

## **GPAC revisions to the Economic Prosperity, Natural and Cultural Resources and Potential Hazards**

Enclosed for your review are the revisions to the Economic Prosperity, Natural and Cultural Resources and Potential Hazards Elements, recommended at the October 14, 2015 GPAC meeting. They will be reviewed at the October 28, 2015 GPAC meeting. The GPAC should review that list and if any member of the committee finds a revision that they feel does not accurately reflect the direction given by the GPAC, they may raise it for resolution by the committee.

### **Economic Prosperity**

## **Introduction**

Gilroy has a rich history as an agricultural community and is widely recognized as the garlic capital of the world. The annual garlic festival is one of the most popular events in Northern California. Gilroy continues to be the home of major agricultural industries including Olam, Christopher [Ranch Farms](#), Syngenta, International Paper, Monterey [Gourmet Foods](#), and others. Gilroy is located at the cross roads between the Bay Area, the Central Coast and the Central Valley, an important strategic location for many industries. The City's retail base is extensive and serves as a visitor attraction in its own right. Gilroy Gardens Theme Park and local wineries contribute to local tourism. The Economic Prosperity Element contains goals, policies, and programs that aim to improve the balance between jobs and Gilroy's workforce, grow businesses within Gilroy, and attract new businesses and industries.

#### **EP 1.1 Workforce Housing**

Support the development of workforce housing to enable the [manufacturing](#) workforce to live in the community. [EDSP] [JPIGC](#)

#### **EP 4.1 Interagency Coordination**

Coordinate with and support the Gilroy Economic Development Corporation, Gilroy Downtown [Business Development](#) Association, Chamber of Commerce, [Gilroy Welcome Center](#), and other groups working to promote Gilroy's economic development. In particular, support and coordinate efforts targeted towards the further economic development of the Downtown area. [Existing GP, 3.F, modified]

[IGCJP](#)

#### **EP 5.1 [Downtown and Local-Serving Retail](#)**

Encourage the establishment and expansion of commercial businesses that increase local spending within Gilroy and provide needed goods and services to residents and businesses. [New Policy, Consultants] [MPSP](#)

**EP 5.5 Outlet Mall**

Promote the Gilroy Premium Outlets and other ~~as a~~ regional retail destination. [New Policy, Consultants] **MPSP**

**EP 6**

Attract visitors and provide them with the amenities and services to extend their stays and make their stay enjoyable. [New Goal, Consultants]

**EP 6.1 Tourism Promotion**

Coordinate with the Gilroy Welcome Center, Tourism Business Improvement District marketing program, and local winery association and other efforts to promote Gilroy's strengths and tourist attractions in regional and statewide media and consider how targeted national and international media can be used to expand tourism for all of Gilroy's attractions. [EDSP] **PI**

**EP 6.3 Attractions and Itineraries**

Encourage the development of additional attractions and, in coordination with the Gilroy Welcome Center, Tourism Business Improvement District marketing program, and local winery association and other efforts to ~~partner organizations,~~ identify linked itineraries to encourage visitors to see multiple locations such as downtown, wineries, culinary attractions, regional family attractions and cultural performances in the same visit. [EDSP, modified] **MPSP**

**EP 7**

Create a vibrant community that attracts visitors ~~residents~~ and businesses and ~~to~~ enhances the quality of life for residents. [New Goal, City staff]

**EP 8.3 Incompatible Uses**

Limit encroachment of incompatible uses, such as residential or assembly uses, in industrial areas so as to avoid ~~to~~ the imposition of additional operational restrictions and/or mitigation requirements on industrial users, particularly in general industrial areas and especially in the interior of general industrial areas. [New Policy, City staff]

**MPSP**

## **Natural and Cultural Resources**

### **NCR 1.1 Scenic Routes**

Maintain the scenic character and ecology of the hillsides ~~to the west~~ of the City when designing circulation facilities. Any roadways that must pass through hillside areas will be designed so as to preserve the ecological and scenic character of the hillsides, and high quality vistas. [Existing GP, 12.04, modified] **SO** **RDR**

### **NCR 1.12 Invasive Species**

Support efforts to eradicate non-native invasive species. [New Policy, GPAC] **SO** **RDR**

## **Potential Hazards**

### **EP 1.2 Public Information**

Provide information through the City's quarterly newsletter, **and through** local radio and television, the internet, social media and reverse 911 directories to educate the public on potential natural hazards and actions they can take to help minimize those hazards. [Existing GP, 25.N, modified] **PI**

### **EP 4.2 Roofing Requirements**

Require "Class A" fire-rated roofs on all new construction or reroofing in the following areas:

- west of Santa Teresa Boulevard, and south of Mantelli Drive
- west of Rancho Hills Drive.

In all other areas, "Class C" or better fire rated roofs shall be required for new construction and re-roofing. [Existing GP, 25.14, modified] **RDR**

### **EP 6.4 Maximum Permissible Noise Levels**

Ensure that outdoor and indoor noise levels are within the maximum permitted levels (See Table 1). Prohibit further development of sensitive uses in areas where the current or projected future noise levels exceed these standards and feasible mitigation is not available to reduce the noise level to meet the [Existing GP, 26.02, modified]

**RDR**

### **EP 6.5 Construction Noise Study**

Require proposed development projects subject to discretionary approval to assess potential construction noise impacts on nearby sensitive uses and to minimize impacts on those uses, to the extent feasible. [New Policy, Consultant] **RDR** **IGC**