

Objective. Grow a pattern of activity centers that meet the daily needs of the community and visitors and with a variety of retail goods, food, and services that are convenient, safe, accessible, and affordable to all.



LU-3a **Commercial use classifications.** The following land-use plan categories are applicable to commercial lands. Table LU-4 defines permitted uses, densities, lot sizes, and coverages for each classification. Large scale retail uses shall require a use permit due to evaluate:

- Potential impact on existing and projected traffic conditions.
- Impact on municipal utilities and services.
- Impact on the physical and ecological characteristics of the site and surrounding area.
- Impact on the community.

Commercial – Central [C-C]. This designation covers most of the nineteen square blocks surrounding the Plaza and includes retail, professional office, civic, hotel, theater, residential, and similar uses. The Central-Commercial Area forms the center of the City and is designed to be a high density, pedestrian-oriented activity area, with shops and services, banks, offices, restaurants, and entertainment supporting a variety of day and night activities. The Commercial-Central Zone will continue to have no upper density limit.

TABLE LU-3 COMMERCIAL LAND USE CLASSIFICATIONS

ALLOWABLE USES	C-C	C-G	C-M
SALES OF GOODS & SERVICES			
General retail sales and services	X	X	X
Food retail sales and services	X	X	X
Specialty retail sales and services	X	X	X
Personal service establishments	X	X	X
Shopping centers	X	X	X
High-impact retail commercial uses	X	X	
Wholesale trade and warehousing		X	
Transient lodging	X	X	X
Travel trailer [RV] park		X	
MOTOR VEHICLE RELATED SALES & SERVICE			
Motor vehicle sales and rentals		X	
Motor vehicles services		X	
Gas sales		X	
RESTAURANTS, BARS, TAVERNS AND PUBS	X	X	X
NIGHTCLUBS	X	X	
COMMERCIAL RECREATION / ENTERTAINMENT			
Indoor recreation services	X	X	X

ALLOWABLE USES	C-C	C-G	C-M
Outdoor recreation uses and services		X	
Theaters	X	X	X
BUSINESS AND PROFESSIONAL OFFICES			
Offices designed to serve customer traffic	X	X	X
Offices designed to attract little customer traffic	X	X	X
Health services	X	X	X
EDUCATIONAL, CULTURAL & RELIGIOUS USES			
Libraries, museums, art galleries, and similar uses	X	X	X
Mortuaries and funeral homes		X	
PUBLIC & SEMI-PUBLIC USES			
Government administrative offices	X	X	X
Post offices	X	X	X
RESIDENTIAL			
Multi-family residential	X	X	X
URBAN AGRICULTURE		X	X

Commercial – General [C-G]. This designation provides the full range of retail, entertainment, and service commercial uses primarily in Valley West. C-G development must provide convenient access for patrons arriving by bicycle, public transit, motor vehicle, or on foot. C-G areas are intended to have convenient access from residential areas in order to provide for day-to-day shopping and service needs. Residential densities allow up to 50 units per acre, but commercial uses shall constitute a predominant use of the first floor.

Commercial – Mixed Use [C-M]. This land use designation allows high-density infill development with a high degree of flexibility around uses. This land use designation is applied to parcels suitable for infill development, redevelopment, and densification. Residential densities allow up to 50 units per acre.

LU-3c **Northtown Commercial Mixed Use Area.** The continuation of mixed commercial and residential uses in the Northtown area should be encouraged; including allowing redevelopment to maximize housing opportunities at up to 50 units per acre.

LU-3e **Primary residential uses in Commercial – Central [C-C].** To maximize housing opportunities, residential uses are allowed as the primary use on vacant sites designated C-C.

POLICY LU-4 INDUSTRIAL LAND USE

Objective. Provide for a variety of industrial uses that will retain and generate living-wage