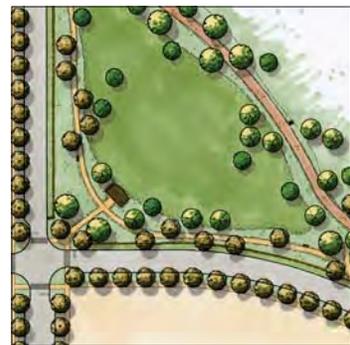


Downtown Addition Specific Plan

City of King, California



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Downtown Addition Specific Plan

City of King, California

**Adopted 14 June, 2011
Amended 28 January 2014**

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1. Introduction

1.1 Introduction to the Specific Plan

1.1 Introduction to the Specific Plan

The City of King is located at the southern end of the Salinas Valley in Monterey County (Figure 1-1) and has a long history in agricultural production. Although it has grown significantly since its incorporation in 1911, King City retains a rural, small town charm with a compact town form and strong sense of community.

The King City Downtown Addition is a proposed new mixed-use neighborhood, located immediately adjacent to the eastern edge of the downtown, across the Union Pacific Railroad right-of-way (Figure 1-2). The Downtown Addition provides King City with a variety of housing options and business opportunities that, by connecting to the historic downtown and extending the City's existing street network and neighborhood fabric, stimulate downtown commercial activity. The planning and design of the Downtown Addition is based on the existing urban pattern and architectural heritage of King City, and the best of Monterey County's town-building heritage, so to ensure that King City's distinct character is preserved and enhanced.

This Specific Plan includes comprehensive development standards and implementation measures to ensure the creation of a vibrant, livable community with readily accessible amenities and attractive streetscapes and public places.

In addition, a continuous corridor of dedicated public open space is provided along San Lorenzo Creek to help balance the requirements of a new urbanized area with the need to protect wildlife habitat, provide recreational opportunities, and buffer neighboring agricultural activities.

1.2 The Specific Plan Area

The Downtown Addition Specific Plan covers an area of about 110 acres within the City limits on the eastern end of downtown. Most of the Specific Plan area was subdivided into a grid pattern of streets, city blocks and hundreds of residential lots in May 11, 1908, by the recording of the "Map of the Spreckels Sugar Company's Addition to King City" (Figure 1-3). The site is identified as the Smith-Hobson Property in the General Plan and is bounded by the Union Pacific Railroad to the west, Bitterwater Road to the north, San Lorenzo Creek to the southeast, and agriculture fields to the northeast (Figure 1-4).

Figure 1-1: Regional Location Map



Figure 1-2: Specific Plan Area Location within King City



1. Introduction

1.2 The Specific Plan Area

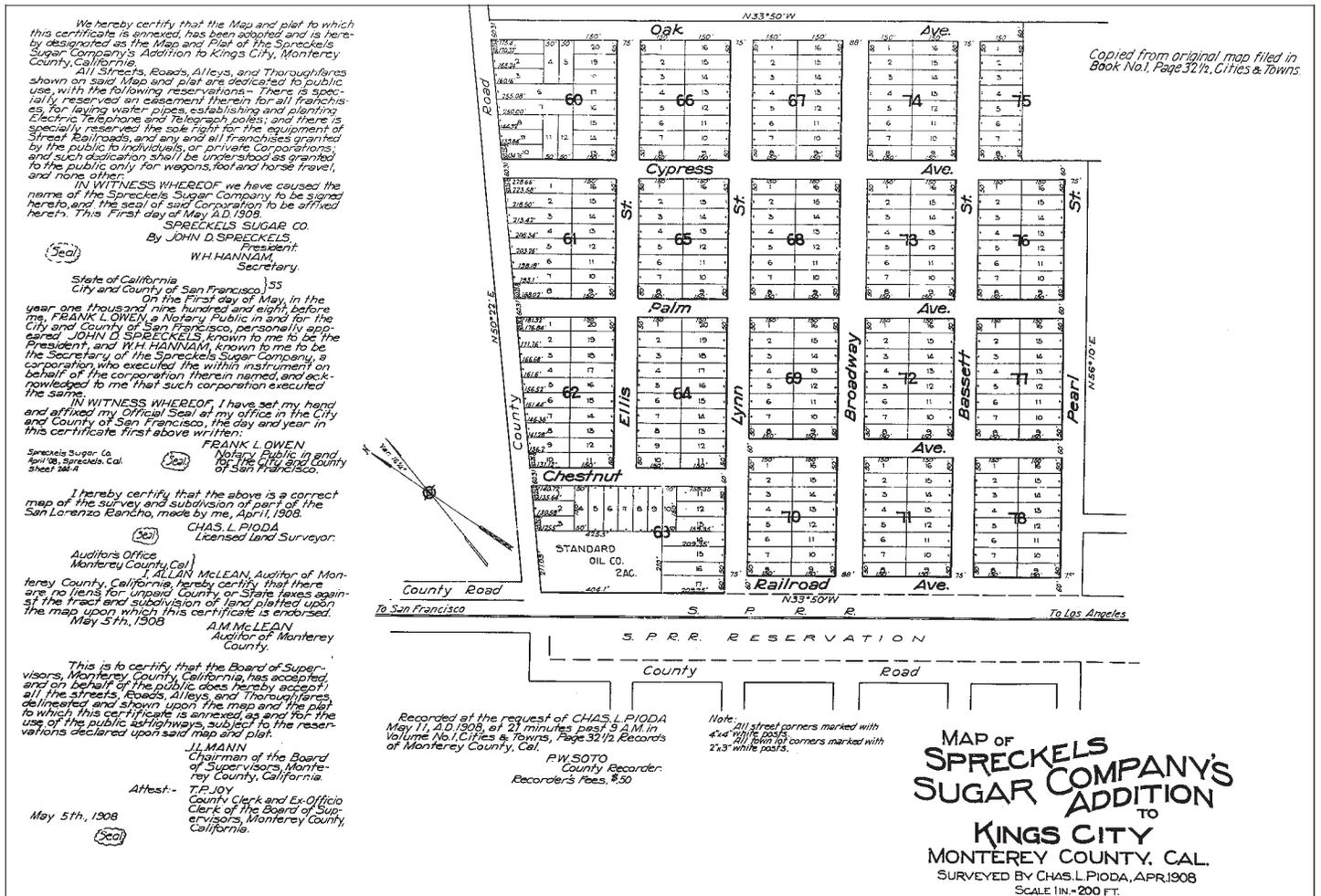
The Specific Plan area is in the King City Redevelopment Project Area. The overall goal of the King City Redevelopment Project Area is to alleviate conditions within the downtown that are impediments to the full and beneficial use of properties and buildings. Among the many important tools available to the Community Development Agency in accomplishing this task is the use of tax increment financing to help pay for revitalization efforts. The Downtown Addition Specific Plan will help the City meet this goal by encouraging private investment and promoting a stable and prosperous local economy.

Figure 1-4: Birdseye View of King City



This birdseye view is looking west and shows the Specific Plan area in the foreground, abutting San Lorenzo Creek, the railroad right-of-way, Bitterwater Road, and agriculture fields.

Figure 1-3: 1908 Spreckels Addition Tract Map



The 1908 Spreckels Addition tract map was the basis for the Downtown Addition Specific Plan.

1. Introduction

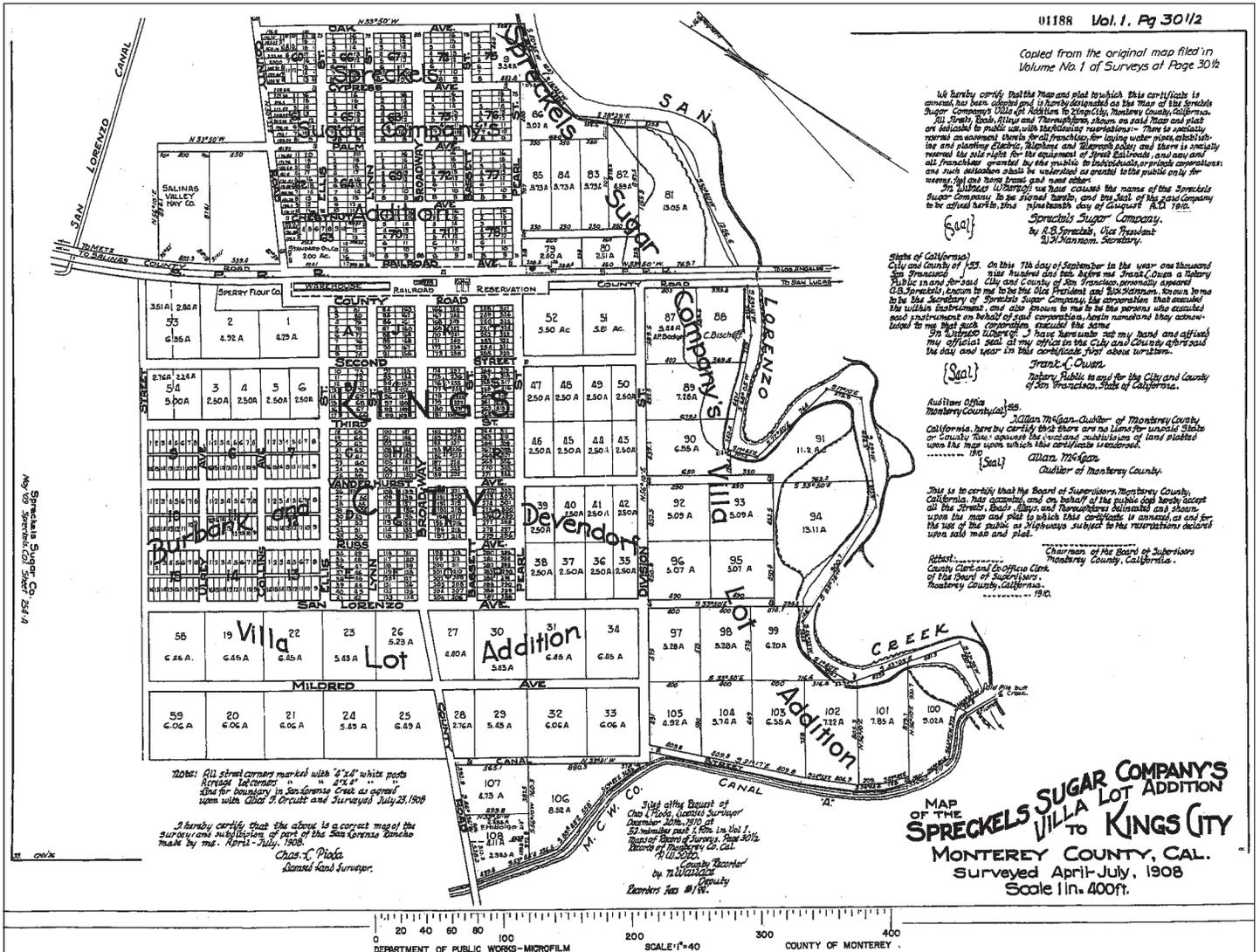
1.3 King City's Urban Heritage

1.3 King City's Urban Heritage

The area now occupied by King City was originally part of a Spanish land grant, Rancho San Lorenzo. In 1884, Charles King acquired 13,000 acres of the much larger land grant area and set up a ranch, which eventually would become the Spreckels Ranch. Attracted by King's wheat production, Southern Pacific extended a railroad line to King's ranch in 1886. With the arrival of the railroad line commercial life in what would become King City began. Among the first structures were a warehouse, a flour mill, and a railroad station, in turn attracting other businesses, including a hotel. In 1887, King's ranch was surveyed and

subdivided, and a plan was developed for a town bounded by the railroad, Pearl Street, Ellis Street, and San Lorenzo Avenue. Burbank and Devendorf subdivided the surrounding areas in 1895. In 1897 King sold his land holdings to the Spreckels Sugar Company, who developed the 1908 tract map for "Spreckels Sugar Company's Addition to Kings City", now substantially the Downtown Addition Specific Plan area (Figures 1-3 and 1-5). In 1911, the City of King was incorporated as a city and became a thriving agricultural community thanks to farsighted planning.

Figure 1-5: 1908 Tract Map of King City



The 1908 Tract Map of King City includes the original plat for the Downtown Addition Specific Plan area.

1. Introduction

1.3 King City's Urban Heritage

The historic development pattern of King City has a number of very interesting and locally appropriate characteristics, as shown on the 1908 Tract map (Figure 1-5) and the historical illustration of 1895 (Figure 1-6). Historical photographs (Figures 1-7 and 1-8) provide additional information about the types of buildings for which the subdivision pattern was intended. The characteristics of this simple pattern of blocks and buildings include:

- The blocks are relatively deep, providing ample room for mid-block service access, parking, storage, or gardens;
- The downtown blocks have east-west orientation, which provides north and south exposures to building facades for solar access and light, while turning their longer and often windowless side walls to the glare and heat of morning and afternoon sun;

Figure 1-7: Historical Downtown King City Street Scenes

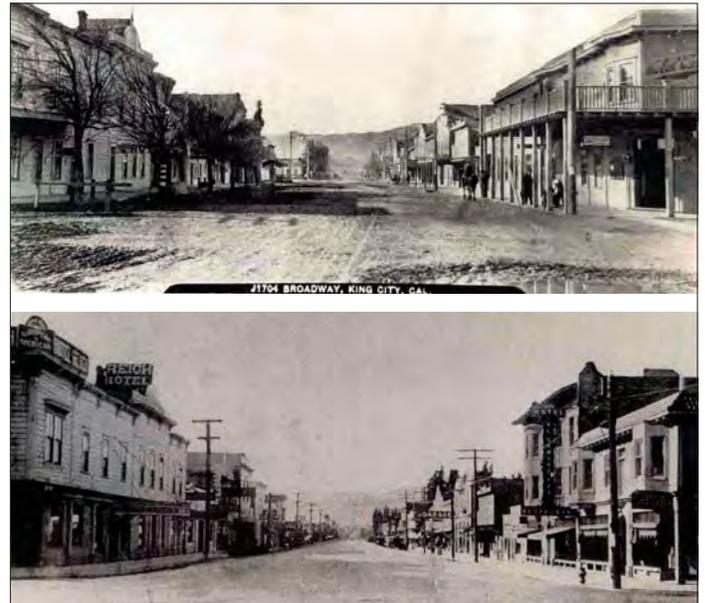
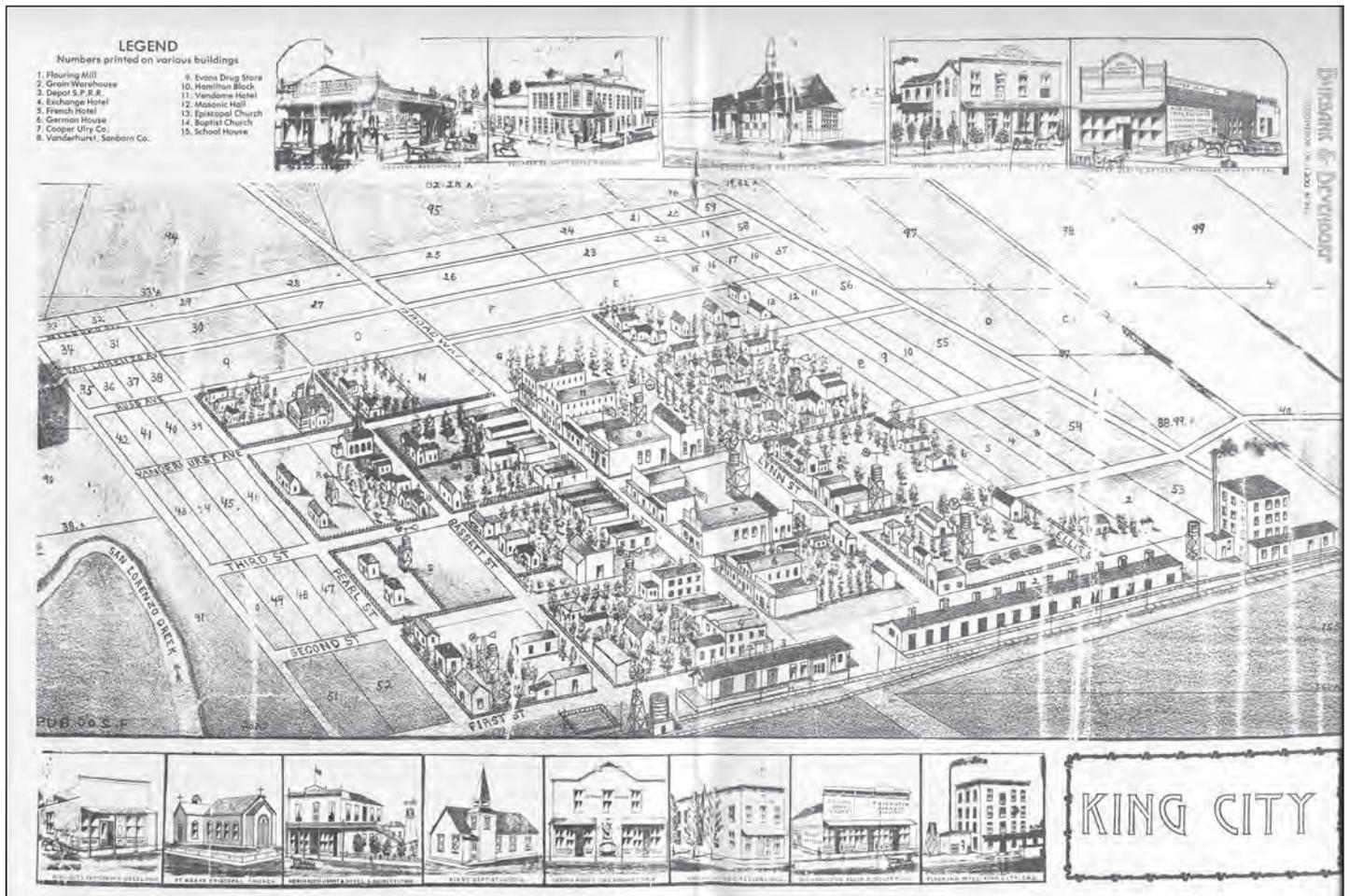


Figure 1-6: Historical Illustration: 1895 Burbank & Devendorf Subdivision Map



Source: *King City, California - The First Hundred Years, 1886-1986*, The San Antonio Valley Historical Association, July 1986.

1. Introduction

1.4 Relationship to the King City General Plan

- The east-west street rights-of-way are wider (typically 75 feet) than the north-south street rights-of-way (typically 60 feet), providing ample parkway strips for large street trees to block the strong prevailing north winds;
- Most of the buildings on Broadway Street were one or two stories in height, with the occasional three-story building interspersed. This allowed a downtown type and population density that helped support the retail uses, and the taller buildings along this street helped to cut the wind;
- Many of the original buildings employed frontage shading devices, including galleries, second floor projections and awnings, to provide shelter and comfort to shoppers and other pedestrians;
- The wide pavement of Broadway Street provided ample room for convenient angled parking for customers. This was critical because parking areas within the blocks were not generally well developed.

Figure 1-8: Historical Photo of Broadway Street



1.4 Relationship to the City of King General Plan

A Specific Plan is a tool for systematic implementation of the General Plan and, therefore, must be consistent with the City's General Plan (California Government Code Sections 65450 et. seq. - see Figure 1-9). Through detailed analysis, the Downtown Addition Specific Plan has been found to be consistent with the Goals and Policies of the City of King General Plan (See Appendix B: General Plan Consistency Review). The Downtown Addition Specific Plan also conforms to the State requirements for Specific Plans (see Section 4 for further discussion), and the requirements of KCMC Chapter 17.33 (P-D Planned Development District).

By establishing policies and standards for development of the area, the Downtown Addition Specific Plan is a valuable tool that not only implements the goals, policies and programs of the General Plan, but also describes the desired form of a new neighborhood and provides for orderly development of the area.

Under the 1998 General Plan, the Downtown Addition is primarily designated as Planned Development. The goal of the Planned Development designation is:

To provide a suitable designation for properties that require careful approaches to density and mix of uses, relationship to surrounding properties, and phasing of development in order to maintain an appropriate balance of housing types, commercial development, and open space (City of King General Plan, 1998, Land Use Element – Goal 7, p. 33).

Figure 1-9: Specific Plan Requirements

Specific Plan REQUIREMENTS
CALIFORNIA GOVERNMENT CODE
SECTION 65450

Section 65450 et seq. of the California Government Code prescribes the required contents of a Specific Plan, and describes its relation to the general plan as follows:

65450. After the legislative body has adopted a general plan, the planning agency may, or if so directed by the legislative body, shall, prepare Specific Plans for the systematic implementation of the general plan for all or part of the area covered by the general plan.

65451. (a) A Specific Plan shall include a text and a diagram or diagrams which specify all of the following in detail:

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

(b) The Specific Plan shall include a statement of the relationship of the Specific Plan to the general plan.

1. Introduction

1.5 Plan Preparation Process

The Downtown Addition Specific Plan carefully balances the needs of the neighborhood. Each of the neighborhood zones in the Regulating Code (see Section 3) identifies the appropriate mix of housing and/or commercial uses in a compatible and complementary layout. Zones are buffered by streets, parks, and mixed-use development as appropriate. A phasing plan for the proposed Downtown Addition development can be found in Section 5 (Implementation). Eight major phases have been established to ensure the orderly development of the infrastructure and the neighborhood. These major phases may be broken down into sub-phases that calibrate the amount of development to match the demand of the marketplace. Subsequent to its adoption, all new development proposals within the Specific Plan area must be found to be consistent with this Specific Plan.

1.5 Plan Preparation Process

To ensure that the Downtown Addition – beyond simply meeting the City’s General Plan objectives and the development objectives of Smith-Monterey KC, LLC – also provides the types of new opportunities to live, work, shop and play that meet the needs of the City of King’s existing and future residents, an open and interactive process of public engagement was developed for the Specific Plan preparation.

The core of this public engagement process was a 5-day public charrette, held in the historic train depot in San Lorenzo Park from April 13 to 17, 2005 (Figure 1-10). The charrette was a collaborative planning effort consisting of a series of meetings and discussions that involved the property owners, King City residents, City staff, City officials, other public agencies, and a consultant team with expertise in land use planning, urban design, architecture, landscape architecture, transportation, marketing, and economics.

In the weeks prior to the charrette, the design team conducted a comprehensive program of place research and people research to ensure that the design work done and presented in the charrette was relevant to King City and its residents, and based on accurate information. The pre-charrette preparation included:

- Aerial photography, surveying and title research for the site and adjoining properties;
- Review of historic maps and photographs of King City, identifying the urban design elements – primarily street

Figure 1-10: April 2005 Charrette



Public “pin-up” presentations of the draft plans during the April 2005 charrette at the historic depot in San Lorenzo Park.

1. Introduction

1.6 Organization of the Specific Plan

types and building types – that are indigenous to King City;

- Review of relevant City of King General Plan policies and zoning regulations;
- Review of available environmental data relative to the Downtown Addition area and surrounding properties;
- Review of the design and capacity of existing roadway and utility systems adjoining and serving the Downtown Addition area;
- An extensive series of pre-charrette meetings and interviews with a wide range of local residents, business owners, City officials, and other stakeholders, designed to identify community attitudes and preferences for the development of the Downtown Addition.

The charrette process provided a forum for the community to understand and discuss a range of complex issues related to land use, circulation and access, economic development, community design and character, and to develop and articulate a vision for the future. In this setting, the design team was able to begin shaping the Downtown Addition Specific Plan with the informed participation of the public, property owners, and decision-makers.

Subsequent to the charrette, the applicant (Smith-Monterey KC, LLC) held a series of workshops and presented to the Planning Commission and City Council the major design concepts on which the Specific Plan is based. These workshops were held on the dates noted below and covered the listed topic areas:

- April 18, 2007: Planning Commission – Plan Design Principles and Concepts;
- April 25, 2007: City Council – Plan Design Principles and Concepts;
- May 23, 2007: City Council – Regulating Code, Circulation, Hydrology and Drainage;
- July 18, 2007: Joint City Council and Planning Commission – Building Types, Architectural Styles, Water Quality, and Landscape Architecture;
- June 24, 2008: City Council – Project Update and Key Policy Direction.

The feedback and comments received throughout the plan preparation process guided the revisions and refinement of the Downtown Addition Specific Plan.

1.6 Organization of the Specific Plan

Based on the consensus reached in the charrette and subsequent meetings, the design team prepared this Downtown Addition Specific Plan. The Specific Plan is organized into five sections and nine appendices that address the various issues important to the planning of this area, and the topics required by the California Government Code for Specific Plans.

- 1. Introduction.** The introduction describes the intent and purpose of the Specific Plan and the Downtown Addition's context within the City, including an overview of the Specific Plan's use as a tool to implement the City of King General Plan, demographics analysis, and existing market conditions. This section also describes the land-use goals, policies and programs for the Downtown Addition.
- 2. Form and Character.** This section describes and illustrates the form, character and uses of the Downtown Addition and explains the underlying design principles.
- 3. The Regulating Code.** This section describes the physical design of the Downtown Addition, including the layout and design of streets and blocks, the location and extent of the land uses planned for the area, and the development standards that will shape new development. This Specific Plan, unlike some conventional codes and Specific Plans, places a primary emphasis on the physical form and character of new development, with a strong but secondary emphasis on the uses within the buildings. Accordingly, the core of the Specific Plan is Section 3, the Regulating Code, a graphically oriented document that clearly describes the required urban and architectural design patterns, while also carefully regulating the uses of the buildings and lots within the Specific Plan area. The Regulating Code specifies the allowed residential densities and intensity of the development that may be achieved under the Specific Plan. It also describes and regulates the design of the public space network that forms the framework and provides the infrastructure for the Downtown Addition, focusing on a circulation network that balances the use of all travel modes, including automobiles, pedestrians, bicycles and transit. The Regulating Code is intended to replace the City's Zoning Ordinance and Municipal Code where a conflicts

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occurs. Other sections of the Municipal Code and Zoning Ordinance remain unaffected.

4. **Infrastructure and Services.** This section provides a summary of infrastructure systems and public services necessary to support the Downtown Addition.
5. **Implementation.** The implementation section describes the steps leading to implementing and financing of the Specific Plan.
6. **Appendices.** The Specific Plan contains ten appendices. The Regulating Code Glossary provides definitions of terms and phrases used in the Regulating Code, the General Plan Consistency Review discusses how the Specific Plan implements the City's General Plan, the Inclusionary Housing Program Outline and Framework describes the specific efforts the developer of the Downtown Addition will take to promote low to moderate income housing, the Master Developer Design Review outlines the approval procedure and submittal requirements, the Building Height and Architectural Styles describe the relationship between style and building height, and the Off-Site Street Sections describe roadway improvements outside the project boundary. A seventh appendix, the Fiscal Impact Analysis, is provided under separate cover. Three additional appendices are reserved for future addition and include the Adopting Resolutions and Ordinances, the Mitigation Monitoring and Reporting Program, and the Precise Description of the Specific Plan Area Boundary.

1.7 Overview of Existing Conditions

Like other cities in the Salinas Valley, King City experienced significant growth and rising housing prices in the 2001 to 2007 time period. The Mills Ranch and Arboleda projects when completed will add approximately 800 new housing units and limited additional commercial space to the City. At the peak of the market a number of the homes in the Arboleda project were sold before construction started due to the shortage of new housing within the City. The market demand, price and unit size of new housing in recent years has pushed homeownership in the City out of reach for many existing households. In spite of the current slow down in the housing sector it is expected that population growth, employment growth, and housing demand in King City will continue over the next 20 years. A portion of this demand will be based on high home prices

in the Peninsula and the northern Salinas Valley, which will continue to push residential development further south in search of attainable housing. Additional market demand will be based on internal population growth, employment growth and the some equity transfers into the area by baby-boomer retirees due to the relative affordability of housing in the area.

1.7.1 Demographics

In many cases, the four towns of the central Salinas Valley, King City, Greenfield, Soledad, and Gonzalez, showed similar demographic changes since 1990, reflecting the interconnectedness of the region. Specifically for the City of King, however, the demographic data (Table 1-1) reveal that:

- The population increased almost 50 percent since 1990, from 7,634 in 1990 to 11,421 in 2004. Much of this growth occurred in the age ranges from 18 to 34 (U.S. Census and California Department of Finance);
- A significant percentage of residents are Hispanic or Latino (over 80 percent) (U.S. Census);
- The homeownership rate (about 51 percent) slightly outpaces renter-occupied housing (U.S. Census);
- The average household size (4.0 people per household) is similar to the other central valley cities, but much higher than Monterey County at 3.1 people per household (U.S. Census);
- Adjusted for inflation, the City has experienced a slight decrease in median income from \$36,100 in 1990 to

Table 1-1: Demographic Information

Characteristic	
Population	11,094
Housing Units	2,822
Households	2,736
Average Household Size	4.03
Average Family Size	4.28
Owner Occupied Housing Units	1,410
Renter Occupied Housing Units	1,326
Population by Age Group	
Under Age 5	1,090
5 – 19	3,338
20 – 34	3,085
35 – 64	2,895
65 and up	686
Population by Ethnic Group	
Hispanic or Latino	8,922
Not Hispanic or Latino	2,172

Source: Census 2000

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\$34,400 in 2000 (adjusted to 2000 using CPI) (U.S. Census and Claritas, Inc.).

Overall, the area is experiencing growth from a variety of household types attracted by less expensive real estate. This has significant implications for the residential and commercial real estate markets in that new development must serve a wide variety of households. Homebuyers are forecasted to include not only families that have resided in the area for a significant amount of time but also small households without children, single persons, one parent households and retirees.

1.7.2 Environmental Setting

Much of the land surrounding King City is prime farmland, broadly defined as land with the best combination of physical and chemical properties able to sustain long-term production of agricultural crops. This farmland and resulting agricultural activity has helped the City retain a rural agricultural character and provided the primary economic base of the area. The type of agricultural production has and continues to evolve over the years. One of the significant changes in recent years has been the establishment of viticulture in the region.

The elevation of the City ranges between approximately 290 and 310 feet above mean sea level, and the terrain is generally flat, sloping gently downward to the south and west. King City is bounded by the Santa Lucia Mountains and bench lands as well as the Los Padres National Forest and the Gabilan Mountain Range. The Salinas, San Antonio and Nacimiento Rivers and their tributaries are located in or near King City, as well as the San Antonio and Nacimiento Reservoirs and numerous canyons, valley and creeks.

The San Lorenzo Creek (see Figure 1-11) and Salinas River floodplains border the southwestern portion of the City and traverse the City in a northeasterly direction to intersect the Salinas River. The City and Monterey County have regulated development within the floodplain for years; thus, few buildings or homes are in the floodplain today that would be endangered by a 100-year flood.

There are no areas known to be subject to seismic hazard or geologic failure in King City. In addition, no known faults are situated within the planning area, and none of the soil types within King City are known to be subject to liquefaction (the loss of strength in saturated granular soils produced by seismic

Figure 1-11: San Lorenzo Creek in the Downtown Addition



The Specific Plan proposes the restoration of San Lorenzo Creek between the stream bed and the top of bank to prevent erosion, provide native habitat, and help improve the water quality.

shaking), except river soils located within the Salinas River and San Lorenzo Creek.

The Monterey County General Plan indicates a “low” potential for discovering archaeological resources within the Specific Plan area. However, areas higher up along San Lorenzo Creek are classified as “Moderate”, and areas along Loneoak Road, approximately two miles west of the project site, are identified as “High”.

The Mesa Del Rey Airport, a general aviation airport which is owned and operated by the City, is located over 2,000 feet northeast of the closest portion of the Downtown Addition Specific Plan Area. This airport has no control tower, one north-south runway, and has been estimated by the operator’s consultant Kimberly-Horn & Associates (10/06) to have approximately 22 flight operations per day (7,862 annual). The Downtown Addition is outside both the boundaries of the Airport Land Use Plan and the runway protection zone, but within the traffic pattern of the airport.

1.7.3 Residential Market Assessment

Overall, there is the long-term potential for a significant increase in new home development in the City of King, as population and employment growth will continue to fuel demand for housing in Salinas Valley. Moreover, the Highway 101 corridor through Monterey County, including King City, has seen increasing levels of development and appears to be poised in the long term to attract much of the residential growth for the region.

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1.7 Overview of Existing Conditions

According to the Association of Monterey Bay Area Governments (AMBAG), employment growth will be robust. In the central Salinas Valley, employment is forecasted to grow by 21 percent (5,100 new jobs) between 2005 and 2010. A significant portion of the new employment growth is expected to occur in Greenfield and King City. Specifically, King City employment is projected to increase by 16 percent, about 1,700 jobs, over that time period. The greatest employment growth is anticipated to occur in the industrial and farm sectors, which are lower-tier wage level jobs (2004 AMBAG Population, Housing Unit and Employment Forecasts). This projection continues current economic trends. According to the 2000 Census, median household income in King City (\$36,100) is substantially lower than in the County as a whole (\$48,305).

This employment growth in King City will result in increased residential demand in the City. AMBAG projects housing unit growth in King City from 2005 to 2015 will occur at a rate of 34 percent (1,096 units, or 219 units per year), double the countywide projected increase. In the nearby 400-unit Arboleda development, prior to the downturn in the real estate market sales averaged 10.9 units per month, or 131 units per year. These sales figures slightly exceed what the long-term projected annual average residential market demand for the King City area, which is approximately 100 units of medium to large single-family homes per year. It must be noted that the Arboleda development does not necessarily reflect the maximum demand potential in the area, since its market demand is based on its larger unit sizes and a higher price structure than normally found in the City of King.

Because of its location and demographic profile, and its smaller unit sizes, King City housing is priced lower than the County median. In 2005, 39.8 percent of resales in King City were under \$399,999 compared to seven percent countywide; 57.9 percent of resales in King City were between \$400,000 and \$599,999 compared to 41.5 percent countywide; and 2.3 percent of resales in King City were over \$600,000 compared to 51.5 percent countywide. These lower median resale prices are also reflective of the predominance of smaller single family homes in King City. Almost half (49 percent) of the houses are 1,400 square feet or smaller, and over three-quarters (76 percent) are 1,800 square or less in size. In general, the areas of the County that serve low to moderate income households are likely to continue to experience greater demand for housing.

While County growth and an overall shortage of ownership housing will continue to produce a demand for housing in the Salinas Valley, the character of demand could change.

Compact, mixed use, mixed income development which provides a full spectrum of housing opportunities is well matched to the market demand and has played a large role in the design of the Downtown Addition.

1.7.4 Commercial Market Assessment

The Downtown Addition Specific Plan area is neither visible nor readily accessible from Highway 101, the major regional traffic corridor, making it unsuitable for regional or destination retail. However, the site does have tremendous opportunity for local convenience retail, which generally relies on smaller purchases from nearby residents (e.g. convenience store, dry cleaners, and restaurants), and/or neighborhood retail. The following parameters for commercial development were taken into consideration in development of the Plan:

- The site's adjacency to the historic downtown;
- The level of housing development that will occur in the Downtown Addition and neighboring developments;
- Limited developable commercial sites in King City;
- First Street and Bitterwater Road and First and Broadway Streets are highly desirable locations for commercial development that serves not only the residents of the Downtown Addition, but also the entire City and outlying areas;
- Neighborhood retail typically has a major grocery or grocery/drug anchor and serves a larger trade area than local retail;
- The development of a larger neighborhood retail center needs to be phased with the maturation of the area market, which includes establishing a project identity for the Downtown Addition and additional residential development outside the existing city limits;
- The ability to meet an appropriate tenant mix.

While a concern has been identified that commercial development will draw business away from the historic downtown (Figure 1-12), in fact, the Downtown Addition's location is strategic to redevelopment of the downtown. A limited amount of attractive new retail just east of First Street has the potential to provide an "east anchor" for Broadway Street

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1.8 Land Use Goals, Policies and Programs

Figure 1-12: Historic Broadway Street Theater in King City



and increase through traffic, which will benefit the retailers in the Downtown by restoring some portion of the historic traffic volumes that were displaced when the 101 Freeway bypassed the Downtown retail core.

The Downtown Addition has been designed to take advantage of this opportunity to stimulate downtown activity and to limit the demand for new commercial development further away from downtown as new housing development proceeds to the east. It is believed that these strategies will help to solidify and strengthen the position of the downtown as the commercial and civic hub of the City.

1.8 Land Use Goals, Policies and Programs

Goal:	A desirable outcome or future condition toward which the City will work.
Policy:	A short statement intended to guide decision-making.
Program:	An implementation strategy with clearly defined responsibilities.

1.8.1 Goals

1. Create an attractive addition to the Downtown with authentic and recognizable architectural styles based on King City's heritage.
2. Establish an interconnected network of streets where people enjoy walking as an alternative to driving for many of their daily needs.
3. Connect the Downtown Addition with the rest of town, particularly the downtown, with streets that accommodate automobile traffic, but not at the expense of providing

high quality routes for pedestrians, bicyclists, and transit.

4. Establish a range of development intensities and land uses that provides a wide variety of housing and lifestyle choices within a pleasant walking distance.
5. Establish a model mixed-use and mixed-income neighborhood based on the principles of Smart Growth, Sustainable Development and Traditional Neighborhood Design.
6. Help revitalize the existing built environment and the economic climate of the surrounding areas by building upon and enhancing successful development patterns of the past.
7. Provide a range of open spaces that encourage and support informal social activity and recreation and reinforce the community's identity and connection to its natural and agricultural surroundings.
8. Conserve natural resources by building a compact and walkable mixed-use neighborhood that reduces automobile dependence, limits the development footprint, and protects and celebrates natural open space, particularly San Lorenzo Creek.

1.8.2 Policies

1. The Downtown Addition shall be scaled to the pedestrian, with many daily needs - such as shops, parks, and transit - within a short walk.
2. Commercial, mixed-use and live-work buildings in the Downtown Addition shall emphasize retail businesses and restaurants that attract foot traffic and rely on exposure to pedestrians. Ground floor retail shall be complemented by offices and residences on the upper floors.
3. The physical form of new investment in the Downtown Addition shall reflect that of the traditional California downtown fabric. New development shall avoid commercial strip and conventional suburban subdivision designs.
4. The Downtown Addition, particularly frontages along Broadway Street, shall provide a safe, attractive and pleasant environment for walking, sitting and shopping. Shops shall meet not only the daily needs of residents within walking distance, but also those of motorists on their daily commute.

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1.8 Land Use Goals, Policies and Programs

5. Retail and restaurant development in the Downtown Addition shall be focused along Broadway Street and the blocks surrounding Broadway Square to create a continuous line of ground floor active uses that complement existing and future uses in the downtown.
6. The City shall help create and maintain a specialty and convenience retail market niche in the Downtown Addition that creates a shopping destination that does not directly compete with existing businesses or the historic downtown.
7. Land use regulations for the Downtown Addition shall provide sufficient flexibility to take advantage of changing economic development opportunities.
8. Street trees shall be provided in the Downtown Addition to define and enhance the public ways and to provide pedestrians with shelter from wind, sun and vehicular traffic.
9. Property frontages - the public and private improvements between the curb and the building - shall be carefully designed to provide attractive streetscapes and pedestrian-oriented transitional spaces between the street and the building. This shall include:
 - a. Private frontages - front yard improvements - shall welcome the visitor or customer arriving on foot, and shall provide comfortable spaces for social interaction between residents, visitors, and neighbors;
 - b. Buildings shall generally be designed with public and semi-public rooms facing the street; and
 - c. Utilities, trash storage, and vehicular access and parking shall be located at the rear of the lot, accessed by alleys whenever possible.
10. First Street shall be enhanced as a central boulevard of the downtown and a primary gateway to the City from the south.
11. King City possesses a rich architectural heritage with fine examples of the pre-1940 tradition of building in Monterey County. This sense of authentic historic uniqueness shall be maintained.
12. The Downtown Addition shall provide a range of housing types that are well suited to the needs of a range of household sizes, types and income levels.
13. Affordable housing shall be encouraged and maintained.
14. New development shall:
 - a. Minimize risks to life and property in areas of high geologic, flood, and fire hazard;
 - b. Assure stability and structural integrity, and neither create nor contribute significantly to erosion, geologic instability, or destruction of the site or surrounding area;
 - c. Be consistent with requirements imposed by the County Air Pollution Control District or the State Air Resources Control Board as to each particular development; and
 - d. Minimize energy consumption and vehicle miles traveled.
15. New development and subsequent remodeling of buildings in the Downtown Addition shall be subject to the Regulating Code contained in this Specific Plan. This will ensure that private development and public improvements will be coordinated to make a public realm that is comfortable for strolling, bicycling, sitting, shopping, gathering, and playing.

1.8.3 Programs

1. Amend the General Plan and Zoning Ordinance to reflect the land use changes and related policies of this Specific Plan. Where necessary, new zoning districts and standards applicable to the Downtown Addition shall be created.
2. Establish a clear direction for the revitalization of Broadway Street and implement development standards and design guidelines to realize that vision. Consider starting a local Main Street Program in consultation with the National Trust for Historic Preservation.
3. Use redevelopment and other funding mechanisms to help revitalize the historic downtown and other portions of the City.
4. Identify sites for compact housing and commercial development and encourage new construction that will increase the number of people living in the downtown.
5. Work with property owners, the Chamber of Commerce and other organizations to develop strategies to jointly market the Historic Downtown and the Downtown Addition to prospective businesses and to promote tourism. Develop strategies that pursue complementary uses for the Historic Downtown and the Downtown Addition.