



City of Arts & Innovation

City Council Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: NOVEMBER 28, 2017

FROM: COMMUNITY & ECONOMIC DEVELOPMENT WARD: 4
DEPARTMENT

**SUBJECT: PLANNING CASE P15-0856– BY RUDY CHAVEZ TO REZONE A VACANT 0.11-
ACRE PARCEL FROM R-1-7000 – SINGLE FAMILY RESIDENTIAL ZONE TO CR
– COMMERCIAL RETAIL ZONE – LOCATED AT 3320 MADISON STREET,
SITUATED ON THE SOUTHWEST CORNER OF MADISON STREET AND
RAILROAD AVENUE**

ISSUE:

Approve a proposal by Rudy Chavez to rezone a vacant 0.11-acre parcel from R-1-7000 – Single Family Residential Zone to CR – Commercial Retail Zone for the future development of a commercial use.

RECOMMENDATIONS:

That the City Council:

1. Determine that the proposed project is exempt from the provisions of the California Environmental Quality Act review pursuant to Section 15061(b)(3), as it can be seen with certainty there is no possibility the proposed rezone will have a significant effect on the environment;
2. Approve Planning Case P15-0856; and
3. Introduce and subsequently adopt the attached Ordinance amending the Zoning Map.

PLANNING COMMISSION RECOMMENDATION:

On October 5, 2017, the City Planning Commission recommended approval of Planning Case P15-0856 (Rezone), by a vote of 7 ayes, 0 noes and 0 abstentions, subject to staff's recommended conditions.

BACKGROUND:

The 5,004 square foot vacant parcel is approximately 40 feet wide and 121 feet deep and is located at the northwest corner of Madison Street and Railroad Avenue. Surrounding land uses

include a commercial use (Chavez Auto Parts), under the same ownership, immediately to the north, commercial uses (Home Depot shopping center) to the east across Madison Street, single family residences to the west, and vacant property to the south across Railroad Avenue.

DISCUSSION:

The proposed CR – Commercial Retail Zone is consistent with the existing General Plan Land Use Designation of C – Commercial, which provides for the development of retail, sales, service and office uses, consistent with the surrounding development pattern along Madison Street.

The applicant has submitted a Lot Line Consolidation application to the Public Works Department to combine the subject parcel and the existing commercially-zoned property to the north into a single parcel, as both parcels are under the same ownership.

The proposed CR Zone is appropriate for this site as it will allow future commercial development, consistent with the surrounding development pattern along Madison Street. Additionally, the proposed zoning will serve to implement Objectives and Policies of the General Plan for the Casa Blanca Neighborhood, aimed at encouraging commercial development along Madison Street.

FISCAL IMPACT:

There is no impact to the General Fund since all project costs are borne by the applicant.

Prepared by:	Rafael Guzman, Community & Economic Development Director
Certified as to availability of funds:	Adam Raymond, Chief Financial Officer/City Treasurer
Approved by:	Al Zelinka, FAICP, Assistant City Manager
Approved as to form:	Gary G. Geuss, City Attorney

Attachments:

1. City Planning Commission Recommended Conditions
2. City Planning Commission Report – October 5, 2017
3. City Planning Commission Minutes – October 5, 2017
4. Rezoning Ordinance
5. Presentation