

# REGIONAL COMMERCIAL POLICY

## ~ City Council Policy ~

### For new

### Regional Commercial Uses East of Highway 101

The City Council adopted the following development policy on September 21, 1992, regarding new commercial projects east of Highway 101:

- #1. *Require a fiscal analysis as part of the environmental review for all new commercial developments greater than five (5) acres east of U.S. 101.***
- #2. *Require all new commercial projects greater than (5) acres east of U.S. 101 to be zoned Planned Unit Development.***

The City Council amended this policy on September 16, 1996, by adding the following:

- #3. *In order to be deemed "regional" commercial, commercial development east of U.S. 101 shall exhibit one of the following three defining characteristics:***
  - A. *CUSTOMER BASE: The proposed regional commercial use shall draw their customer base from a larger geographical area than the local community. As determined under required traffic analysis, a  $\beta$ majority of customers shall be from outside the immediate area.***
  - B. *UNIQUENESS: The proposed regional commercial use shall have a unique product or service that can only be obtained from very limited sources. As determined under required traffic analysis, customers have to travel further to obtain the product or service. (e.g.: Camping World that caters to recreational vehicle accessories and service)***
  - C. *ATTRACTANTS: The proposed regional commercial use shall have a specific attractant. This may include "Big-Box" store competitive prices, accompanying recreational use [i.e.: movie complex, ice skating rink, roller hockey], service headquarters, or other regional entertainment as determined under required traffic analysis.***