed in a weak offshore movement. During winter and early spring the high pressure system over the Pacific migrates southward and has less influence on the air basin. Wind direction is more variable, but northwest wind still dominates.

Recent Annexations

Greenfield has recently annexed four areas within its existing Sphere of Influence. These annexations, along with redevelopment in the existing City limits, will shape the near-term growth of the City. The annexations added approximately 200 acres to the incorporated City limits with approximately 84% of the land designated for residential uses.

**Table 2-1
Recent Annexation Land Use (Acres)**

Annexation	Residential	Commercial	Public	Total Acres
Thorp	70	20	10	100
Rava	47	0	0	47
Gianolini	43	0	0	43
CHISPA	9	0	0	9
Total	169	20	10	199

Source: City of Greenfield.

**Table 2-2
Approved Residential Annexations in Greenfield**

Annexation	Type of Units	No. of Units	Affordable Units	Acreage
Thorp	SF, MF	476	0	70
Rava	SF	282	0	47
Gianolini	SF	323	0	43
CHISPA	SF, MF	77	66	7.6
Total		1,158	66	167.6 acres

Source: City of Greenfield.

Growth

Monterey County experienced a population increase of 13.0 percent during the period from 1990 to 2000, with a population gain of 46,102. This data reflects an average annual growth rate of approximately 1.3 percent for Monterey County, in comparison to an average annual growth rate of 6.9 percent for Greenfield during the same period.

This growth was consistent with the city’s historical growth pattern. Between 1985 and 1990 Greenfield’s growth kept pace with neighboring Salinas Valley cities, and this trend has generally continued in the period between 2000 and 2005.

The growth of agriculture and related business and industries in the Greenfield area has contributed to the city’s significant growth since 1970. In addition, the price of

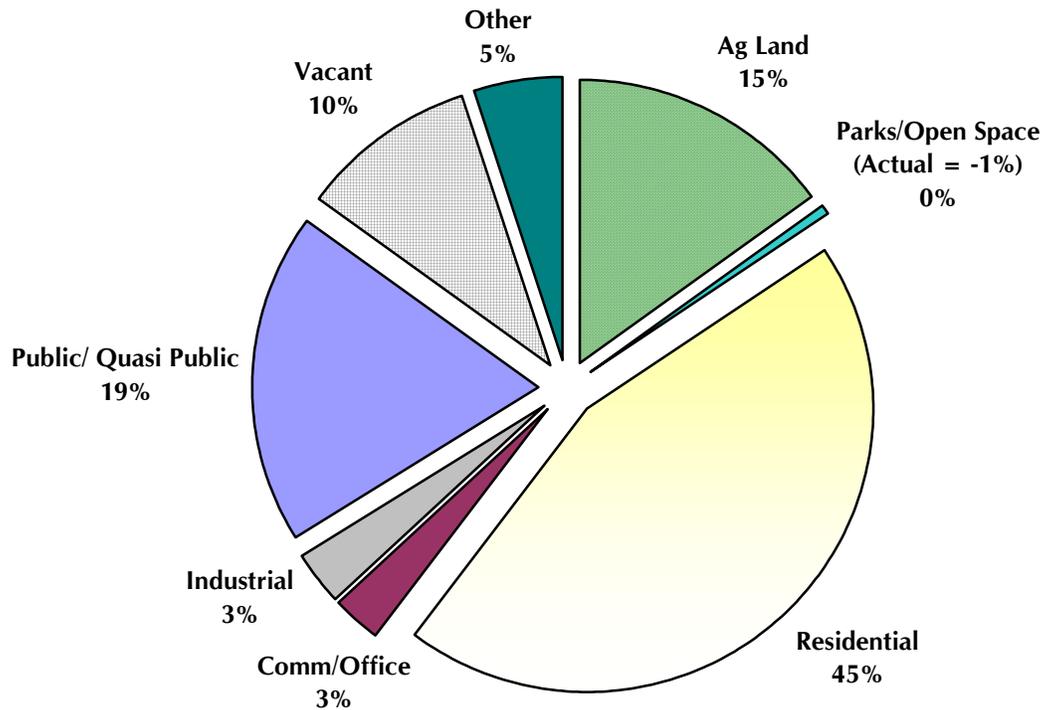
land in Greenfield is generally more affordable than the price of land in much of Monterey County. This provides land for housing development at a more affordable price, resulting in significant housing growth.

Description of Existing Land Uses

The City of Greenfield currently contains over 1,000 acres of land within the City limits. Most of this area is currently built out or committed to urban land uses.

Table 2-3 Existing Land Use (In Acres) provides a breakdown by land use category of developed and undeveloped land within Greenfield. Approximately 270 acres are undeveloped in the City limits (undeveloped is defined as land that is either vacant, in agricultural production, or in open space). **Figure 2-2** graphically depicts the current allocation of land use in the City.

**Figure 2-2
Existing Land Use Distribution**



**Table 2-3
City of Greenfield
Existing Land Use (In Acres)**

Land Use	City Limits	Future Growth Area	Total
Residential Estate	30.31	54.60	84.91
Low Density Residential	381.87	0.00	381.87
Medium Density Residential	61.26	12.76	74.02
High Density Residential	17.77	0.00	17.77
Neighborhood Commercial	0.36	0.00	0.36
Downtown Commercial	17.94	0.00	17.94
Highway Commercial	14.19	0.00	14.19
Professional Office	3.63	0.00	3.63
Light Industrial	30.42	0.69	31.11
Public Quasi Public	197.07	2.08	199.15
Recreation and Open Space	4.41	19.11	23.52
Agricultural	155.27	1,277.84	1,433.11
Vacant	110.61	13.74	124.35
Mixed Use	29.15	0.00	29.15
TOTAL	1,054.26	1,380.82	2,435.08

DESCRIPTION OF LAND USE DESIGNATIONS

This section of the Land Use Element describes land use designations for the various uses throughout the City of Greenfield. These Land Use Designations have been crafted with the intention of maintaining Greenfield’s rural community character as the city grows to include a greater number and diversity of common urban amenities currently underprovided to City residents. By defining residential, commercial, and industrial uses, along with public and open-space lands, this portion of the Element provides clear direction for the various types of potential development.

The Land Use Diagram by itself does not govern future development in Greenfield, but must be used in conjunction with plan goals and policies. **Figure 2-3** shows the Land Use Diagram and **Figure 2-4** shows the existing land uses in the City.

Residential Uses

The land use designations in the General Plan that provide for residential uses include Residential Estate, Low Density Residential, Medium Density Residential, High Density Residential, and Mixed-Use Overlay areas in the Downtown Commercial and Artisan Agriculture/Visitor Serving designations. These designations provide for a healthy mix of various residential uses within the City. The following descriptions provide further clarification of the intended character, type of dwelling units, density, and potential for impacts resulting from the allowed development. The residential designations prescribe density ranges, lot sizes, allowable uses, and dwelling types. The purpose of these varied land use designations is to ensure the continued use of residential property in a manner that reflects the community’s character and

provides for appropriate future residential growth in Greenfield.

Primary land uses include detached single-family homes and accessory uses. Non-residential uses anticipated within the residential land use designations include places of worship, schools, home occupations, parks, recreation facilities, community facilities, and day care facilities for children and adults. This combination of uses, along with nearby neighborhood commercial centers, will create a vibrant balance of development within existing and future neighborhoods.

Residential Estate

The purpose of the Residential Estate designation is to encourage the development of high quality homes on large lots in a low-density setting with significant open space. This designation provides for the development of a type of housing unit that is currently not available in Greenfield. Providing a wide range of housing types, prices, and styles is important to the community and will result in a vibrant and economically strong city that is also socio-economically diverse. By providing this distinctive type of residential development within the community, upper-income individuals and families who may currently be deterred from locating in or remaining in the community, will be provided with a strong incentive to reside in Greenfield.

This designation allows for a maximum of 2 dwelling units per acre, with a minimum parcel size of 15,000 square feet.

Low Density Residential

The purpose of the Low Density Residential Land Use Designation is to recognize existing low density, single-family residential development and to designate areas for future development of such housing. This designation allows for a

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minimum of 1 dwelling unit and a maximum of 7 dwelling units per acre, with a minimum parcel size of 6,000 square feet. However, developments at the same overall density but utilizing TND principles in site design may use smaller lots to achieve a walkable scale, while preserving areas for open space, recreational facilities, and other amenities.

Medium Density Residential

The purpose of the Medium Density Residential Land Use Designation is to accommodate moderate residential development at more units per acre than low density allows, but at less than high density. This designation allows for a minimum of 1 dwelling unit and a maximum of 15 dwelling units per acre, with a minimum parcel size of 2,900 square feet. This designation works well for residential development based on TND principles. Attached single-family residences, duplexes, and row houses are permitted in this designation.

High Density Residential

The purpose of the High Density Residential Land Use Designation is to provide residential units, most of which will be rental units, at a density greater than the Medium Density standard. This designation allows for apartment-style buildings and condominiums. This designation allows a minimum of 10 dwelling units and a maximum of 21 dwelling units per gross acre.

Appropriate primary land uses include attached multiple-family residences and accessory structures normally auxiliary to the primary uses.

Mixed Use Overlay

The purpose of the Mixed Use Overlay is to provide an opportunity for the development

of residential units in conjunction with a different underlying land use designation. Areas designated Downtown Commercial, and Professional Office are also designated with the Mixed Use overlay. Areas designated neighborhood Commercial and Highway Commercial would be considered for the addition of the Mixed Use overlay on a case by case basis.

The combination of residential use with the commercial and professional office designations can result in several positive impacts on the community. It creates housing opportunities without reducing available land for commercial and professional office development, it allows people to live and work in the same area, and the presence of people in the downtown area 24-hours a day results in increased vitality in the center of the community.

Residential uses are permitted on the second and third stories of structures and parking for residents must be provided. One (1) residential unit for each 3,000 square feet of commercial or office space is permitted.

Commercial Uses

The provision of commercial land use designations is critical for the long-term economic success of Greenfield. Thoughtful placement of commercial uses will allow convenient access by the community and will ensure compatibility with adjacent uses. Establishing an appropriate balance between commercial and other uses in the community is important.

The City encourages further commercial development, including neighborhood commercial centers, regional shopping opportunities, highway commercial businesses, and visitor-serving uses, while protecting the economic stability of local businesses. In addition, placement of future

commercial development should avoid negative impacts on other uses in the vicinity. Providing this balance will help to retain Greenfield's character and will encourage responsible growth.

Neighborhood Commercial Center

This designation allows for a broad range of commercial uses appropriate within or adjacent to residential neighborhoods. These uses are intended to serve day to day needs of neighborhood residents.

General types of commercial uses include retail stores, service facilities, and limited office uses, all developed at a neighborhood scale. Since these uses will be convenient for pedestrian and bicycle access, vehicular parking standards may be reduced to reflect the diminished dependence on vehicular access with increased bicycle parking required.

Through sensitive design, these uses can be located near single-family residences with minimal impact or incompatibility. Typical uses may vary widely from center to center, but uses such as mini-markets, convenience stores, branch banks, video rental establishments, hair and nail salons, dry cleaners, laundromats, and other uses with similar characteristics and impacts are encouraged.

Downtown Commercial

Downtown Commercial uses can provide an innovative mix of retail commercial, service, and residential uses, often in the same structures. By linking the two uses, it is possible to create and sustain vitality in the heart of the community. This designation encourages the development of residential units above a business, in which the owner of the business located on the ground floor dwelling occupies the dwelling unit above. The Downtown Commercial designation is intended to provide flexibility

in both the reuse of existing structures and the construction of infill projects.

Highway Commercial

This designation allows for a broad range of commercial and service activities that require convenient vehicular access and adequate parking. This designation 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, vehicle sales and services, building material supply, warehousing, and similar facilities.

Regional Commercial Center Overlay

Highway commercial areas that are intended to draw from a regional market should provide amenities that are not required for uses that are designed to serve more local needs. The purpose of the regional commercial overlay is to require increased standards for parking spaces, additional landscaping, and greater attention to buffering the center from nearby residential and agricultural uses. In addition, standards should be developed that allow signage that is more visible from Highway 101. Consequently, in order to ensure regional commercial development that enhances the community, a design overlay that addresses such requirements is provided for areas designated for this type of development.

Gateway Overlay

Commercial and visitor serving areas that are located at the northern and southern entrances to the community serve as "gateways" to Greenfield. These areas should be aesthetically attractive since they provide an influential visual statement regarding the character of the community. Such areas should be designed to provide

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visual amenities that are not required for uses designed to serve more local needs. The purpose of the gateway overlay is to require the provision of attractive signage, additional landscaping, and greater attention to building design. The gateway overlay is intended to accomplish these purposes.

Artisan Agriculture and Visitor Serving

The purpose of the Artisan Agriculture and Visitor Serving designation is to allow small-scale agricultural activities such as vineyards, orchards, artisan crops (such as herbs, specialty lettuces, and flowers, etc.); while simultaneously accommodating visitor-serving uses. These uses include bed and breakfast establishments; hotels, motels, or inns of not more than 12 rooms; tasting rooms for wine and other agricultural products; cafes and other small-scale dining facilities, retail facilities featuring visitor-serving items such as agriculture-related products.

Primary land uses would include small-scale agricultural activities, equestrian facilities and other recreational uses; kennels and hatcheries, and visitor-serving uses, including overnight accommodations, retail sales, and tasting rooms.

Minimum parcel size is five (5) acres. Site coverage (total coverage including buildings and paved areas) is limited to 5% of the total parcel. Maximum building height is 2 stories not to exceed 30 feet.

Professional Office

The Professional Office designation is intended to provide space for medical facilities, business uses, and professional offices. Among the uses anticipated are medical facilities, including offices and labs, professional offices such as law firms, insurance, and real estate, administrative offices, corporate offices, and research and development facilities. Development in this

designation is characterized by attractive, landscaped sites with shared parking areas. Complimentary retail and commercial uses may be allowed only as secondary uses in office complexes.

A Mixed-Use overlay is also included for this designation. Residential units, either owner-occupied or rental, may be located on the second story of professional office buildings. Standards for site design, exterior appearance, landscaping, and parking will be adopted.

Industrial Uses

The industrial land use designations of the General Planning Area consist of Light Industrial and Heavy Industrial. Greenfield does not accommodate all Heavy Industrial uses. Typical light industrial uses would include warehousing, construction support facilities, fabrication and assembly, and similar uses. Typical heavy industrial uses would include processing of agricultural products, major wineries, and agricultural support facilities.

Other industrial uses would be appropriate pending discretionary review and application of performance standards to determine compatibility. Industrial land use designations require consideration of environmental and land use compatibility criteria to optimize location. Among these considerations are truck or rail access, buffering from incompatible uses, and environmental impacts such as noise, odor, or vibration.

Light Industrial

The Light Industrial designation allows for uses such as processing, packaging, machining, repair, fabricating, distribution, warehousing and storage, research and development, and similar uses which do not result in significant impacts from noise, odor, vibration, smoke, or pollutants. These

uses should, when possible, be combined in development projects that incorporate various uses to minimize travel and transport for goods and services related to and required to support the industrial use. This approach is also designed to help reduce regional commuter traffic by providing employment opportunities for residents of Greenfield within the City Limits.

Heavy Industrial

The Heavy Industrial designation allows for industrial uses that, due to potential impacts such as noise, dust, odor, and vibration, would not be appropriate in the light industrial areas. Heavy industrial uses would include processing of agricultural products, wineries, and agricultural support facilities such as box-making facilities, packaging plants, equipment repair, trucking companies, or similar uses. Other uses would include manufacturing, fabrication, cement batch plants, asphalt plants, and other heavy industrial uses.

Industrial Park Overlay

This designation is designed as an overlay for light industrial areas. The intent is to provide an area that will develop in a more cohesive manner, with appropriate design, signage, and landscaping guidelines. These guidelines will ensure that the layout and development in this designation is attractive and functional. It will provide the community with an area to attract users such as research and development facilities, light manufacturing and assembly, high-tech and precision fabrication, and similar uses.

Public and Quasi-public Uses

Public and Quasi-Public Facilities

Numerous public, semi-public, quasi-public, and private facilities are required to serve the needs of the community. These uses support government, civic, cultural,

health, education, and infrastructure aspects of the City.

Public and Quasi-Public facilities should be located in a manner that best serves the community's interests, allows for adequate transit, bicycle, and pedestrian access to minimize trip generation and maximize community convenience. This designation includes properties owned by public agencies such as libraries, fire stations, schools, and privately owned transportation and utility corridors such as railroads, and power transmission lines. In specific locations, mixed-use projects may be determined consistent with this designation.

A wide variety of public and private uses are allowed within this General Plan category. However, residential subdivision of this designation is not allowed.

Recreation and Open Space

Parks, recreational facilities, and passive open space contribute to the quality of life in a community, providing visual buffers, natural areas, traditional parks, hiking and biking trails, and other landscaped areas. Large-scale projects should include landscaping and open space as part of the overall site plan. The responsibility and financial capability to develop, maintain, and manage open space areas in a sound manner must also be considered during site plan review.

Open space can be integrated into a project as a parkway along arterials adjacent to the site or as a required agricultural buffer. These areas can provide buffering for adjacent uses and add aesthetic appeal to the development. Landscaped berms can be used to provide a more aesthetic setting for bicyclists, motorists, and pedestrians. These "linear parkways" can also be designed to link neighborhood commercial centers, schools, recreation, and other public facilities with convenient access.

2.0 – Land Use Element

Appropriate uses in this designation are passive open space, recreational activities, local and regional parks, trails, and ancillary commercial uses specifically related to adjoining recreational activities. The

construction of privately owned residences, general commercial uses, or the subdivision of land for purposes of urban development is inconsistent with the Recreation and Open Space land use designation.

GOALS, POLICIES AND PROGRAMS

I. GENERAL POLICIES

Goal 2.1

Ensure that redevelopment and new development is designed, sited, and constructed in a manner that creates a balanced and desirable city, maintains and enhances the character and best qualities of the community, and ensures that Greenfield remains economically viable.

Policy 2.1.1

New development shall be consistent with the scale, appearance, and rural community character of Greenfield’s neighborhoods.

Policy 2.1.2

Encourage a combination of employment and residential uses that provide both jobs and housing for Greenfield’s residents.

Policy 2.1.3

Consider the fiscal impacts of development in order to ensure that the City has adequate financial resources to fund services, projects and programs for the community.

Policy 2.1.4

Consider the financial impacts of providing required public facilities, infrastructure, and services during the review of development projects.

Policy 2.1.5

Promote commercial, industrial, and residential development that supports the community character of Greenfield. New development shall consider scale, building design and exterior materials, signage, landscaping, and proximity to services, shopping, parks, and schools.

Policy 2.1.6

Limit intensive commercial and industrial development to the industrial park on the north side of the City and areas east of Highway 101.

Policy 2.1.7

Require agricultural buffers on developments adjacent to agricultural land consistent with the Local Agency Formation Commission’s (LAFCO) requirements.

Policy 2.1.8

Preserve and promote open space and recreational areas of varying scales and uses in Greenfield.

Policy 2.1.9

Encourage infill and intensification of land uses through the reuse or redevelopment of vacant or underutilized industrial, commercial and residential sites where infrastructure supports such development.

Policy 2.1.10

New development shall undergo appropriate environmental review for all development in conformance with current federal, state, and local regulations.

2.0 – Land Use Element

Policy 2.1.11

The City shall encourage industrial and large-scale commercial uses in areas designated as such and shall discourage such uses in close proximity to residential areas, schools or other incompatible use.

Policy 2.1.12

Where differing land uses abut one another, promote land use compatibility with buffering techniques such as landscaping, setbacks, screening and, where necessary, construction of sound walls.

Policy 2.1.13

When considering large-scale development projects, the City may require a Specific Plan (SP) or Planned Unit Development (PUD) approach that allows flexibility in development standards in return for creativity in design and other project amenities. Uses that undermine the overall intent of the General Plan policies and Land Use Diagram shall not be permitted.

Policy 2.1.14

Encourage projects to utilize Traditional Neighborhood Development (TND) and New Urbanist design principles when such projects would provide tangible public benefit.

Program 2.1.A

The City shall complete a comprehensive revision of the Zoning Code following adoption of the General Plan. The updated code shall establish zoning districts and overlays, revise the zoning map, adopt requirements for Specific Plan (SP) and Planned Unit Development (PUD) submittals and processing, and adopt appropriate regulations for all new General Plan designations and overlays.

Program 2.1.B

The City shall complete a comprehensive revision of the Subdivision Ordinance following adoption of the General Plan to establish consistency with the updated General Plan.

Program 2.1.C

A fiscal impact analysis shall be required as part of application submissions for projects with the potential for significant fiscal impacts. The City shall adopt appropriate standards and requirements for the fiscal impact analysis.

Program 2.1.D

Require new development to construct and dedicate infrastructure and public facilities to the City, and/or to pay impact and other fees that represent the development's respective fair share of the cost of installation, operation and maintenance of those facilities and services as a condition of project approval.

Program 2.1.E

The City shall develop a capital improvements plan for the extension of sewer, water, and other municipal services.

Program 2.1.F

The City shall coordinate regional and local planning efforts, including schools, with regional, local, and private jurisdictions.

II. RESIDENTIAL

Goal 2.2

Create new residential neighborhoods and preserve existing neighborhoods to improve quality of life in Greenfield.

Policy 2.2.1

Protect existing residential areas from intrusion of incompatible land uses and disruptive traffic to the extent possible.

Policy 2.2.2

Where higher density residential is directly adjacent to low density residential or agricultural uses, effective buffers shall be provided.

Policy 2.2.3

Encourage higher density residential development at locations within walking distance of the downtown area, commercial areas and shopping opportunities, and bus routes.

Policy 2.2.4

Preserve the areas planned for multi-family residential development and discourage amendments to other uses.

Policy 2.2.5

Encourage naming of subdivisions and streets to reflect the community's geography and history.

Program 2.2.A

Periodically update development application materials and guidelines to facilitate compliance with policies established in the General Plan and applicable state and federal laws.

Program 2.2.B

Within one (1) year following the adoption of the General Plan, revise and adopt residential subdivision and multi-family housing design guidelines (Residential Design Guidelines).

Program 2.2.C

Establish policies and standards that facilitate compliance with the Americans with Disabilities Act (ADA).

III. COMMERCIAL

Goal 2.3

Support the retention and expansion of existing commercial centers and establishments, and encourage new, high-quality commercial development in the City to meet growing needs.

Policy 2.3.1

Encourage businesses that support and contribute to an economically vibrant and diverse Greenfield community.

Policy 2.3.2

Promote retention of businesses and commercial districts within Greenfield and encourage renewal and renovation where needed.

2.0 – Land Use Element

Policy 2.3.3

Enhance the City's downtown by concentrating business services and public buildings and spaces in a functional and efficient manner, creating an attractive center for retail services and social activities.

Policy 2.3.4

Regional commercial uses shall be strategically located in the area designated as such on the Land Use Diagram.

Policy 2.3.5

The Regional Commercial Center Overlay shall be applied when additional Highway Commercial lands have been annexed for regional commercial development.

Policy 2.3.6

Encourage the location of highway commercial uses, such as gas stations, convenience stores, and restaurants, in areas convenient to regional travelers.

Policy 2.3.7

Encourage development of neighborhood commercial centers that are located in close proximity to residential uses that serve higher density uses, are bicycle and pedestrian friendly, and are compatible with surrounding uses.

Policy 2.3.8

Adopt and apply different design standards for different scales of commercial development.

Policy 2.3.9

Encourage the redevelopment and reuse of vacant and/or underutilized commercial buildings.

Policy 2.3.10

Ensure the provision of sufficient, adequately distributed, and well designed parking in commercial areas. Where appropriate, encourage the use of shared circulation and parking facilities for new and existing businesses.

Policy 2.3.11

Commercial development projects shall incorporate landscaping that enhances the character and quality of the project and its immediate vicinity and reduces visual impacts of the development on surrounding properties.

Program 2.3.A

Periodically review the commercial land use designations within the General Plan Land Use Diagram to ensure that there is an adequate mix of parcel sizes, zoning, and infrastructure to accommodate new commercial development.

Program 2.3.B

Add a zoning classification of "Professional Office" in the City's Zoning Ordinance to accommodate and encourage the development of professional office space.

Program 2.3.C

Within one (1) year, prepare and adopt design guidelines requiring design standards for different scales of commercial development including regional commercial centers, highway commercial, neighborhood commercial centers, professional office, and downtown commercial. The design standards shall provide for the inclusion of residential uses in areas with Mixed-Use overlays.

Program 2.3.D

Apply the Regional Commercial Center Overlay to lands that are annexed for regional Highway Commercial development.

Program 2.3.E

Continue to implement the Downtown Streetscape Plan and Downtown Design Guidelines to promote a landscaped, vibrant and diverse downtown and to provide a design framework to enhance the character and identity of Greenfield's downtown.

IV. INDUSTRIAL

Goal 2.4

Provide land with available infrastructure to attract light and heavy industrial uses suitable to Greenfield to help achieve an appropriate jobs/ housing balance.

Policy 2.4.1

Discourage the premature conversion of industrially designated land to other designations or uses.

Policy 2.4.2

Encourage the owners of industrially designated land to invest in the development of infrastructure and other site improvements needed to attract industrial and business park uses.

Policy 2.4.3

Encourage existing industries to remain, expand and if necessary relocate within Greenfield.

Policy 2.4.4

Aggressively attract light industrial and business park enterprises in Greenfield.

Program 2.4.A

Periodically review the industrial land use designations within the General Plan Land Use Diagram to ensure that there is an adequate mix of parcel sizes, zoning and infrastructure to accommodate new industrial development.

Program 2.4.B

Within two (2) years, establish an industrial business retention and attraction program to encourage existing businesses to remain and expand within the Greenfield Planning area.

Program 2.4.C

Within two (2) years, develop design guidelines and performance standards for the construction, development, and operation of industrial uses (Light industrial, Industrial Park, and Heavy Industrial). The performance standards shall address noise, odor, vibration, visual impacts, and similar potential impacts.

V. HISTORIC RESOURCES

Goal 2.5

Encourage the protection of historic, landmark or other structures significant to the City.

2.0 – Land Use Element

Policy 2.5.1

Review all development proposals involving historic buildings to ensure that modifications or other treatments are consistent with the historic architecture and authenticity of the building, and consistent with Secretary of the Interior standards.

Policy 2.5.2

Support redevelopment and rehabilitation efforts for historic resources in the community.

Policy 2.5.3

Review proposed infill development projects for consistency with the architectural character of the surrounding neighborhood and structures.

Policy 2.5.4

Consider reducing or waiving certain development requirements (where public safety and the general welfare is not impaired) to encourage the reuse of existing significant or historic structures.

Program 2.5.A

Develop a consistent process of review for all development applications involving modification to historically significant structures.

Program 2.5.B

Support and facilitate grant applications for inventorying, renovating, and restoring significant and historic commercial and residential structures throughout the City.

Program 2.5.C

Create and periodically update the City's inventory of historic resources.

VI. AGRICULTURAL RESOURCES

Goal 2.6

Preserve and protect the viability of agricultural areas surrounding Greenfield and within the Planning Area while promoting planned, sustainable growth.

Policy 2.6.1

Promote compact city growth and phased extension of urban services to discourage sprawl and encourage development that improves agriculture and vital public services.

Policy 2.6.2

Preserve agricultural land and open space around the city to inhibit sprawl and maintain the rural community character of Greenfield.

Policy 2.6.3

Land designated on the Land Use Map as "Residential Reserve" and in agricultural production shall not be converted to residential uses unless the specific findings are made.

Policy 2.6.4

Protect rural views through development regulations, landscape plans, and sensitive location of buildings and public facilities.

Policy 2.6.5

Utilize the Artisan Agriculture/Visitor Serving land use designation as a tool to retain agriculture and viticulture within the City, maintain the City's agrarian character, create jobs, and to serve as a transitional land use between urban areas and intensive agriculture.

Policy 2.6.6

Promote agritourism, the local wine industry and capitalize on the established wine road as an economic opportunity.

Program 2.6.A

Develop and adopt local standards for the conversion of agricultural land or changes in the designation of agriculturally-designated lands.

Program 2.6.B

Adopt annexation policies consistent with the General Plan policies to guide the timing of growth and expansion within the Planning Area.

Program 2.6.C

Land designated on the Land Use Map as “Residential Reserve” and in agricultural production shall not be converted to residential uses until the following findings are made: 1) that the development of the land will contribute to the establishment of a stable urban limit, and 2) that 80% of the land designated in the City for residential uses has been developed or has been approved for such development.

Program 2.6.D

Establish a permanent 200-foot agricultural buffer along the west side of 2nd Street throughout the Planning Area for all future development.

Program 2.6.E

Within fifteen (15) years from the adoption of the General Plan, update and revise the City’s Sphere of Influence Study.

Program 2.6.F

Produce and release promotional materials in consultation with the Chamber of Commerce or others specific to the winery, tourism and agritourism opportunities in Greenfield.

VII. OPEN SPACE AND RECREATION

Goal 2.7

Provide a variety of parks, recreational facilities, open space, and system of trails to ensure residents have adequate public and private recreational and alternative transportation opportunities.

Policy 2.7.1

Provide adequate park space and recreational facilities in Greenfield to serve the needs of all households in the community through the dedication of land as part of residential development proposals or through the assessment of appropriate impact fees.

Policy 2.7.2

Design parks and recreational facilities with site plans, materials and equipment that are low maintenance and discourage vandalism.

Policy 2.7.3

Provide access via a public street for all public parks and recreational facilities.

Policy 2.7.4

Encourage new development to incorporate trails, bicycle paths, pedestrian crosswalks, and active and passive open space into site design.

2.0 – Land Use Element

Program 2.7.A

Adopt and regularly update the Trail and Bicycle Path Plan every two (2) years following adoption of the General Plan.

Program 2.7.B

Adopt site development standards to require developers of projects located adjacent to trail and bicycle path alignments to provide dedications or easements to allow continued maintenance of those facilities.

Program 2.7.C

Coordinate Greenfield's trail and bicycle path system with county and regional systems in the vicinity of Greenfield.

VIII. COMMUNITY CHARACTER AND DESIGN

Goal 2.8

Improve the community's physical appearance through creative planning, redevelopment and design of new development areas.

Policy 2.8.1

Future development shall employ planning principles that enhance community character in project design.

Policy 2.8.2

Encourage continued downtown redevelopment, consistent with the adopted design guidelines, streetscape plans and the redevelopment plan.

Policy 2.8.3

Encourage the planting of street trees in downtown and throughout the City to provide shade and visual interest.

Policy 2.8.4

Encourage trails, bicycle paths, and Americans with Disabilities Act (ADA) accessible sidewalks in street improvement programs.

Policy 2.8.5

Encourage the use of attractive signage and monumentation at the entrances to residential districts, commercial areas, and other appropriate locations.

Policy 2.8.6

Encourage development of commercial and industrial uses that are consistent with the scale and character of surrounding land uses.

Policy 2.8.7

Future development shall be encouraged to demonstrate environmental sensitivity in site planning and construction.

Program 2.8.A

Require future development to employ planning principles (including but not limited to Traditional Neighborhood Design and New Urbanist design) that enhance community character in project design such as, but not limited to, creating distinct neighborhoods with schools, parks, and commercial services within walking distance, promoting bicycling and walking by creating pedestrian and bicycle friendly streets and trails, and minimizing vehicle trips.

Program 2.8.B

Pursue State, Federal, and other potential funding sources to implement the continued redevelopment and visual enhancement of the downtown area.

Program 2.8.C

Implement regulations requiring pedestrian-friendly design in the downtown such as attractive storefront display windows, sidewalk cafes, exterior seating, and pedestrian-scale signage.

Program 2.8.D

Within two (2) years, the City shall develop Gateway Overlay and Mixed Use Overlay design guidelines and regulations.

Program 2.8.E

Within two (2) years, develop standards that require Americans with Disabilities Act (ADA) accessible sidewalks, street trees, and bicycle lanes for new streets or significant improvement of existing streets.

Program 2.8.F

Investigate and implement a tree-planting program requiring incorporation of street trees in downtown developments and throughout the City, as appropriate.

Program 2.8.G

Provide developer incentives to encourage incorporation of “green building” technology and materials into private and public projects.

IX. SIGNAGE AND MONUMENTATION

Goal 2.9

Establish a sense of community character through the use of consistent sign regulations and design standards.

Policy 2.9.1

Enhance community character by the development of entry signs, landscaping, and other appropriate amenities in the northern and southern Gateway Overlay areas.

Policy 2.9.2

Encourage construction of attractive identification signs at the entry to major residential and commercial developments.

Program 2.9.A

Adopt sign regulations to provide for consistency in signage throughout the City to enhance rural community character.

Program 2.9.B

Adopt specific design standards for Gateway Overlay area entry signs.

Program 2.9.C

Adopt specific design standards for identification signs required at the entry to major residential and commercial developments.

SPECIAL PLANNING AREAS

In addition to the land use designations described above, the City recognizes that certain geographic areas within and surrounding the City merit special consideration. The following Special Planning Areas are established to identify the opportunities and constraints unique to these areas and to provide further direction regarding the City's expectations for development in these areas.

Thorne Road AA/VS Planning Area

The Thorne Road Planning Area encompasses approximately 300 acres of land located south of Thorne Road and East of 3rd Street. Adjacent existing land uses include agriculture (row crops and vineyards), residential, and industrial uses. Most of the Thorne Road Special Planning Area is currently in agricultural production.

The County has proposed the development of three wine corridors. The Central/Arroyo Seco/River Road wine corridor includes a portion of Thorne Road on the northwest side of the City. One of purposes of the County wine corridors is to enhance the marketing capabilities of the wine industry to promote local Monterey County wines. The Thorne Road Planning Area builds on this concept by promoting agricultural tourism.

The land use designation would allow the continued use of the land for vineyards and crop production. Small-scale organic farming would be encouraged. These agricultural uses would provide educational and interesting activities for tourists, school groups, and local residents. Organic production would be required in order to minimize impacts from pesticides and herbicides on visitor serving uses. Types of crops envisioned include vineyards, heirloom fruits and vegetables, herbs, flowers, ornamental plants, orchards, and

similar uses. In addition, kennels and hatcheries would be permitted.

Along with the agricultural uses, visitor serving uses such as bed and breakfasts, inns, and other lodging would be allowed. Small cafes, delis, retail facilities, and mixed-use home based businesses would also be appropriate uses.

Both the agricultural uses and the visitor serving uses within this designation would provide entry-level employment. In addition, the designation also provides for home-based and other small-scale business development opportunities.

Industrial Park Planning Area

The Industrial Park designation is designed as an overlay for light industrial areas. This special planning area is located along both sides of El Camino Real a few blocks south of the northern entrance to Greenfield. While there is an existing industrial park located in the southeast part of the City, this area is not included within this special planning area. However, when design guidelines and other requirements for industrial park development are adopted the overlay requirements will apply to any proposed changes or construction within this existing industrial park.

Since the Industrial Park Planning Area is located along El Camino Real, the community's "main street", appearance is important. The intent of the overlay is to provide an area in the City for light industrial uses where development occurs in a cohesive manner using appropriate design, signage, and landscaping guidelines. These guidelines will ensure that the layout and development in this designation is attractive and functional. Among appropriate uses for this designation are research and development facilities, light manufacturing and assembly, high-tech and

precision fabrication, and similar businesses.

By creating a location for business attraction, the City hopes to generate needed job creation opportunities in the community. In addition, the guidelines associated with this overlay will result in a more attractive entrance to the City's downtown area.

Mixed-Use Planning Areas

Downtown Mixed-Use

The Downtown Mixed-Use Planning Area encompasses the area from mid-block between Pine Avenue and Cherry Avenue south to Elm Avenue along both sides of El Camino Real. The underlying General Plan designations are Downtown Commercial and Professional Office. The Mixed-Use overlay is intended to encourage the development of residential units on upper floors.

The City supports an intensification of both commercial and residential uses within the Downtown Mixed-Use Area. Projects that combine residential and commercial uses have the advantage of presenting street level shopping and services, while increasing the general activity in the downtown through upstairs residences.

Design guidelines for the downtown have already been adopted. Other mixed-use development requirements will be adopted when the zoning ordinance is updated.

St. Charles Place Mixed-Use

The St. Charles Place development is located on the southern end of the City, between El Camino Real and Highway 101. The site is bounded by Espinosa Road to the south and Elm Street to the north.

The proposed development includes a mix of apartments and higher density residential units as well as space for commercial uses fronting El Camino Real and other key locations. The purpose of providing mixed-use development is to create an opportunity for affordable housing, combined with appropriate business and commercial uses, in an integrated neighborhood.

As part of the St. Charles Place development, design guidelines and other requirements have been imposed on both the site plan and construction. These guidelines address exterior appearance, landscaping, signage, and other criteria. The Land Use designation for this part of the St. Charles Place development, located along El Camino Real, is downtown commercial. The area just south of Elm Street is designated with a "mixed-use" overlay. A "Gateway" overlay is designated on property immediately south of this area, along El Camino Real at the southern entrance to the City.

Artisan Agriculture/Visitor Serving

As described previously, an area on the north side of the City is designated as Artisan Agriculture/Visitor Serving. This designation, with a 5-acre minimum parcel size, encourages and protects small-scale farming as the primary land use. However, compatible visitor serving uses such as boutique wineries, tasting rooms, lodging, cafes, and recreational facilities are also permitted.

Residential units may also be permitted in this designation. Specific criteria for AA/VS residential units will be included in the update of the zoning ordinance following the adoption of the City's General Plan update. Generally, a unit for an owner, manager, or caretaker is permitted. Units that provide space for home-based services and businesses are also encouraged. The purpose of these live/work units is to

2.0 – Land Use Element

encourage small-scale business development while providing affordable housing opportunities.

The live/work units will provide a residence joined with space for a home-based craft or business, such as artists' studios, specialty foods, woodworking, custom handiwork, and other cottage industries.

Gateway Planning Areas

Creating attractive entries to the City and to its major residential and commercial developments will enhance Greenfield's sense of place. In addition, these entries can provide a transition between the surrounding fields and vineyards and the City. Gateway areas should create visual interest and emphasize distinctions between the City's commercial and industrial areas and residential neighborhoods.

A Gateway overlay designation is provided for areas at the north and south entrances to the community. The standards for development within the Gateway overlay will require attention to aesthetics, landscaping, and signage to ensure that those entering the City of Greenfield are provided with an attractive view that reinforces the character of the community. Gateways signs, within the Gateway overlay areas and at entry points to the City along major roadways, will help to create an identity for Greenfield.

Yanks Air Museum Project

Within the Gateway Overlay area north of Thorne Road is the planned Yanks Air Museum project. This 111-acre area has been planned for a combination of uses including an air museum, runway and hanger facilities, hotel/motel, winery and tasting room, and commercial uses including restaurants and gasoline service stations. An EIR was prepared in 1997 and the County of Monterey subsequently

approved the project. The City of Greenfield applied for and Monterey County LAFCO approved a Sphere of Influence Amendment to bring the project area within the City's SOI. This action was completed to facilitate the extension of City Services (sewer and water) to the site, and to set the stage for eventual annexation of the Yanks Air Museum project into the City of Greenfield. A Memorandum of Understanding between the County of Monterey and the City of Greenfield documents the future use, vision and annexation procedures for this property.

The Yanks Air Museum project is anticipated as the primary use within this Gateway Overlay area north of Thorne Road. The General Plan (and EIR) has assumed the Yanks project within the General Plan's development assumptions. As such, any application to construct the site as originally proposed and to annex the site into the City as originally intended would be considered consistent with the General Plan Land Use Element.

This recognition of the Yanks project is part of the City's land use program, despite the fact that the uses proposed assume more development than would normally be allowed by the underlying AAVS land use designation.

As a Gateway Planning Area, any proposal for this location (Yanks Air Museum or other) would be subject to specific design guidelines that require attention to aesthetics, landscaping and signage to recognize the location as an important point of entry into the City of Greenfield.

MAXIMUM GROWTH WITHIN THE GENERAL PLAN

The General Plan establishes general uses and densities of land within the City. From the Land Use Diagram and the undeveloped acreages as presented in **Tables 2-4 through 2-7**, it is possible to estimate the maximum population, number of new homes, and acreages of non-residential uses that could result from the General Plan within the City and within the Planning Area. **Tables 2-4 and 2-5** provide a breakdown of all land use acreage for the Planning Area at full build-out.

The maximum buildout potential described herein assumes all undeveloped lands within the future growth area would be developed at maximum allowable intensities. No date for completion has been established, but it is anticipated residential buildout will not occur by year 2020, and that non-residential buildout will occur more slowly than residential buildout.

Table 2-7, *Maximum Residential Buildout Potential*, shows the total acres of undeveloped land for both single-family and multi-family, the number of dwelling units possible in each undeveloped residential designation, the total dwelling units, and population estimates. This table also documents the existing population for developed lands within the City and the Planning Area. The population estimates are based on an assumption of 4.00 persons per single-family unit, and 3.00 persons per multi-family unit. If Greenfield’s residential

land were built to its maximum potential, with the density of each dwelling unit matching the persons per household as stated above, the total population within the 2003 incorporated City limits could exceed 22,000 persons, while the population within the Expansion Area could exceed 13,000 persons. The calculated maximum buildout potential for the entire Planning Area under this General Plan is approximately 36,000 persons. Site-specific constraints, design requirements, and market factors may reduce the potential buildout to a level below the theoretical calculations.

Table 2-6, *Non Residential Maximum Buildout Potential*, shows the potential buildout for non-residential uses such as commercial, professional office, industrial park, light industrial, heavy industrial, public/quasi public, and recreation and open space. The table identifies total acres of land designated for the various non-residential uses. As noted in **Table 2-6**, the core employment generating uses, Downtown, Neighborhood, and Regional Commercial; Light Industrial, Industrial Park, and Heavy Industrial; and Professional Office are comprised of a combined total of 432.5 acres. An additional 315 acres of employment generating lands are designated Artisan Agriculture/Visitor Serving, a use that includes the growing of agricultural crops. Consequently, the number of employees per acre in this land use designation may be significantly less than those generated by a typical visitor serving designation.

**Table 2-4
City of Greenfield
Land Use Diagram Acreages (No Overlay Designation)**

Land Use	City Limits	Future Growth Area*	Total
Residential Estate	0.00	104.77	104.77
Low Density Residential	392.05	173.58	565.63
Medium Density Residential	198.70	138.49	337.19
High Density Residential	20.10	0.00	20.10
Neighborhood Commercial Center	2.32	5.08	7.40
Downtown Commercial	33.47	0.00	33.47
Highway Commercial	82.52	90.01	172.53
Professional Office	22.44	0.00	22.44
AAVS	0.00	426.54	426.54
Light Industrial	92.36	36.94	129.30
Heavy Industrial	0.00	296.30	296.30
Public Quasi Public	201.34	60.00	261.34
Recreation and Open Space	8.96	49.11	58.07
TOTAL	1,054.26	1,380.82	2,435.08

* Future Growth Area Acreage includes Projected School Acreage (60 acres) and Community Park Acreage (30 Acres) Not Specifically Identified on the Land Use Diagram.

**Table 2-5
City of Greenfield
Land Use Diagram Acreages (with Overlay Designations)**

Land Use - Overlay	City Limits	Future Growth Area*	Total
Residential Estate	0.00	39.09	39.09
Residential Estate - Reserve	0.00	65.68	65.68
Low Density Residential	392.05	131.45	523.50
Low Density Residential - Reserve	0.00	42.13	42.13
Medium Density Residential	198.70	95.32	294.02
Medium Density Residential - Reserve	0.00	43.17	43.17
High Density Residential	20.10	0.00	20.10
Neighborhood Commercial Center	2.32	5.08	7.40
Downtown Commercial – Mixed Use	22.61	0.00	22.61
Downtown Commercial – Mixed Use - Gateway	10.86	0.00	10.86
Highway Commercial – Mixed Use	5.93	0.00	5.93
Highway Commercial – Mixed Use - Gateway	13.11	0.00	13.11
Highway Commercial –Regional Commercial Center Design	63.48	90.01	153.49
Professional Office – Mixed Use	22.44	0.00	22.44
Artisan Agricultural and Visitor Serving	0.00	205.38	205.38
Artisan Agricultural and Visitor Serving - Gateway	0.00	113.39	113.39
Artisan Agricultural and Visitor Serving - Reserve	0.00	107.77	107.77
Light Industrial	2.38	36.94	39.32
Light Industrial – Industrial Park	89.98	0.00	89.98
Heavy Industrial	0.00	296.30	296.30
Public Quasi Public	201.34	60.00	261.34
Recreation and Open Space	8.96	49.11	58.07
TOTAL	1,054.26	1,380.82	2,435.08

* Future Growth Area Acreage includes Projected School Acreage (60 acres) and Community Park Acreage (30 Acres) Not Specifically Identified on the Land Use Diagram.

Maximum Development Potential under General Plan

The maximum development potential of the City at total buildout was determined by summing the maximum number of possible residential dwelling units, then multiplying that total by an average persons per household, using estimates of 4.0 persons per household for single-family residences and 3.0 persons per household for multi-family dwellings. While low, over the 20 year

period this assumes that enough new units will be constructed to relieve current overcrowded conditions.

Table 2-7 Maximum Residential Build-out Potential shows existing dwelling units, maximum dwelling units within undeveloped areas based on densities shown in **Table 2-1**, total dwellings, and population estimates based on an average persons per household number.

**Table 2-6
Non-Residential Maximum Buildout Potential
Land Use Diagram (No Overlay Designation)**

Land Use	City Limits		Future Growth Area		Total	
	Acres	Employees	Acres*	Employees	Acres	Employees
Neighborhood Commercial Center	2	9	5	20	7	29
Downtown Commercial	33	132	0	0	33	132
Highway Commercial	83	332	90	360	173	692
Professional Office	22	88	0	0	22	88
AA/VS	0	0	427	1,708	427	1,708
Light Industrial	92	368	37	148	129	516
Heavy Industrial	0	0	296	1,184	296	1,184
Public Quasi Public	201	804	60	240	261	1,044
Recreation and Open Space	9	36	49	196	58	232
TOTAL	442	1,768	964	3,856	1,406	5,625

* Future Growth Area Acreages include Projected School Acreages (60 acres) and Regional Park Acreages (30 Acres) Not Specifically Identified on the Land Use Diagram

**Table 2-7
Maximum Residential Buildout Potential**

Land Use	DU's ¹	City Limits			Future Growth Area			TOTAL		
		Acres	Dwelling Units	Pop. ²	Acres*	Dwelling Units	Pop.	Acres	Dwelling Units	Pop
Residential Estate	2	0	0	0	104.77	210	838	104.77	210	838
Low Density Residential	7	392.05	2,744	10,976	173.58	1,215	4,860	565.63	3,959	15,836
Medium Density Residential	15	198.70	2,981	8,943	138.49	2,077	6,232	337.19	5,058	15,175
High Density Residential	21	20.10	422	1,266	0	0	0	20.10	422	1,266
Mixed Use ³	1,088	74.95	1,088	3,264	0	0	0	74.95	1,088	3,264
Total	NA	685.80	7,235	24,449	416.84	3,502	11,930	1102.64	10,737	36,379

1. Maximum number of Dwelling Units allowed by this element.
2. Population estimates assume 4 persons for RE and LDR households and 3 persons per MDR, HDR, and Mixed Use households.
3. Mixed-use densities assume 1 dwelling unit per 3000 square feet. Therefore, the maximum buildout on 74.95 acres is anticipated to be 1,088 mixed use dwelling units and 3,364 persons (74.95 acres = 3,264,822 square feet divided by 3,000 = 1,088 mixed use dwelling * 3 = 3,264 persons).

* Future Growth Area Acreages include Projected School Acreages (60 acres) and Regional Park Acreages (30 Acres) Not Specifically Identified on the Land Use Diagram

2.0 – Land Use Element

Relationship to Monterey County

Greenfield is located in the southern portion of Monterey County. The County stretches approximately 100 miles along California's central coast, covering approximately 3,324 square miles. The total county population, according to the 2000 Census, is 390,391 (not including the prison population in Soledad). Greenfield's 2000 population was 12,583. Greenfield's population is growing at a significantly faster rate than the county growth rate. While the county's change in population from 1990 to 2000 was approximately 13.0%, Greenfield's was 68.6%.

Greenfield is surrounded by land designated as prime farmland in the Monterey County General Plan. Other Salinas Valley cities include Salinas, Soledad, and Gonzales to the north and King City to the south.

Land Use Designations and Zoning Compatibility Table

One of the most familiar methods of implementing General Plan land use policy and designations is through the Zoning Ordinance. Although separate from the General Plan, it is essential that the zoning districts be utilized to implement General Plan land use designations that are consistent with the intent of each General Plan designation. **Table 2-6** *General Plan/Zoning Compatibility Matrix* identifies each Land Use designation in the left column and each zoning district along the top row. Zoning districts considered compatible with a General Plan designation are marked with either a solid circle for those zoning districts compatible with the General Plan and a hollow circle for those zoning districts that could be compatible with the General Plan under particular circumstances. Those that could be compatible are discretionary and would depend on the specific proposed use. Because of the specific nature of zoning

regulations, more than one zoning district may be compatible with a single land use designation.

