

5. LAND USE PLAN

This section illustrates the proposed land development plan proposed for the Imperial Center Specific Plan.

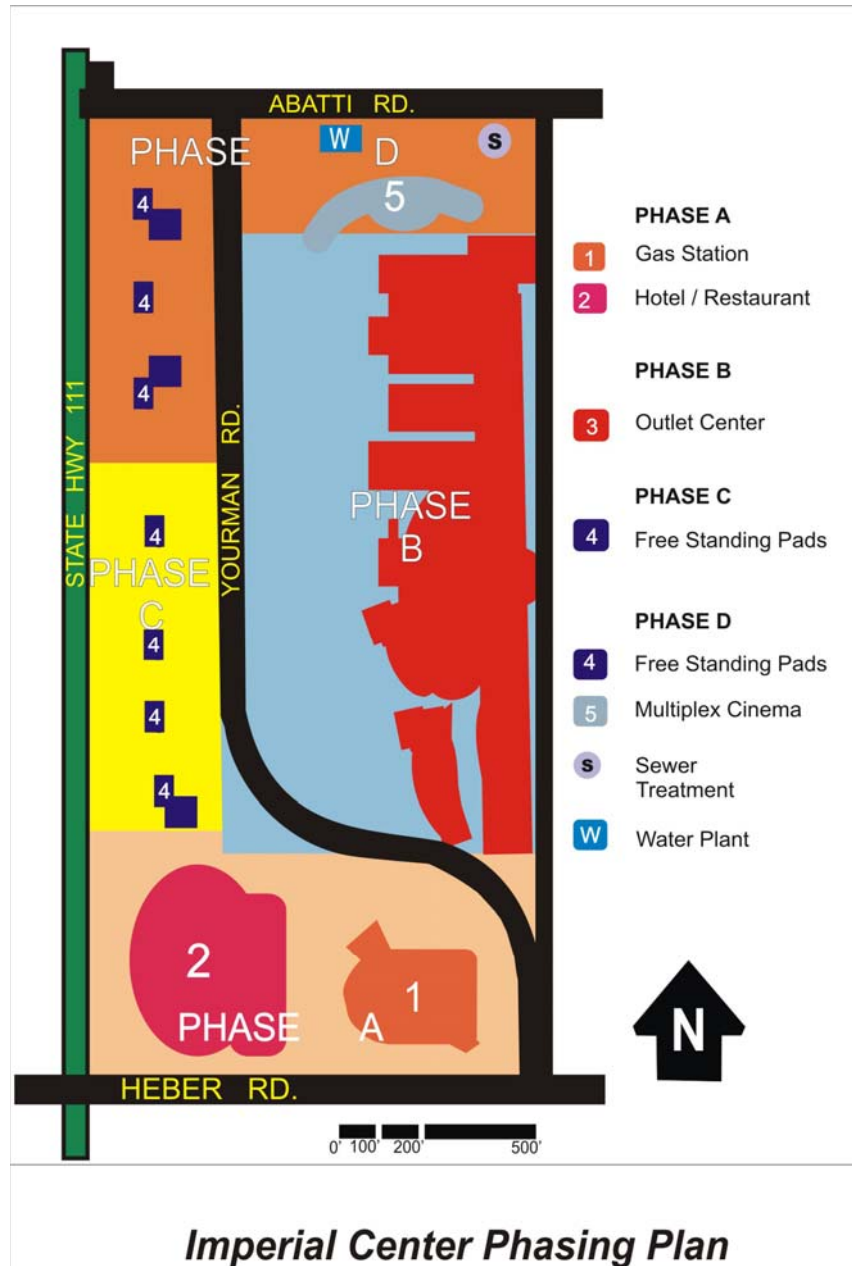


Figure 5-A Land Use Plan

This section of the *Imperial Center Specific Plan* will provide the proposed General Plan Designation, Zoning and Land Use for the Imperial Center. This plan includes specific land use policies and development requirements for the Specific Plan Area. This section will also provide an analysis of land use compatibility to surrounding activities. The following table summarizes the existing conditions of the project area mentioned earlier in this document, (Chapter 2).

GENERAL PLAN AND ZONING

The Imperial County General Plan identifies the project site as lying within the Heber Specific Plan Area. Following are the General Plan sections relating to this designation:

Heber Specific Plan Area

The Heber Specific Plan Area includes approximately 1,660 acres between the City of Calexico on the south, the railroad to the west, Corral Road to the north, and 1,320 feet east of Highway 111. The Heber Specific Plan Area is designed to allow for mixed-use development within the Heber Public Utility District due to its ability to offer urban level services.

Objectives

The Heber Specific Plan Area is intended to allow commercial, residential, industrial and other employment oriented development in a mixed use orientation.

The Specific Plan will be coordinated with both the City of El Centro, Calexico and any other affected agencies.

Public services will be provided concurrent with need.

Policies

The Specific Plan shall allow for a wide range of development opportunities, which can conform in a mixed-use setting.

The Specific Plan shall include architectural and landscape design guidelines, which assure sensitivity to the regional corridor of Highway 111.

The Specific Plan shall include public facilities financing plan outlining capital improvement needed for the project, feasible financing mechanisms, and timing for their construction. This includes sewer, water, and fire and police protection.

<i>Table 5-1 Project Land Use Compatibility</i>		
Imperial Center Project Area	Existing	Proposed
General Plan Designation	SPA (Heber Specific Plan Area)	SPA (Imperial Center Specific Plan Area)
Zoning	A2/SPA	Imperial Center Commercial Zone (IC CZ)
Land Use	Agricultural	Commercial

As can be seen above, the proposed Imperial Center is consistent with the Heber Specific Plan objectives and policies regarding commercial development.

Current Zoning

The project site is currently zoned with an A2-SPA, combined zone district. SPA indicates that it is within an area designated as a Specific Plan Area, the Heber Specific Plan Area.¹ The Imperial County Zoning Ordinance describes these zone districts as follows:

§ **90508.00 “A-2” ZONE (GENERAL AGRICULTURE)**

The purpose of the A-2 (General Agriculture), [40 Acre minimum] Zone is to designate areas that are suitable and intended primarily for agricultural uses (limited) and agricultural related compatible uses.

CONCEPTUAL SITE PLAN

The project plan is to subdivide the 77.64-acre agricultural parcel into thirteen commercial lots (See *Figure 5-C*). The subdivision breakdown is provided in *Table 5-1*.



Figure 5 – B
Water Element Concept Proposed for Imperial Center

Figure 5-C identifies the mixed commercial recreation, retail service and lodging proposed upon the 77.64 acre Imperial Center site. It is noteworthy to point out that the proposed uses are intended to be complimentary.

LAND USES

1. Permitted Land Uses

The Imperial Center Specific Plan will allow primarily for development of general commercial land uses within the Imperial Center Commercial Zone. The General Plan describes General Commercial as:



Figure 5 – C
Detailed Imperial Center Site Plan

General Commercial - Refers to commercial uses as described above <neighborhood commercial>, as well as larger retail outlets including regional centers, home improvement stores, business and construction support services, personal and business storage facilities, commercial recreation, health clubs and spas, medical, financial, and other professional offices and facilities, hotels and motels, automobile and equipment sales and services. Some of these uses may be restricted by location in certain zones, or by other limitations of implementing zoning. Agricultural and animal services may also be permitted subject to limitations of implementing zoning.

This plan is designed to be compatible with the above described commercial definition in addition to being flexible enough to permit various compatible commercial uses that are listed in table 5-2 & 5-3.

<i>Table 5-2 Proposed Land Use Summary</i>			
Lot	Land Use	Density	Acreage
1	Gas Station/Convenient Store	N/a	6.16
2	Commercial	N/a	33.3
3	Commercial	N/a	4.15
3A	Interim Waste Water	N/a	1.05
4	Hotel / Restaurant	N/a	5.58
5	Commercial	N/a	3.38
6	Commercial	N/a	2.42
7	Commercial	N/a	2.33
8	Commercial	N/a	2.01
9	Commercial	N/a	1.75
10	Commercial	N/a	2.01
11	Commercial	N/a	2.01
12	Commercial	N/a	1.75
13	Commercial	N/a	1.93
Streets	N/A		7.81
Total Acres			77.64

The primary land use in the Imperial Center Specific Plan is for commercial uses. The following table identifies the scope of commercial uses that are permitted within the Imperial Center Commercial Zone:

*Table 5-3
Imperial Center Permitted Uses*

- Animal grooming and pet supplies
- Small Scale Indoor animal kennel or boarding facility
- Auditoriums (public)
- Auto rental
- Auto service or repair
- Auto tire sales/service
- Auto wash
- Automobile sales (new)
- Automobile sales (used)
- Bars, taverns, cocktail lounge
- Public/Private Bus depot
- Convenience market w/gas station
- Drive-in restaurant
- Retail drug and pharmaceutical
- Farmers Market
- Feed stores (retail and wholesale)
- Fire/police station
- Food store
- Gardening and landscape supply store
- Gift and card
- Health club/Gymnasium
- Hotel/Motel
- Hospital
- Ice vending
- Liquor store
- Miniature golf course
- Movie theater

*Table 5-3
Imperial Center Permitted Uses*

- ❑ Post office
- ❑ Public agency or utility
- ❑ Real estate office
- ❑ Regional Shopping Center
- ❑ Research and development office
- ❑ Residence incidental to primary use (i.e. caretakers residence, owners residence, security guards residence)
- ❑ Restaurants, cafe, coffee shop
- ❑ Skating rink
- ❑ Specialized stores/Outlet Center
- ❑ Travel agency
- ❑ Truck fuel without repairs
- ❑ Variety stores
- ❑ Veterinary clinic/hospital
- ❑ Utility substations
- ❑ Waste water treatment plants
- ❑ Water purification plants
- ❑ Water treatment plants

The following uses, (*Table 5-4*) are recognized as appropriate and permitted in the Imperial Center Specific Plan Area in accordance with the standards and procedures contained in the Imperial County Land Use Ordinance. The uses listed in Table 5-4 are currently not proposed uses for the Specific Plan Area.

It is the intent of this Specific Plan to conditionally allow for the uses in the case that changes in market conditions change leading to changes in the proposed uses. This Specific Plan is expected to be implemented throughout many years. Market conditions and economic demands frequently change over the time period in which the Specific Plan will be implemented. Therefore, the Specific Plan is designed to be able to react to those changes and implement the Specific Plan successfully.

*Table 5-4
Uses Permitted by Conditional Use Permit Only*

- ❑ Circus or carnival
- ❑ Amusement park – Water Park
- ❑ College or university
- ❑ Communications/equipment buildings
- ❑ Large Outdoor animal kennel or boarding facility
- ❑ Court House
- ❑ Golf course
- ❑ Heliport
- ❑ Outdoor storage of RV's, campers, truck trailers, and cargo containers
- ❑ Radio/television/Cellular or commercial communication facilities
- ❑ Recreational vehicle park
- ❑ Trade fair and exhibits

2. Temporary Uses:

Table II.3.8-1 is a list of temporary uses and applicable restrictions. All temporary uses are subject to Administrative Review by the Director of Planning and Building.

All Temporary uses shall be subject to the issuance of Temporary Use Permit by the Director of Planning and Building (or conditional Use Permit as noted) and other necessary permits and licenses, including but not limited to building permits, sign permits and solicitor or vending licenses. In the issuance of such a permit, the Director of Planning and Building shall indicate the permitted hours of operation and any other conditions such as walls, fences or lighting, which are deemed necessary to reduce possible detrimental effects to surrounding developments and to protect the public health, safety and welfare. Prior to the issuance of a permit for a temporary use, a cash deposit may be required to be deposited by the County. The County shall use this cash deposit to defray the costs of property cleanup, in the event the permittee fails to do the same.

Upon written application, the Director of Planning and Building may extend the time within which temporary uses may be operated, or may modify the limitations under which such uses may be conducted if the Director of Planning and Building determines that such extension or modification is in accord with the purposes of the regulations.

Each site occupied by a temporary use shall be left free of debris, litter, or any other evidence of the temporary use upon completion of removal of the use, and shall thereafter be used only in accord with the provisions of the zoning regulations.

The application for temporary use shall be accompanied by a fee established by the County's Master Fee Schedule to cover the cost of processing the application prescribed in this section. The approving authority may waive this fee for charitable groups that do not need any public services.

Table 5-5 Uses Permitted by Temporary Use Permit Only	
□	Agricultural and animal husbandry activity or project (4-H, FFA, or similar) conducted for educational purposed or school credit. A permit may be granted in any district when the Director of Planning and Building determines that such use will not cause a public nuisance relative to sanitation and health conditions.
□	Agricultural products retail sales (fruit and vegetable stands) no more than twice per calendar week. A third day will be allowed in cases of official County of Imperial holidays.
□	Circuses, rodeos, parades or similar outdoor entertainment or enterprises, subject to not more than five (5) days calendar days of operation in any calendar year. Requests exceeding these limitations will require the submittal and approval of a Conditional Use Permit.
□	Christmas tree sales lots, Halloween pumpkin sales, and other holiday sales subject to not more than forty (40) calendar days of site occupation and operation in any calendar year.

Table 5-5
Uses Permitted by Temporary Use Permit Only

<p>□ Contractors' offices and storage yards on the site of an active construction site.</p>
<p>□ Mobile home residences for security purposes on the site of an active construction project.</p>
<p>□ Mobile trailer units properly designed for temporary classrooms, offices, banks, etc., for periods not to exceed ninety (90) days subject to Administrative Review. Requests for such uses of more than ninety days shall require approval of a Conditional use Permit by the Planning Commission. Such units shall meet all necessary requirements of building, fire and health codes.</p>
<p>□ Outdoor art and craft shows and exhibits, subject to not more than three (3) calendar days of operation or exhibition in any sixty (60) day calendar period.</p>
<p>□ Recycling drop-off bins sponsored by charitable institutions or schools for recycling of cans, newspapers or similar items, or for drop-off of clothes and small items. The bins shall be located, either behind buildings, or in the parking lots of businesses or other public or semi-public property on a temporary basis when written permission is granted by the property or business owner. When located in parking lots, the bins must be screened from view from the street. Said bins shall be kept in a neat and orderly manner. The bins may be left on the premises for a maximum of two days per calendar week. A third day will be allowed in cases of official County of Imperial holidays. Permission must be granted from the Imperial County Department of Planning and Development Services.</p>
<p>□ Additional uses determined to be similar to the foregoing in the manner prescribed by these regulations.</p>
<p>□ Septic Tank and Leech Field may be provided temporarily, as permitted by Imperial County Department of Health Services, until permanent utilities are able to be provided. More information regarding the septic tank and leech field is provided in Chapter 8, Infrastructure Plan.</p>
<p>□ All agriculture (farming) uses in the A-2 Zone as listed under 90509.01 will be allowed temporarily until the Imperial Center can be fully built out. There will be a 200 foot buffer between agriculture and other land uses were appropriate</p>

3. Prohibited Uses:

Any use that is not listed in Table 5-2 and 5-3.

DEVELOPMENT STANDARDS

At build-out, the Imperial Center will provide a broad range of unique commercial uses, such as specialty, wholesale and retail. As envisioned, the Center will provide an architecturally inviting community atmosphere for both residents and visitors.

The following are development standards to guide development of the Imperial Center:

1. Yards & Setbacks

The following yard and setback requirements apply to all development within the Imperial Center.

a. Front Yard-

Outlet Mall: There is no requirement for setbacks for the outlet mall. The buildings may be placed in close vicinity to the property line in an effort to capture a sought after environment. For example, retail establishments within a "Mainstreet" environment are minimally setback from the sidewalk in order for patrons to enjoy the pedestrian atmosphere of window shopping.

Any structure built on the property line shall provide a four hour fire wall to meet Fire Code requirements. In addition to the four hour fire wall, buildings that abut one another will have a five foot side yard setback.

- Free Standing Retail: Free standing retail within the project, the pads along Hwy 111 for example, shall have a twenty (20) foot front yard setback.

b. Side Yard –

Outlet Mall: There is no side yard setback requirement for the buildings associated with a complex of buildings or a site plan that attempts to create a “Mainstreet” environment.

- Free Standing Retail: Free standing retail within the project, the pads along Hwy 111 for example, shall have a ten (10) foot side yard setback.

c. Rear Yard - Shall be a rear yard of not less than 20 feet, except that no rear yard shall be required in the event that a public alley exists and is adequate size to accommodate large commercial vehicles for the loading and unloading of products to the site.

d. Minimum Lot Dimensions -

Area: 20,000 SF

Street Frontage: 50 feet

Width: 75 feet

Depth: 75 feet

e. Maximum Building Coverage

40 Percent

2. Height

Buildings, and/or structures shall not exceed 60 (sixty) feet, whichever is less.

3. Minimum Distance Between Structures

There is no minimum distance between structures within a single lot.

4. Parking

The following table (5-5) provides guidelines for parking facilities at the Imperial Center.

Use	Parking Ratio
1. Outlet / Specialty Shops	1 space per 1,000 square feet of storage area, plus one space per 250 square feet.
2. Wholesale Outlet/Specialized Stores	1 space per 1,000 square feet of storage area, plus one space per 250 square feet.
3. Restaurants	1 space per 100 square feet
4. Fast food restaurants, cafes, coffee shops, bars, and taverns (except drive-thru)	1 space per 75 square feet.
5. Movie theatre or auditorium	1 space per two seats.
6. Hotel	1 space per room, plus 2 spaces for a manager's unit, plus one space for every 1,000 square feet.

*Table 5-6
Imperial Center Parking Requirements*

Use	Parking Ratio
7. Service station, auto repair and tire sales	1 space per 300 square feet
8. Barber and beauty shops	1 space per 100 square feet
9. Business facility, professional offices and General Retail	1 space per 250 square feet
10. Furniture Store	1 space per 500 square feet
11. Nursery	1 space per 250 square feet of indoor display and 1 space per 2000 square feet of outdoor sales area.
12. Automobile sales	1 space per 10,000 square feet of sales area plus 1 space per 250 square feet of office area.

a. Parking Area Design

All parking spaces shall be a minimum of nine feet (9') in width and twenty feet (20') in length. Handicapped automobile parking spaces shall comply with the requirements of Chapter 2-71, title 24, California Code of Regulations.

b. Commercial Buses, Recreational Vehicle, and Semi-truck Parking:

If necessary, Nine feet by forty feet spaces can be provided.

c. Public Bus:

A minimum two-bus length transit stop with appropriate facilities shall be provided. Covered seating and trash receptacles shall be provided per stop.

c. Handicapped Parking

All handicapped parking spaces and access areas between handicapped parking spaces and primary entrances of associated buildings or facilities shall be surfaced in a manner to facilitate wheel chair use.

e. Parking Area Standards

Off-street parking areas will be designed to County Standards.

f. Off-Street Loading Facilities

1. Buildings shall be designed with the loading areas primarily located to the side and rear of the building.

2. Loading areas shall be designed to provide for backing and maneuvering onsite and not from public streets.

3. Loading docks shall not encroach into building setbacks.

4. All loading areas fronting a public street shall be screened from view by any one or combination of the following:

5. All loading areas fronting a public street shall be screened from view by any one or combination of the following:

i) Screen walls (similar in design and materials to main building)

ii) Building/walls extensions

iii) Ornamental landscaping adequate to serve intended

purpose.

5. Trash Enclosures

All open outside storage of trash is prohibited in the "Imperial Center". Trash containers must be shielded from view. If the area is outside, it must be screened by masonry wall not less than 6 feet in height, and have opaque gates.

6. Outdoor Storage

Outdoor storage is permitted; however all storage areas viewed from a public street shall be screening shall consist of a wall similar in design and in material to the adjacent building and/or ornamental landscaping adequate to serve the intended purpose.

Location of outdoor storage areas must be shown on the development site plan.

Adjacent Land Use Compatibility

The Imperial Center Specific Plan should be compatible with existing and planned land uses surrounding the site. All access will be provided from abutting roadways. The current surrounding land uses include Agricultural and transportation facilities to the north, west, east and south of the project area (County of Imperial). Adjacent land uses and their compatibility are described below.

1. Agriculture

Typically, new development placed contiguous to agricultural land uses creates some major conflicts.

The conflicts arise from both the agricultural community fearing restrictions being placed on their operational aspects, which do quite often become reality. On the other side, the urban users, many of whom are not that familiar with the nature of agricultural operations, complain about dust, noise, odor, and traffic due to large equipment and aerial applications of pesticide and herbicide.

In this case however there is a significant separation between the eastern boundary of the project site and the western boundary of the adjacent agricultural field. The Alder Drain, a wall, and associated IID dirt roads provide a buffer of 60 to 75 feet. There will also be a significant amount of space as buffer that will be used for the truck loading area behind the Outlet Mall. The specific distance will be determined when the site plan is completed.

2. **Residential** – There are no adjacent Residential areas near project area. “The project will include appropriate Landscaping and mitigation measures to ensure compatibility to future residential projects.”
3. **Commercial** – A large scale freight truck storage facility is located across Heber Road, directly to the south of the project site. The truck facility is on land which is partly zoned for commercial and partly zoned for industrial. Our project and the truck storage facility are buffered by a 126’ right of way for Heber Road.
4. **Industrial** – A large scale freight truck storage facility is located across Heber Road, directly to the south of the project site. The truck facility is on land which is partly zoned for commercial and partly zoned for industrial. Our project and the truck storage facility are buffered by a 126’ right of way for Heber Road.
5. **Open Space/Parks** – Agricultural is considered open space, therefore the project will mitigate any impacts to agricultural uses.

6. **Schools** – There are no schools adjacent to agricultural
7. **Airport** – There are no immediate airport facilities to the project area.