

COMMERCIAL (RETAIL SALES / SALES TAX REVENUE) WHITE PAPER

Propose

The Board of Supervisors and EDAC have identified retail sales tax leakage as one of the key components to regularity reform. In the Board of Supervisors Workshop, April 24, 2011, it was concluded that there is a limited number of commercial (retail) zoned lands that provide long term viability to resolve sales tax leakage, housing to job ratios, and the ability to expand moderate housing opportunities. Moreover, it was identified that the General Plan already calls for multiple zones. EDAC proposes the following General Plan changes and zoning ordinance changes.

Solution

1) Proposed General Plan Modifications:

a) *To be removed:*

Policy 2.2.5.8 - The Neighborhood Service zoning district shall be permitted in all residential designations within Community Regions, Rural Centers, Medium-Density and High-Density Residential Platted Lands. Uses within the Neighborhood Service Zone District should provide a direct service to the family and/or community and may include educational facilities, day care services, places of worship, lodges, community or group meeting centers, fire stations, libraries, other public facilities, recreational facilities, and commercial uses. Development proposals shall include applications for pre-designating and zoning lands Neighborhood Service Zone at a ratio of up to two acres per 40 units within a new residential subdivision.

b) *Modified as follows:*

Commercial (C): The purpose of this land use category is to provide a full range of commercial retail, office, and service uses to serve the residents, businesses, and visitors of El Dorado County. Mixed use development of commercial lands within Community Regions and Rural Centers which combine commercial and residential uses shall be permitted. ~~The residential component of the project shall only be implemented following or concurrent with the commercial component.~~ Commercially designated parcels shall not be developed with a residential use as the sole use of the parcel unless the residential use is either (1) a community care facility as described in goal HO-4 or (2) part of an approved mixed use development as allowed by Policy 2.1.1.3 and 2.1.2.5. Numerous zone districts shall be utilized to direct specific categories of commercial uses to the appropriate areas of the County. Except as provided in Policy 2.2.2.3, this designation is considered appropriate only within Community Regions and Rural Centers.

2) New Zoning Definitions – the need for more specific zoning areas is to maximize sales potential of scarce lands and to allow community areas to plan future development to enhance community identity.

Zoning	Description (Intent)
CR – Regional Commercial	To direct major retail projects and prevent the development of these defined areas into non-retail/sales tax generating uses.
CC- Community Commercial	To allow for commercial uses that encompass a larger neighborhood trade area defined as such uses as grocery stores, financial institutions, services and commercial sales that happen in a frequent manner (weekly +).
CN – Neighborhood Commercial	To define uses that are on limited areas (5 acres or less), that are both neighborhood oriented or rural in nature, such uses as garden offices , medical offices, day care, churches , convenience stores, cafés, coffee shops, and other neighborhood/rural uses servicing a small or less dense trade area. A mix of uses is encouraged, including residential and office.
CRR – Commercial Rural Region	Defined as uses similar to CN but shall include some heavy commercial uses consistent with surrounding character and limited by septic tanks. Will also support agriculture and tourism/recreational needs.
CH – Heavy Commercial	To create a buffer between industrial and retail uses and for heavy, intensive uses. The purposed to accommodate such uses as automotive repair, home improvement services and auto sales (for example).
CM – Main Street Commercial	To provide small “old town” type main street type areas, a zoning that accommodates the small shop owner, or small business owner the ability to conduct business and is really designed for a zoning in small blocks and parcels sizes.
CPO – Office Professional / Commercial	The CPO, Professional Office Commercial Zone is intended to promote and regulate the development of land suitable for professional, administrative, and business offices and offices mix with low to high intensity residential uses. It is

	<p>intended that this zone be utilized as a transition between residential areas and higher intensity commercial uses while providing adequate economic incentive for development of such office space. Retail sales shall be incidental to the primary office uses in this zone.</p>
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