



# CITY COUNCIL AGENDA REPORT



**DEPARTMENT** Community Development

**MEETING DATE** November 1, 2005

**PREPARED BY** Craig Jimenez, Senior Planner

**AGENDA LOCATION** \*I-6

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**TITLE** Set for Public Hearing on November 15, 2005, General Plan Amendment GPA2005-03/ZoneChange ZC2005-03 to Change the Land Use and Zoning Designation from Office/Research and Development/Light Manufacturing (O/RD/LM) to a Specific Plan designation at 700 South Myrtle Avenue by Woodford Investment, LLC/Barratt American, Applicants

**OBJECTIVE** Set November 15, 2005 as the date of the public hearing

**DISCUSSION** In the Urban Land Institute (ULI) study of the South Myrtle Avenue Corridor, one of their recommendations was that the future development of this area be planned in a comprehensive and detailed manner

For the "Barratt" project in the 700 block of South Myrtle Avenue, Staff determined that the specific plan would be the appropriate mechanism to incorporate the goals of the General Plan and the ULI Study into a comprehensive document to ensure appropriate development of the site. The development will require an amendment of the Land Use Element of the General Plan, a Zone Change, as well as the adoption of a Specific Plan.

The Planning Commission will review the proposal at a public hearing on November 9, 2005. At the close of the public hearing, the Commission will forward their recommendation to the City Council.

**RECOMMENDATION** Staff recommends setting November 15, 2005 as the date of the public hearing.

**COUNCIL ACTION REQUIRED** If the City Council concurs, the appropriate action would be a motion to set November 15, 2005 as the date of the public hearing.

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