

ELEMENT III

Land Use and Community Development

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III. Land Use and Community Development

Land Use

The Town of Loomis is characterized by a village-style con containing a historical, small-scale downtown, surrounded by medium-density housing and some light industry, with much lower density rural residential areas beyond. The land use goals and policies of the General Plan are all oriented toward maintaining this historical arrangement of land uses, because the Town recognizes the importance of the land use pattern in determining community character. Higher-intensity uses are intended to be concentrated adjacent to the downtown, along Taylor Road, and adjacent to interstate 80 (I-80), with the land uses in surrounding areas becoming progressively less intense (and with lower residential densities) as the distance from the "core" increases. This arrangement of land uses within the Town is known in Loomis as the "core concept."

This section on land use describes how the General Plan divides Loomis into areas designated for different types of land use, reviews the areas where the land use designations have been changed from the 1987 General Plan, and lists the Town's goals and policies for each type of land use.

A. Land Use Designations

Given that the Land Use Element is intended to designate the general distribution and intensity of land uses, including housing, business, industry, open space, education, public buildings, and others, the Land Use Diagram (Figure 3-1) divides Loomis into a series of residential and non-residential land use designations. These different land use designations identify the locations in the Town where specific types of land uses may occur. While the land use designations are implemented (carried out on a day-to-day basis) by the specific rules provided for each zoning district in the Zoning Ordinance, the General Plan provides the overall parameters of density and intensity, and a description of the general types of land uses appropriate in each designation. The land use designations used in this General Plan are derived from those in the Town's 1987 General Plan, as amended, and the 1992 *Town Center Master Plan*, with some changes.

The following descriptions of land use designations use the terms "density" and "intensity." Density refers to the number of residential units normally allowed per gross acre of land (prior to dedications for streets and other improvements). The density range listed for each land use designation is its "base density." On any particular property, the maximum base density may be exceeded if a proposed development receives the density bonus required by State law for affordable housing projects, or if the property qualifies for, and is developed with a second unit (see the General Plan policies for second residential units on page 36).

The "intensity" of a land use is expressed in two ways - the type of land use itself, and building mass- both of which are described broadly in the description of each land use designation. Both are also regulated specifically by the Town's Zoning Ordinance. The types of land uses allowed in each designation are described in general terms, because the Zoning Ordinance is intended to provide detailed lists of the specific allowable land uses within the general categories provided here. In all cases where this discussion speaks of the primary land uses that are appropriate in each designation, it is expected that the Zoning Ordinance may also allow additional land uses that are related to the primary uses and compatible with them.

Residential Designations

Residential Agricultural. Almost 2,500 acres of the nearly 4,300 acres in Loomis are designated Residential Agricultural, in two primary areas: the western-most portions of the Town, north of I-80, and approximately 80 percent of the land area in the Town south of I-80. This land use designation is key in maintaining the rural character of Loomis, and is appropriate for agricultural uses such as orchards, nurseries and vineyards, cattle grazing, and very low density residential uses. Proposed development and agricultural uses should maintain existing natural vegetation and topography to the maximum extent feasible.

The maximum density in this designation is 4.6 acres per dwelling unit, and 4.6 acres is also the minimum parcel size for proposed subdivisions. Building heights are limited to two stories or 35 feet, and structural development shall not exceed 20 percent of lot coverage. (The Zoning Ordinance may provide for greater coverage on existing legal nonconforming parcels that are significantly smaller than the 4.6-acre minimum.)

Residential Estate. Approximately 475 acres are designated in the Residential Estate land use designation, located in four separate areas: at the northeastern edge of Town; along both sides of Bankhead Road from just north of I-80 to north of Saunders Avenue; south of Brace Road and southeasterly of I-80; and immediately northeast of the intersection of Barton and Rocklin Roads. Like the Rural Agricultural land use designation, appropriate land uses include agricultural uses such as orchards and vineyards, cattle grazing, and very low density residential uses. Proposed development and agricultural uses should maintain existing natural vegetation and topography to the maximum extent feasible.

The maximum density in this designation is 2.3 acres per dwelling unit, and 2.3 acres is also the minimum parcel size for proposed subdivisions. Building heights are limited to two stories or 35 feet, and structural development shall not exceed 20 percent of lot coverage. (The Zoning Ordinance may provide for greater coverage on existing legal nonconforming parcels that are significantly smaller than the 2.3-acre minimum.)

Rural Residential. The Rural Residential designation comprises approximately 278 acres, and is located in five areas: along King Road around its intersection with Bankhead; in a larger area along Saunders Road northwesterly of the railroad right-of-way; in a small area on the south side of Brace Road a short distance east of I-80; the St. Francis Woods subdivision south of Rocklin Road at the western Town Boundary; and at the north central area of the Town along Humphrey Road. Agricultural uses are also appropriate on these parcels, although the keeping of large animals should occur only on parcels of one acre or larger. As in the other lowest-density residential designations, proposed development and agricultural uses should maintain existing natural vegetation and topography to the maximum extent feasible.

Residential uses are limited to a maximum density of one dwelling unit per acre, and one acre is also the minimum parcel size for proposed subdivisions. Building heights are limited to two stories or 35 feet, and structural development shall not exceed 20 percent of lot coverage.

Residential - Low Density. This land use designation is applied to 12 acres in two areas: an existing, built-out single-family neighborhood along Mareta Lane, and to several larger parcels on the north side of King Road between Taylor Road and I-80. This designation is intended for single-family homes, and related, compatible uses.

Residential uses are limited to a maximum density of one dwelling unit per one-half acre, and one-half acre is also the minimum parcel size for proposed subdivisions. Building heights are limited to two stories or 35 feet, and structural development shall not exceed 40 percent of lot coverage.

Residential - Medium Density. This single-family residential land use designation is applied to approximately 330 acres, including: the Sunrise Loomis neighborhood and adjacent areas on the west side of Humphrey Road and south of King Road; two areas on the north and south sides of King Road between Taylor Road and I-80; and an area on the north and south sides of Brace Road between Sierra College Boulevard and I-80.

This land use designation may accommodate residential use at densities ranging from two to six dwelling units per acre, with the appropriate minimum parcel size for proposed subdivisions determined by the Zoning Ordinance. Building heights are limited to two stories or 30 feet, and structural development shall not exceed 50 percent of lot coverage.

Residential - Medium-High Density. These residential areas encompass approximately 94 acres in two locations adjacent to the downtown core, and are intended to accommodate smaller lot single-family residential development, and lower density multi-family development including duplexes.

This land use designation may accommodate residential use at densities ranging from six to 10 dwelling units per acre, with the appropriate minimum parcel size for proposed subdivisions determined by the Zoning Ordinance. Building heights are limited to two stories or 30 feet, and structural development shall not exceed 60 percent of lot coverage.

Residential - High Density. This multi-family residential designation is applied to a single area on the south side of Brace Road, east of Sierra College Boulevard. Residential use may be approved at densities ranging from 10 to 15 dwelling units per acre, with the appropriate minimum parcel size for proposed subdivisions determined by the Zoning Ordinance. Building heights are limited to two stories or 30 feet, and structural development shall not exceed 60 percent of lot coverage.

Commercial and Other Designations

Office and Professional. The Office and Professional designation encompasses approximately 24 acres in three locations: on the south side of King Road west of Swetzer Rd.; on the north side of King Road east of Taylor Road; and on the north and south sides of King Road at I-80. This designation is intended for general business offices, professional and medical offices. Real estate and financial offices, and other similar uses may also be allowed. Residential uses may be allowed as part of mixed use structures. Building heights are generally limited to two stories or 30 feet, and structural development shall not exceed 35 percent of lot coverage. The density of residential uses in mixed use projects may range from two-to-10 dwellings per acre.

General Commercial. This designation is intended mainly for retail and service commercial uses located outside of the downtown core, that primarily serve local residents and businesses. Areas within this land use designation may also accommodate residential uses as part of mixed-use structures or site development, where provided by the policies for specific areas beginning on page 39 (Section G. of this Land Use Element). The areas within this land use designation are located along Taylor Road, on Sierra College Boulevard extending from I-80 to Taylor Road, and along I-80 from Horseshoe Bar Road to King Road. Building heights are limited to two stories or 35 feet, and structural development shall not exceed a lot coverage of 50 percent. The density of residential uses may range from two-to-10 dwellings per acre, where allowed by the policies for specific areas.

Town Center Commercial. This designation is applied to approximately 39 acres along Taylor and Horseshoe Bar Roads to the area identified as the "Downtown Core" by the *Loomis Town Center Master Plan* prepared in 1992. According to the master plan, "The Downtown Core describes an area where a variety of higher intensity uses are encouraged..." "Commercial uses along Taylor Road within the Downtown Core should evolve into specialty retail shopping district that will serve both residents and visitors. The Core should capitalize on its historic character, its existing fresh produce activities, its potential commuter rail stop, and its proximity to large numbers of residents and employees." The Town Center Commercial designation is intended to accommodate a mixture of land uses, with primarily retail commercial and office uses on the ground floors of commercial structures, and residential units allowed on second or third floors. The density of these mixed-use residential units should not exceed 15 dwelling units per acre. Building heights are limited to three stories or 35 feet. Site coverage may range from 35 percent to a maximum of 100 percent, and the allowable floor area ratio (FAR) may range from 0.35 to 1.60, with a FAR greater than 0.50 allowed only where parking is approved by the Town to be either in parking structures that do not detract from the intended pedestrian orientation of the Downtown Core, or in public parking lots or other approved off-site locations.

Tourist/Destination Commercial. This is one of three new land use designations developed for this General Plan update, and it is applied to approximately 117 contiguous acres in multiple ownerships along the southeasterly side of I-80 from Brace Road on the southwest to the Town boundary on the northeast and bounded by Secret Ravine on the southeast. This land use designation is intended to accommodate a mixture of office/business park, retail commercial, lodging, conference center and other traveler-serving uses, local-serving entertainment uses, and residential uses as part of mixed-use structures.

Building heights are limited to three stories, not to exceed 45 feet, provided that any height over 35 feet shall require Fire Department approval. Within this area, site coverage may range from 35 percent to a maximum of 50 percent. The density of residential uses within mixed-use projects may range from two to 10 dwellings per acre.

Business Park. This is also a new land use designation developed for this General Plan update, and it is applied to approximately 35 acres in single ownership along the northerly edge of the Union Pacific Railroad right-of-way, northeasterly of Sierra College Boulevard. This site will eventually be bounded along its southeasterly edge by the extension of Swetzer Road to Sierra College Boulevard. The property along the extension of Swetzer Road is also subject to special policies which define its development potential, and provide standards for the design of potential development projects. These policies can be found on page 39.

As applied to specific properties by this General Plan and as may be applied to additional properties through later amendments, this land use designation is intended for "headquarters" office-type and high technology uses in campus-like settings (buildings of similar or compatible architecture with shared circulation and parking, with substantial setbacks from streets and other property boundaries) with extensive landscaping throughout. Building heights are limited to two stories or 30 feet. Within this area, site coverage may range from 35 percent to a maximum of 50 percent.

Limited Industrial. This is another new land use designation developed for this General Plan update, and is applied to approximately 36 acres along the west side of Swetzer Road north of King Road. The purpose of the designation is to provide locations for light industrial uses that can operate near residential uses without adversely affecting residents. Appropriate light industrial uses will:

- Have no outdoor activity or storage areas adjacent to residential uses, other than employee and client/customer parking, and screened storage areas with no noise-producing activities;
- Locate no loading or delivery areas adjacent to residential uses; and
- Operate only during normal weekday business hours unless site planning provides for buffer areas adjacent to residential uses.

Most of the parcels within this designation are presently either built-out, or occupied by storage yards. This designation is intended to provide for the evolution of the area over time, to industrial uses that are more compatible with the adjacent residential area.

Building heights are limited to two stories up to 30 feet, except that one story or 25 feet is required within 100 feet of an adjacent residential zoning district. Site coverage may range from 35 percent for office-type uses to a maximum of 40 percent for warehouse-type uses.

Light Industry. The Light Industry land use designation is applied to approximately 110 acres along both sides of Rippey Road, from King Road to the north Town boundary. This designation is intended for the manufacturing, production, storage, or sale of consumer goods and services, and for heavy commercial uses that involve outdoor activity or storage areas. Research and development offices, start-up businesses, warehouses, manufacturing plants, and other similar types of uses and supporting uses may be allowed. This designation is not intended for heavy industrial uses, such as chemical plants. Building heights are limited to two stories or 35 feet, and site coverage shall not exceed 50 percent

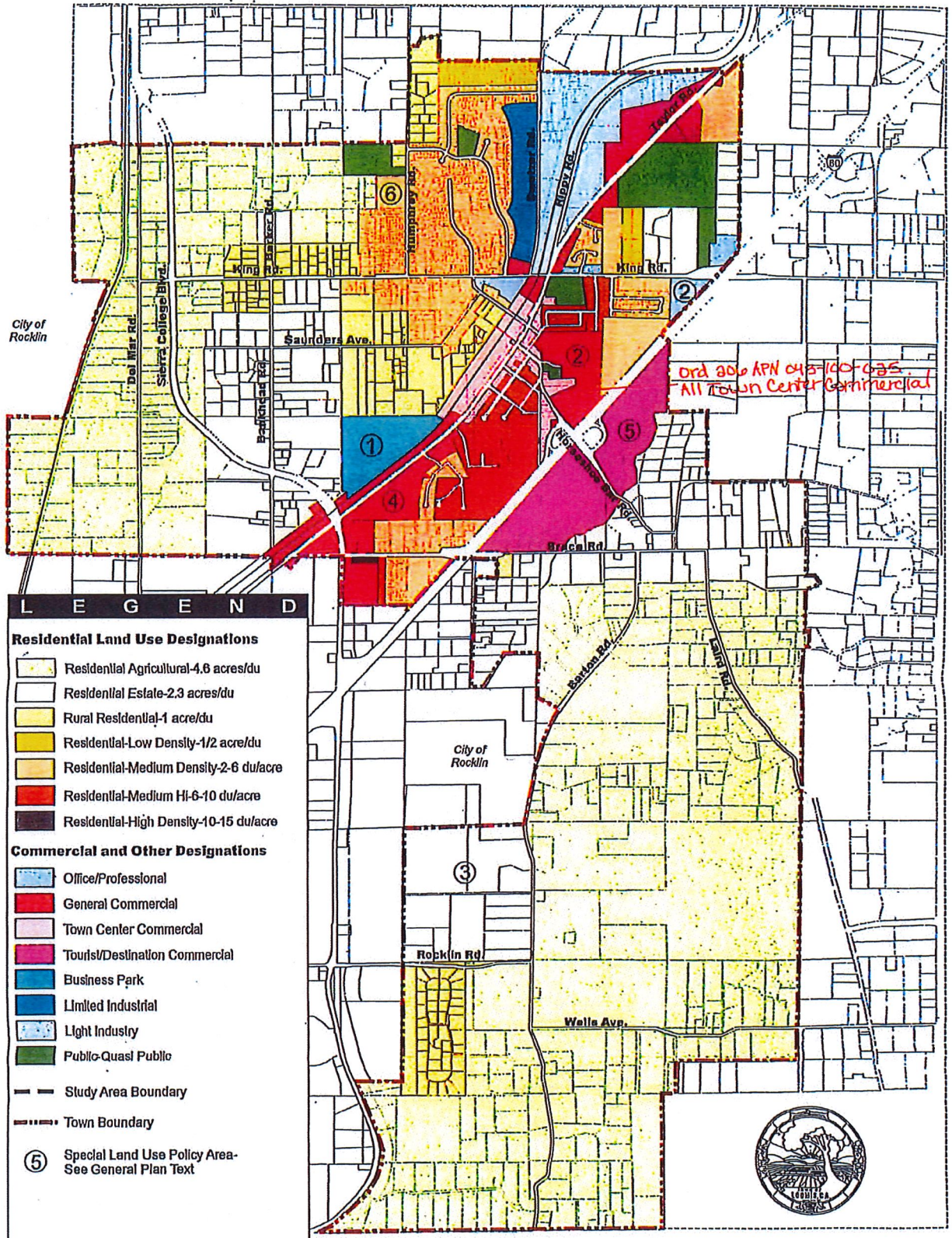
Public-Quasi Public. The Public-Quasi Public land use designation is applied to properties owned by the Town and other public agencies (including school districts), which include a range of uses such as libraries, parks, schools, fire stations, emergency medical service facilities, etc. Building heights are limited to two stories or 30 feet, and site coverage may range from 35 percent to a maximum of 50 percent.

Table 3-1- General Plan Land Use Categories, Maximum Density and Intensity (1)

Land Use Category	Maximum Residential Density (2)	Building Intensity		
		Maximum Height	Maximum Site Coverage	Maximum Floor Area Ratio (FAR)
Residential Agricultural	1 d.u./4.6 acre	2 stories/35 ft.	20%	N.A.
Residential Estate	1 d.u./2.3 acre	2 stories/35 ft.	20%	N.A.
Rural Residential	1 d.u./acre	2 stories/35 ft.	20%	N.A.
Residential - Low Density	2 d.u./acre	2 stories/35 ft.	25%	N.A.
Residential - Medium Density	2 - 6 d.u./acre	2 stories/30 ft.	35%	N.A.
Residential - Medium High Density	6 - 10 d.u./acre	2 stories/30 ft.	40%	N.A.
Residential - High Density	10 - 15 d.u./acre	2 stories/30 ft.	50%	N.A.
Office & Professional	2 - 10 d.u./acre in mixed-use projects	2 stories/30 ft.	35 - 60%	N.A.
General Commercial	2 - 10 d.u./acre, as allowed by specific area policies	2 stories/35 ft.	25 - 50%	N.A.
Town Center Commercial	15 d.u./acre in mixed use projects	3 stories/35 ft.	35 - 60%	0.25 - 1.60
Tourist/Destination Commercial	2 - 10 d.u./acre in mixed-use projects	3 stories/45 ft. (3)	25 - 40% By Ord 206	N.A.
Business Park	N.A.	2 stories/30 ft.	35 - 60%	N.A.
Limited Industrial	N.A.	2 stories/30 ft.	50%	N.A.
Light Industry	N.A.	2 stories/35 ft.	50%	N.A.
Public/Quasi-Public	N.A.	2 stories/30 ft.	35 - 50%	N.A.

Notes:

- (1) See the narrative descriptions of each land use category beginning on page 21 for exceptions and additional standards.
- (2) Residential density is expressed in dwelling units (d.u.) per acre.
- (3) Building height over 35 feet in the Tourist/Destination Commercial land use category requires Fire Department approval.



Town of Loomis

Figure 3-1
 Land Use Diagram

B. Areas of Land Use Change

After lengthy review of the land use pattern proposed for Loomis by the 1987 General Plan and 1992 *Town Center Master Plan*, and the various goals for the future of the Town in this and other portions of the General Plan, the General Plan Steering Committee, Planning Commission, Town staff, and the Town's consultants recommended several changes to the land use designations of the 1987 General Plan. The following changes have been enacted by the Town Council as part of this General Plan update, are shown on Figure 3-2, and are also incorporated into the Land Use Diagram (Figure 3-1).

Changes in residential density. Residential density has been increased in six areas. Four of the six involved changing the land use designation from Residential-Agricultural (4.6 acres per dwelling unit) to Residential Estate (2.3 acres per dwelling unit). These areas re:

- North of King Road on both sides of Barker Road;
- On both sides of Bankhead/Barker Road and extending south from King Road to the Town boundary;
- Southeast of I-80 from Secret Ravine creek to approximately 500 feet south of Brace Road; and
- Northwest of the intersection of Rocklin and Barton Roads.

Two additional areas have been changed to increase residential density:

- A parcel on the south side of Taylor Road at the northeast Town boundary has been changed from Residential Estate (2.3 acres per dwelling unit) to Residential Medium Density (2 to 6 dwelling units per acre); and
- A parcel on the west side of Humphrey Road between the north Town boundary and King Road, immediately south of the new elementary school site.

Residential density has been decreased from Residential - Medium High Density (6 to 8 dwelling units per acre) to Residential - Medium Density (2 to 6 units per acre) on a triangular parcel abutting I-80 between Horseshoe Bar Road and King Road, and south of the end of Day Avenue.

The residential designation and density limitations have also been changed in the subdivision on Mareta Lane (from Rural Residential, one acre per unit, to Residential Low Density, one-half acre per unit). However, this change simply recognizes the existing density of the built-out subdivision, and creates no additional opportunity for subdivision.

Residential to commercial. The following areas have been changed from residential to commercial.

- Two parcels along the southerly side of Taylor Road northeasterly of Sierra College Boulevard have been changed from residential designations to General Commercial.
- A parcel at the northwest corner of King Road and I-80 has been changed from Residential Estate to Office and Professional.
- A parcel near the northeasterly Town boundary on the southerly side of Taylor Road has been changed from Residential Estate to General Commercial.
- A 35-acre parcel along the north edge of the railroad right-of-way northeast of Sierra College Boulevard has been changed from Residential Estate to Business Park.

- Several parcels encompassing approximately 117 acres have been changed from the former General Plan's Residential Rural Estate designation to the new Tourist/Destination Commercial designation.

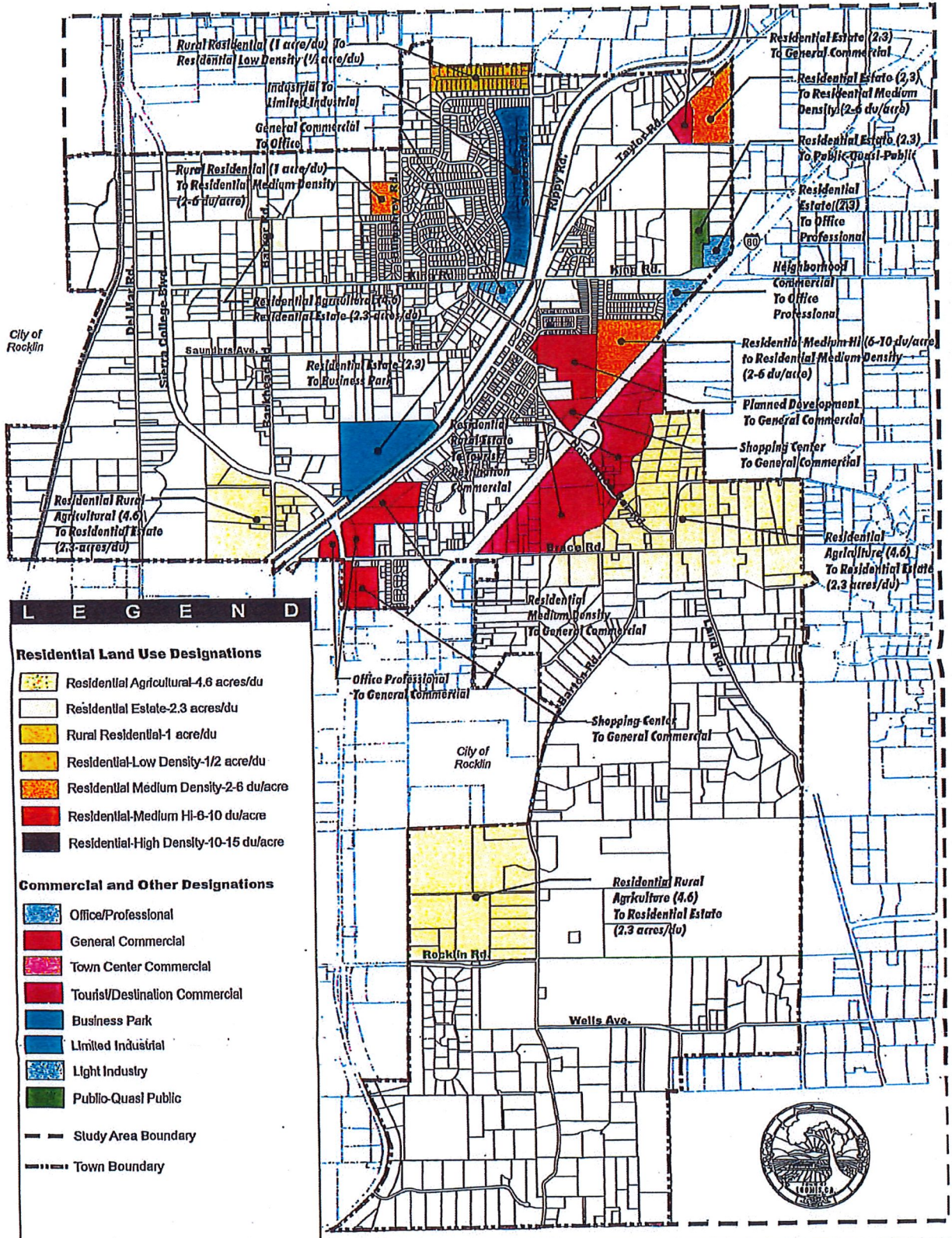
Modifications to commercial designations. Commercial land use designations have been changed in five locations. The Shopping Center designation of the former General Plan has been changed to General Commercial at the southeast corner of Brace Road and Sierra College Boulevard, and on Horseshoe Bar Road and I-80 (the Raley's center). The Office/Professional designation at the northeast corner of Brace Road (extending north to Taylor) has also been changed to General Commercial. These changes and the elimination of the Shopping Center designation are intended to provide for greater flexibility in the range of retail and office uses that may be allowed in these locations.

The property on the south side of King Road at I-80 has been changed from Neighborhood Commercial to Office/Professional, and the Neighborhood Commercial designation of the former General Plan has been eliminated. The Neighborhood Commercial designation was applied only to the single site, and the desire of the Town to reinforce the core concept and not provide for commercial uses outside of the core have made the designation unnecessary. The General Commercial designation also provides greater flexibility in the range of possible land uses.

The property abutting the Raley's center at its north edge has been changed from the Planned Development designation of the former General Plan to General Commercial, and the Planned Development designation has been eliminated. Like the Neighborhood Commercial designation, Planned Development was applied to a single site. It was intended to ensure that proposed development would include a mixture of uses, with new, higher-density residential uses providing a buffer between the commercial development adjacent to I-80 and the existing single-family residential areas to the north. This General Plan has retained those objectives through specific policy language that has been applied to the site.

Finally, property on the south side of King Road west of Webb has been changed from General Commercial to Office/Professional, to reflect both existing approved development and the desired future land uses.

Other changes. A new Limited Industrial designation has been included in this General Plan, and property on the west side of Swetzer Road north of King Road has been changed from Light Industry to Limited Industrial. This is intended to provide for a transition over time to industrial uses that will be more compatible with the residential area to the west than the existing industrial uses.



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Figure 3-2
 Areas of Change

C. Land Use Issues and Goals

Issues

- *Increased urbanization in adjacent communities is threatening to encroach upon the open space and agricultural areas in and surrounding Loomis.*
- *Loomis should support the expansion of bicycle, equestrian and hiking trail systems both within and surrounding the Town of Loomis.*
- *Development pressures suggest that Loomis consider rezoning some of its agricultural/residential land to increase land and infrastructure efficiency. However, residents have expressed their preference for the retention of large lot, rural residential parcels.*
- *Size restrictions need to be placed on secondary residential units allowed on agricultural and rural residential lots in Loomis.*
- *Newer single and multi-family residential projects lack design, architecture and scale appropriate for the small, rural Town of Loomis.*
- *Loomis is feeling development pressure for intensification of land uses and build-out of underutilized parcels from surrounding urbanization.*
- *Sierra College Boulevard is an important regional circulation route, and may be appropriate for more intensive land uses. However, Town residents have indicated strong support for concentration of more intensive land uses in the traditional downtown core area.*
- *The lack of street trees and landscaping in some commercial areas detracts from the Town's aesthetic quality.*
- *Residents find some of the Town's existing commercial signage undesirable, particularly along 1-80.*
- *Residents frequently shop outside of Town limits due to limited retail product availability in Loomis, thereby creating significant retail sales leakage.*
- *Many residents work outside of Town limits due to limited employment opportunities in Loomis.*
- *The increased public services and facilities desired by existing Town residents are dependent on property and sales tax revenues, which would increase with additional development of commercial and industrial uses.*
- *Residents of Loomis would like to accelerate the redevelopment of the downtown.*

Goals

1. To preserve, maintain, and enhance creeks and riparian areas for both their aesthetic and wildlife habitat values.

2. To protect groundwater and surface water quality.
3. To protect oak woodlands and significant stands of native trees.
4. To protect major landscape features within Loomis, including significant topography and rock outcroppings, open meadows and grazing areas.
5. To maintain the rural character of Loomis in new residential developments by emphasizing rural character, quality, and livability in their design, and the provision of necessary services and facilities.
6. To focus more intensive land uses near the downtown and freeway interchange, while maintaining the predominantly agricultural/rural character of Loomis outside the core area.
7. To attract new development and land uses that provide jobs to Town residents, provided that those uses are consistent with the Town's character.
8. To designate adequate land to accommodate new commercial and industrial development that is consistent with the Town's character.
9. To improve the Town's commercial base to increase municipal revenues, and provide a wider range of goods and services for local residents, in addition to encouraging some commercial uses near the freeway and in the downtown that can attract or serve patrons from outside the community.

D. Agricultural and Open Space Land Use Policies

1. Loomis shall allow property owners the "right-to-farm" their parcels through the protection and operation of agricultural land uses.
2. Equestrian activities shall be protected by considering the effect that future density and design of residential development has in enhancing or inhibiting these activities.
3. Loomis shall use zoning designations to protect properties used for agricultural operations from encroachment by urban development.
4. Loomis shall provide for the use of the Williamson Act agricultural preserve program to allow land owners the property tax advantages of a long-term commitment to agricultural use..

E. Residential Land Use Policies

General Policies

The following policies apply to all residential designations and land uses. The following section on page 36 provides policies regarding some specific residential land uses.

1. Loomis shall maintain a balance between residential building density and the capacity of the circulation system, schools, fire and police services, and other public service facilities.

2. New residential development shall be required to bear the full financial burden for new public service capital improvements required to serve the residents of the development, through impact fees, environmental mitigation fees, and other appropriate measures.
3. New development should not create undue demand on schools, roads, or adversely affect the quality of life in adjoining neighborhoods.
4. Loomis shall encourage the revitalization and rehabilitation of deteriorating residential areas throughout the Town.
5. Loomis shall require the design of future residential projects to emphasize character, quality, livability, and the provision of all necessary services and facilities to insure their permanent attractiveness.
6. The Town may approve the clustering of development, with no increase in net density, on sites where clustering is feasible, and necessary to protect sensitive natural features (such as creeks, native trees, rock outcrops) and avoid potentially hazardous areas (such as steep slopes, flood zones, and unstable soils). The Zoning Ordinance shall provide a Planned Development (PD) procedure that may be used in these cases. The option of clustering is offered by the Town as a means of preserving environmental and scenic resources, and shall not be used as a method for achieving the maximum density allowed by the General Plan. The priority for rural residential subdivision design must be the preservation of environmental resources and rural character.
7. When subdivision is proposed within an existing residential neighborhood, and the General Plan and/or Zoning Ordinance allow new parcels smaller than those existing around the parcel(s) to be divided, the proposed parcels should be increased in size consistent with the nearby residential lots fronting upon the same street.
8. Town approval of parcels proposed in any new subdivision will be based on all appropriate environmental and compatibility factors, and all applicable Town policies and regulations. Therefore, the maximum densities provided by the General Plan and the minimum parcel sizes of the Zoning Ordinance may be decreased (in the case of density) or increased (in the case of parcel size) through the subdivision review and approval process as determined by the Town to be necessary. The Town does not guarantee that any individual project will be able to achieve the maximum densities as designated in the General Plan, or the minimum parcel sizes provided by the Zoning Ordinance.
8. Loomis shall promote the full utilization of land already committed to urban development before utilities and public services are extended to areas without existing urban infrastructure.
9. Outside of the core area, Loomis shall promote a rural residential environment consisting primarily of single family homes.
10. Loomis shall encourage the provision of adequate housing opportunities for people on fixed or limited incomes, with emphasis on senior citizen housing.
11. Multi-family residential areas shall be designed to be compatible with nearby single family residential neighborhoods in terms of height and massing, and overall design. Multi-family

residential development shall not be permitted on arterials serving as entryways to the Town unless substantial setbacks and landscaping are provided.

12. Proposed development shall be planned and designed to preserve and enhance significant natural features (e.g. creeks, wetlands, native trees, rock outcrops, wildlife habitat), and retain the existing topography, to the greatest extent practical.
13. Loomis shall evaluate all new residential subdivisions and other significant development proposals for consistency with the Town's design standards, with the objectives of maintaining a small, neighborly, rural community, reflective of the Town's heritage. Proposed projects that are inconsistent with the Town's design guidelines shall be denied, or be revised to be consistent.
14. Loomis shall encourage the retention and enhancement of natural vegetation along major roadways in new developments as a tool for mitigating noise impacts and providing scenic open spaces.
15. New residential development near the freeway shall consider alternative noise mitigation measures and avoid the construction of artificial freeway sound walls.
16. Loomis shall prohibit the development of gated residential communities.
17. Loomis will monitor the rate and type of residential development within the Town in relation to commercial and industrial revenue-producing development, and may enact measures to ensure balance between residential and non-residential development so that excessive residential growth does not adversely affect Town finances.
18. All new development in Loomis shall conform to the land use map, land use categories and development intensities set forth in this General Plan.

Policies for Specific Residential Land Use Issues

The policies of this section apply to the following specific residential development issues.

Second Residential Units

State law, and past Town policies and regulations have provided the possibility for residential parcels of sufficient size to be developed with a second residential unit in addition to the primary dwelling normally allowed. This possibility raises important land use policy issues for the Town, because an uncontrolled proliferation of second units could change the single-family residential character of neighborhoods and rural residential areas, and increase traffic on roads that were planned in anticipation of lower densities. Inappropriately designed and sited second units in the rural areas of the Town can also disrupt neighbors' privacy, and impair the rural character of those areas. Therefore, second residential units may be approved through the process required by the Zoning Ordinance, subject to the following standards.

- a. **Minimum site area.** Outside of the Downtown area identified in Figure 3-3 (page 42) second units may be placed only on parcels of 20,000 square feet or larger. Within the Downtown, second units may be allowed as provided by the Zoning Ordinance.

- b. **Floor area limitations.** Second units shall not exceed the following maximum floor area requirements, except as provided by (1) and (2) after the table.

SITE AREA	MAXIMUM FLOOR AREA
20,000 SF TO 40,000 SF	640 SF
40,001 TO 9.2 ACRES	1200 SF
9.2 ACRES OR LARGER	NO MAXIMUM

- (1) A parcel that qualifies for a second unit and is of sufficient size to be subdivided in compliance with the applicable land use category may have a second unit with no floor area limitation, provided that both units are located to meet the setback requirements that would apply to primary dwellings on the future parcels:
- (2) A site that would qualify for a second unit, with an existing dwelling of 1,400 square feet or less (not including a garage) as of the effective date of this General Plan, may be developed with one additional dwelling, with no restriction on the floor area of the new unit.

- e. ~~Location of second unit. On a parcel that cannot be subdivided, the second unit shall be placed not closer to a primary dwelling on a neighboring parcel than to the primary dwelling on the same parcel.~~ **DELETED BY ORD. 206**

Clustered residential development (sometimes also referred to as "planned residential development") is a site planning tool that concentrates allowable residential development in one portion of a site to avoid problems that may be encountered if the development were spread over the entire property. In general, the Town intends that residential development occur in strict compliance with the minimum parcel size requirements of the Zoning Ordinance, which are derived from the density ranges provided for each residential land use category by this General Plan.

Under limited circumstances, however, specific site characteristics of access, scenic rural character, slopes, soil stability, environmental resources, infrastructure, or other similar factors may be sufficiently sensitive or constraining to warrant a different approach to subdivision than provided by the normal minimum parcel size requirements. In these cases, the Town may allow development to be clustered in restricted areas of the site, on parcels smaller than normally allowed by the applicable zoning district, in return for permanently maintaining the more sensitive areas in an undeveloped state, and provided that the total residential density does not exceed that allowed for the applicable land use category by this General Plan.

The Town's detailed standards for clustered development will be provided by the Zoning Ordinance. Those standards shall provide:

- Thresholds for minimum site area for clustered projects and individual clustered parcels;
- Site layout and design standards for clustered projects;
- Requirements for permanent open space and conservation areas within clustered projects where appropriate, together with provisions for their long-term ownership and maintenance; and
- Procedures for clustered development review and approval.

F. Commercial and Industrial Land Use Policies

1. Loomis shall retain and renew existing commercial land uses and designate sufficient new commercial areas to meet future Town needs, where appropriate. Community development opportunities shall also be considered in terms of community need for increased sales tax revenues, and to balance with residential developments.
2. Downtown Loomis shall be developed and maintained as a focal point for personal shopping and services within the community, through continued implementation of the policies and regulations originally developed in the *Town Center Master Plan*, which are now in various portions of this General Plan and the Zoning Ordinance.
3. Loomis shall promote the redevelopment of the railroad right-of-way areas to celebrate and enhance the heritage of the Town.
4. Commercial development shall be subject to design criteria which visually integrate commercial development into the architectural heritage of the Town. Projects found inconsistent with Loomis' distinct character shall be denied or revised.
5. New commercial development shall preserve and integrate existing natural features (e.g. creeks, native trees, rock outcrops) and topography into project landscaping.
6. Loomis shall require landscaping throughout off-street parking lots to mitigate the adverse visual impact of large paved areas and provide shading to assist in energy conservation within adjacent buildings.
7. Circulation patterns within and around new commercial development shall be designed to avoid diverting traffic through existing residential neighborhoods, where feasible.
8. New industrial development shall be allowed only if impacts associated with noise, odor and visual intrusion into surrounding uses can be mitigated to acceptable levels.
9. Loomis shall not allow new industrial uses that will adversely impact either the environment or surrounding land uses.
10. Commercial land uses shall be discouraged away from the Town's core area, except when property is demonstrably unsuitable for residential use because of proximity to noise sources such as major arterials or railroad lines.

G. Policies for Specific Areas

The policies of this section amplify the general policies provided above for the various land use designations, focusing on specific areas of Loomis where future development will raise special concerns. The numbering of the following sections corresponds to the numbers shown on the Land Use Diagram that identify each Special Policy Area.

1. **Business Park designation along the railroad, northeast of Sierra College Boulevard and Taylor Road.** This site shall be developed as a business park, subject to the following policies:
 - a. Business park development shall require access from Sierra College Boulevard, with no access to the site through the residentially-designated areas to the north and west.
 - b. The site shall be planned to provide a self-contained, campus-like character..(i.e., buildings of similar or compatible architecture with shared circulation and parking, with substantial setbacks from streets and other property boundaries) with extensive landscaping throughout.
 - c. Proposed development shall be separated from the north and west property lines by a buffer of dense landscaping at least 50 feet in width. Development adjacent to the buffer shall be limited to low-profile, one-story structures. Parking areas shall be separated from the buffer by buildings. No outdoor storage or business activity areas shall be allowed, except for outdoor sitting, eating and recreation areas for employees.
2. **General Commercial and Office/Professional designations north of the Raley's Center, and at I-80 and King Road.** The planning of proposed development on these currently vacant properties should be carefully coordinated and integrated to ensure adequate access and circulation between Horseshoe Bar Road and King Road. Proposed development shall comply with the following standards.
 - a. The riparian corridors extending through this area shall be protected consistent with the policies in the Conservation of Resources chapter of this General Plan.
 - b. Proposed development shall be planned to provide a gradual transition of intensity between development adjacent to I-80 and existing commercial, and the neighboring residential areas, to minimize the potential for land use conflicts with residential uses, and problems for residents. The west General Commercial site should be developed with a mixture of land uses consisting of three tiers: general commercial and/or office uses should be located adjacent to the Raley' s center; low profile office structures should be placed in a second tier after the commercial uses; and medium- to medium-high density residential should be located adjacent to the existing residential areas to the north of this site. Any residential uses on the Office/Professional site (the parcel at I-80 and King Road) should be developed with shared driveways to minimize access points on the new extension of Boyington Road. (See the Circulation Element regarding the Boyington Road extension (page 81), and Figure 4-3 (page 85). The location/alignment of this extension will be determined at the time subdivision or other development of the presently vacant properties is proposed.).

3. **Residential Estate designation northwest of Rocklin and Barton Roads.** The planning of proposed subdivision and development in this Residential Estate designation is encouraged to be coordinated among the different property ownerships. Proposed subdivisions shall be designed to provide parcels with a minimum of 4.6 acres along the Barton and Rocklin Road frontages, and a minimum of 2.3 acres when located away from Barton and Rocklin Roads. To the extent feasible, building sites should be setback from Rocklin Road and Barton Road to retain native vegetation and terrain features, and preserve the present appearance as a rural road corridor. Access to new parcels is to be provided by new roads from Barton Road and Rocklin Road, with no individual driveway access to Rocklin Road.
4. **General Commercial Designation on Taylor Road northeast of Sierra College Boulevard.** These parcels should be developed with commercial uses along the Taylor Road frontage, with office uses or multi-family residential behind the commercial, to buffer the adjacent single-family residential uses from the noise, glare, and activities associated with commercial uses.
5. **Commercial Development south of Interstate 80.** The area on the land use diagram designated Tourist/Destination Commercial along the southerly side of Interstate 80 presents the community with significant opportunities in terms of potential revenue-producing commercial development. It also presents significant concerns relative to the sensitive environmental resources of Secret Ravine, the Town's image along I-80, and potential impacts on adjacent residential areas.

Property owners seeking to develop within this designation shall obtain Town approval of a conditional use permit, development agreement, development and design standards, or some combination thereof, as determined by the Town Council depending upon the size, type, and complexity of the proposed development. The following issues shall be addressed: details of proposed land uses, densities and building intensities, site planning and other general development standards, design guidelines, site access, internal and external circulation, infrastructure and utilities, and project and parcel phasing, to the extent that phasing is known by the property owner, or owners in the case of multiple properties participating in a project proposal. The Town's goals for the Tourist/Destination Commercial land use designation are for proposed development to:

- a. Create an identity, appearance, and mix of land uses that provide for the integrated development of all parcels and that will be attractive to both travelers and Town residents. The arrangement of uses on the overall site should be allowed to emphasize the creation of a destination or significant stopover for travelers, provide enhanced shopping and entertainment opportunities for Town residents, and tie into the historic downtown area to support the economic viability of the downtown.
- b. Provide traveler-oriented commercial uses that are accessed primarily by automobiles and concentrated near the Horseshoe Bar Road interchange. Uses on the site shall then transition to more locally-oriented commercial and office uses, laid out to provide a pedestrian orientation.
- c. Provide primary access to commercial development from Horseshoe Bar Road, with limited, secondary access on Brace Road. Commercial uses shall not front on Brace Road and shall be set back and/or buffered from Brace Road to maintain the rural residential character of the roadway corridor.

- d. Provide a design and appearance that will reinforce the rural character of Loomis by: integrating existing natural features, including significant trees and rock outcrops; building design that emphasizes low-profile structures, local native materials, and the local historic architectural vernacular, and site development incorporating appropriate vegetation, preferably native, that can act as a buffer and screen, as well as add to the ambiance of the development.
 - e. Provide for the long-term protection, preservation, and sustainability of the Secret Ravine riparian corridor, and its aquatic and terrestrial habitats.
6. **Residential Medium-Density site on the west side of Humphrey Road immediately south of the H: Powers Clark School.** The allowable density of two to six dwelling units per acre shall be distributed on the site with lower density on the edges of the parcel. An application for the proposed subdivision of the property shall demonstrate special attention to potential flooding and drainage issues, and any proposed project shall be designed to create no greater volume of storm water runoff to downstream properties after development.

H. Other Policies

1. The boundaries of proposed land use designations should be coincident with existing property boundaries, to the extent possible. One possible exception may be when the frontage of a large lot along a major arterial would be inappropriate for residential uses, while much of the remainder could be suited for residential use.

I. Land Use Implementation Measures

In order to implement the above land use policies of this General Plan, the Town will do the following:

1. Amend the Zoning Ordinance and Zoning Map consistent with this General Plan.
2. Adopt "right-to-farm" provisions within the Zoning Ordinance.
3. Amend the Zoning Ordinance to provide requirements for the development of commercially-zoned parcels adjacent to residential zoning that require commercial development to buffer residential uses from the noise, night lighting, and other impacts of commercial uses.
4. Within three years of the adoption of this General Plan (by June 2004), the Town will re-evaluate the residential land use designations on Sierra College Boulevard between King Road and Interstate 80 to determine if reclassification to commercial would be appropriate. This study will consider existing and projected traffic volumes on Sierra College Boulevard, potentially appropriate commercial designations, types of commercial uses that may be used to buffer residential development from Sierra College Boulevard traffic impacts, the desirability of frontage roads, noise and air quality impacts.

Downtown Plan

In 1992, the Town Council adopted the *Loomis Town Center Master Plan* as part of the General Plan. The purpose of the plan was to determine "... how new development and land uses can occur in the central portion of Loomis, while maintaining its traditional small town character and encouraging its economic vitality." (*Town Center Master Plan*, page i) This General Plan update, together with the adoption of the design guidelines referenced in the following section, and the updating of the Town's Zoning Ordinance consistent with this General Plan, replace the *Town Center Master Plan* as a formal General Plan element, reducing the number of documents that must be reviewed in depth before a complete understanding of the Town's expectations for development can be understood. The *Town Center Master Plan* will then remain available as a resource document which provided the basis for the Town's relevant General Plan goals and policies, zoning regulations, and design guidelines.

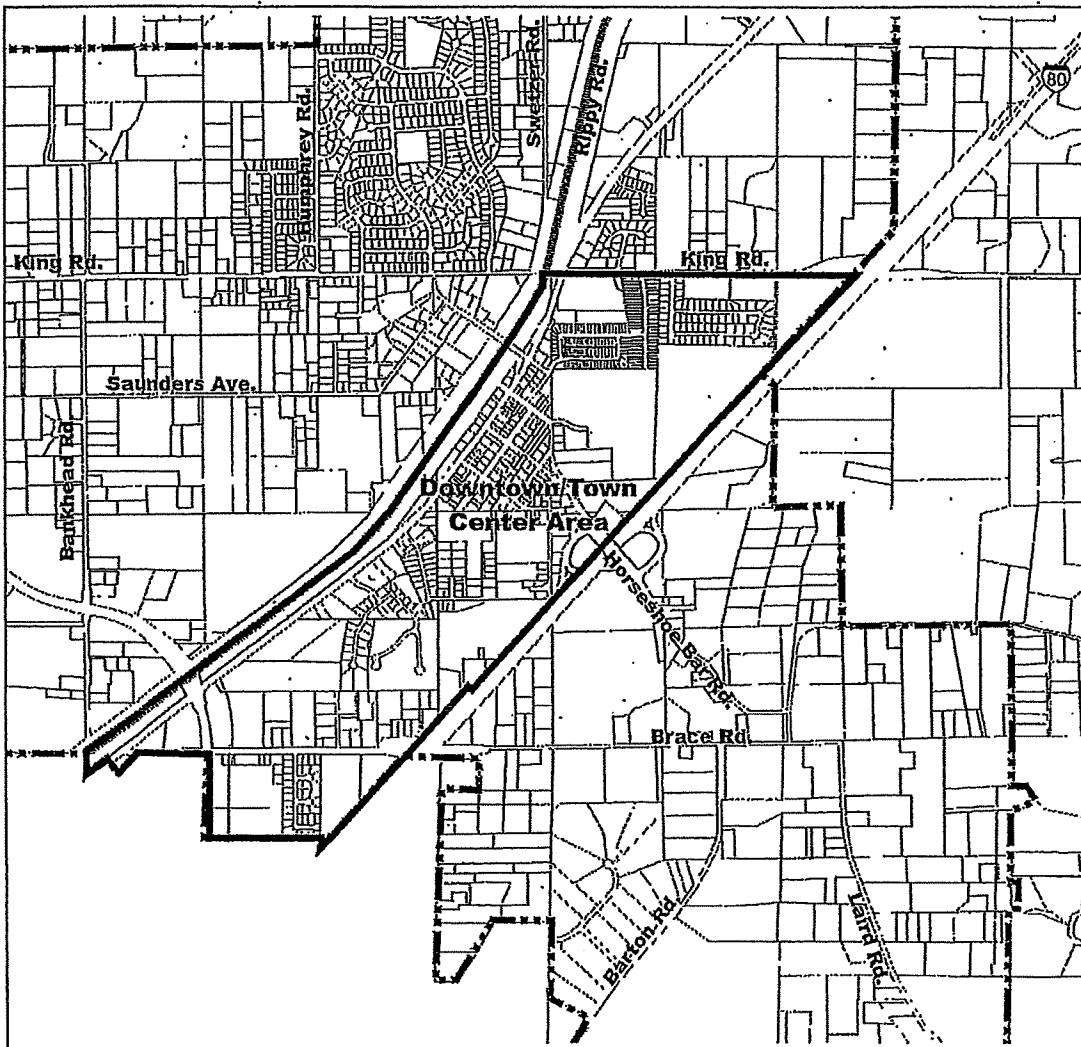


Figure 3-3 - Downtown/Town Center Area

Issues

- *Residents of Loomis would like to encourage the redevelopment of the downtown.*
- *The downtown core lacks a consistent design theme and the appearance of a number of the buildings could be improved.*

Goals

The goals of the Town of Loomis for its town center are to:

1. Maintain the small town character of Loomis;
2. Promote the economic stability of the Town;
3. Provide goods and services for residents;
4. Revitalize Taylor Road;
5. Protect Loomis' natural resources;
6. Create a civic center;
7. Provide a range of employment and housing opportunities;
8. Develop and maintain Downtown Loomis as a focal point for shopping and services; and
9. Redevelop the railroad rights-of-way to enhance Loomis' historic image.

Policies

1. Until the adoption of Zoning Ordinance provisions and design guidelines to implement the *Town Center Master Plan*, proposed development and new land uses within the Town Center Commercial, General Commercial, Residential Medium Density, Residential Medium High Density, and Residential High density land use designations south of King Road and northwesterly of I-80 shall be consistent with the *Town Center Master Plan*. Proposed development and new land uses shall be consistent with the Town's Zoning Ordinance provisions and design guidelines that implement the provisions of the *Town Center Master Plan*, after the Zoning Ordinance provisions and design guidelines are adopted by the Town.

Implementation Measures

1. Amend the Zoning Ordinance to include appropriate development standards consistent with the standards in the *Town Center Master Plan* for building intensity, building height, setbacks, signs, and other development features.
2. Prepare and adopt design guidelines for the areas covered by the *Town Center Master Plan* consistent with the development guidelines provided in the *Town Center Master Plan*.

Community Design and Character

This section provides goals, policies, and design guidelines to help retain and enhance the unique character of both the urbanized and predominantly rural areas of Loomis. These provisions also encourage urban development that is pedestrian-oriented, compact in form, diverse and attractive in appearance. These approaches to design are intended to conserve and enhance the natural and aesthetic resources of the Town, improve the Town's opportunities to maintain the type of healthier economy enjoyed by attractive communities, and allow development that conserves natural resources and encourages community-building among residents.

Background

The Town of Loomis includes a variety of visually pleasing landscapes. Despite continuing growth, the wooded hills, grasslands, and agricultural areas surrounding the more urbanized core still retain a predominantly open, rural feeling. Loomis is still viewed as a pleasant small town, with commercial areas of pedestrian scale, and an historic architectural heritage.

The Town's visual character is widely appreciated by residents and visitors, and its importance has been highlighted elsewhere in this General Plan as a result of community preferences expressed throughout the process of General Plan preparation. However, recent growth and development have raised more community design issues than ever before, in part because of the significant growth pressures facing the region, and the type of development projects that have been proposed in the Town.

Even though court decisions on the rights of communities to manage the planning and appearance of development have found that aesthetic regulation is appropriate, the adoption of design standards may be controversial. Everyone knows that each of us is free to form our own opinions about what is "good" design. And any sort of community agreement about preferred styles of building architecture, color, or materials can be difficult, if not impossible to achieve. Even if most residents *could* agree on these issues, the result of a community forcing rigid uniformity in project design can produce development as unappealing as where design issues are given no public attention at all.

On the other hand, communities which express no public policy about site planning and building design risk development having a location, scale or appearance that is disruptive instead of beneficial. Unless the community clearly describes its design expectations, insensitive development can eliminate the pedestrian scale of a business district, the historic character of an older residential neighborhood, or the appearance of a natural feature such as a ridgeline that, before the prominent new building, only presented a view of trees against the sky. Each of those consequences of absent or unclear community design policy can provoke public dismay, and the residents' comment, "How could that have happened?"

The public policy dilemma is that good design is hard to describe and harder to mandate; but having no design standards can result in the loss of the special qualities that a community wants to preserve. Therefore, the intent of this section and of the separate design guidelines documents it anticipates, is to provide policies and guidelines that focus attention on the aspects of site planning and building design that can enhance or damage Town character. The separate design guidelines will then offer examples of how new development can be designed to be beneficial rather than detrimental, without mandating specific architectural styles or other single solutions.

Issues

The Town of Loomis would like to retain the character of a friendly small town in a rural setting. The growth pressures of the Sacramento region and the ongoing suburbanization in surrounding communities threaten this character. These circumstances raise the following issues.

- *The character of recent non-residential development in Loomis has tended toward generic suburban architectural styles. Some residents feel that existing development regulations and design guidelines are not creating and maintaining the desired rural and historical community character.*
- *Some gateway areas to the Town contain inappropriate design and types of non-residential land uses. The Town would like its gateway areas to reflect its distinct, rural character.*
- *The downtown core lacks a consistent design theme and a number of the buildings have undesirable façade and design elements.*

Goals

1. To ensure new development is designed to encourage neighborliness, a sense of belonging to the community, and community pride.
2. To maintain the distinct identity and small town neighborly character of Loomis through the appropriate design of new development, and by the preservation of open space and natural resources.

Policies

1. The design of development should respect the key natural resources and existing quality development on each site, including ecological systems, vegetative communities, major trees, water courses, land forms, archaeological resources, and historically and architecturally important structures. Proposed project designs should identify and conserve special areas of high ecological sensitivity throughout the Town. Examples of resources to preserve include riparian corridors, wetlands, and oak woodlands.
2. Loomis shall require the design of future residential projects to emphasize character, quality, livability, and the provision of all necessary services and facilities to insure their permanent attractiveness.
3. Each development project should be designed to be consistent with the unique local context of Loomis.
 - a. Design projects that fit their context in terms of building form, siting and massing.
 - b. Design projects to be consistent with a site's natural features and surroundings.

4. Design each project at a human scale consistent with surrounding natural and built features.
 - a. Project design should give special attention to scale in all parts of a project, including grading, massing, site design and building detailing.
 - b. Project design should follow the rules of good proportion, where the mass of the building is balanced. and the parts relate well to one another.
5. Design projects to minimize the need to use automobiles for transportation.
 - a. Emphasize pedestrian and bicycle circulation in all projects.
 - b. Give individual attention to each mode of transportation with potential to serve a project and the Town, including pedestrian, bicycle, transit, rail, and automobile.
 - c. Plan for trail systems, where appropriate to connect areas of development with natural and recreational resources.
6. Encourage an active, varied, and concentrated urban life within commercial areas.
 - a. Create and maintain pedestrian oriented centers of development within commercial areas that contain mixtures of retail, other employment, and other uses.
 - b. Create clustered and mixed use projects within the Downtown Core centers that combine residential, retail, office and other uses.
7. Respect and preserve natural resources within rural areas.
 - a. Design buildings to blend into the landscape.
 - b. Emphasize native vegetation and natural forms in site design and project landscaping.
8. Commercial development shall be subject to design criteria which visually integrate commercial development into the architectural heritage of the Town. Projects found inconsistent with Loomis' distinct character shall be denied or revised.
9. New lighting (including lighted signage) that is part of residential, commercial, industrial or recreational development shall be oriented away from sensitive uses, and shielded to the extent possible to minimize spillover light and glare. Lighting plans shall be required for all proposed commercial and industrial development prior to issuance of building permits.

Implementation Measures

The Town should provide for the preparation of detailed design guidelines for multi-family residential, commercial, and industrial and other nonresidential development types, to expand on the general policies provided above, and provide developers with clear expressions of community preferences for project design, without mandating single architectural styles.

Parks and Recreation

A. Park and Recreation Facilities

The Town of Loomis owns and operates one park site. The Town also contributes funds to the Loomis Unified School District to provide recreational improvements to their facilities. Although schools limit the use of their facilities, they represent a significant source for meeting recreational needs for Loomis residents. Placer County operates the Loomis Basin Regional Park on the northeast border of the Town which is regularly used by Loomis residents. In addition, Sierra Community College has recreational facilities available for limited use by non-students. Bikeways, hiking and equestrian trails also provide recreational opportunities for residents. Figure 3-4 identifies the locations of park and recreation facilities in Loomis. An inventory of park and recreational facilities in and nearby Loomis that are frequented by Town residents is provided in Table 3-2.

The parks and recreation needs assessment prepared and adopted by the Town indicated that the appropriate parks standard to apply to Loomis is five acres of park area per 1,000 population. Existing park and recreation facilities are generally located in the north area of the Town (above I-80). Therefore, the needs assessment identified future recreation needs based on the town population and demographics as a whole, and on the two major north/south planning areas. The results of the needs assessment indicate a current (1998) park land need for the north planning area of 21 acres, and a future (2005) need for 28 acres. The south planning area, which does not currently have any existing park facilities, is projected to need nine acres of park land by the year 2005. Park needs are further defined as needing approximately 7.9 acres of active park land and 30 acres of passive/open space acreage. The parks and recreation land and facility needs represent minimum, versus maximum needs. In addition, the Town does not currently have a multi-use community center available to provide recreation opportunities, group meeting facilities, etc.

B. Bikeways and Trails

Bikeways and trails are another means to meet the recreational needs of Town residents. The Town of Loomis has designated several bikeways and trails within the community, which are also part of the Placer County Bikeway System and Trails Master Plan. Currently, one bikeway has been developed in Loomis along King Road, and portions of Taylor Road. The County has designated four additional bikeways within Loomis, which remain unimproved.

As noted above, Antelope Creek and Secret Ravine provide opportunities for open space corridors potentially providing hiking and equestrian trails. The creeks provide connections between the north and south areas of town, and to areas south of Loomis. The County has designated Secret Ravine as a Class 1 bicycle corridor in the regional bicycle transportation plan. The corridor is planned to extend from Loomis Basin Regional Park, west to the City of Roseville. This bikeway has not yet been improved. Secret Ravine has also been designated as a hiking and equestrian trail in the Loomis Basin Horsemen's Association Trails Master Plan and in other County planning documents. While no bikeways or trails have been designated along Antelope Creek, it is an important open space resource providing flood protection and significant riparian habitat value, and is also used as an informal hiking trail.

More detailed information on bikeways can be found in the Circulation Element, on pages 69 and 83.

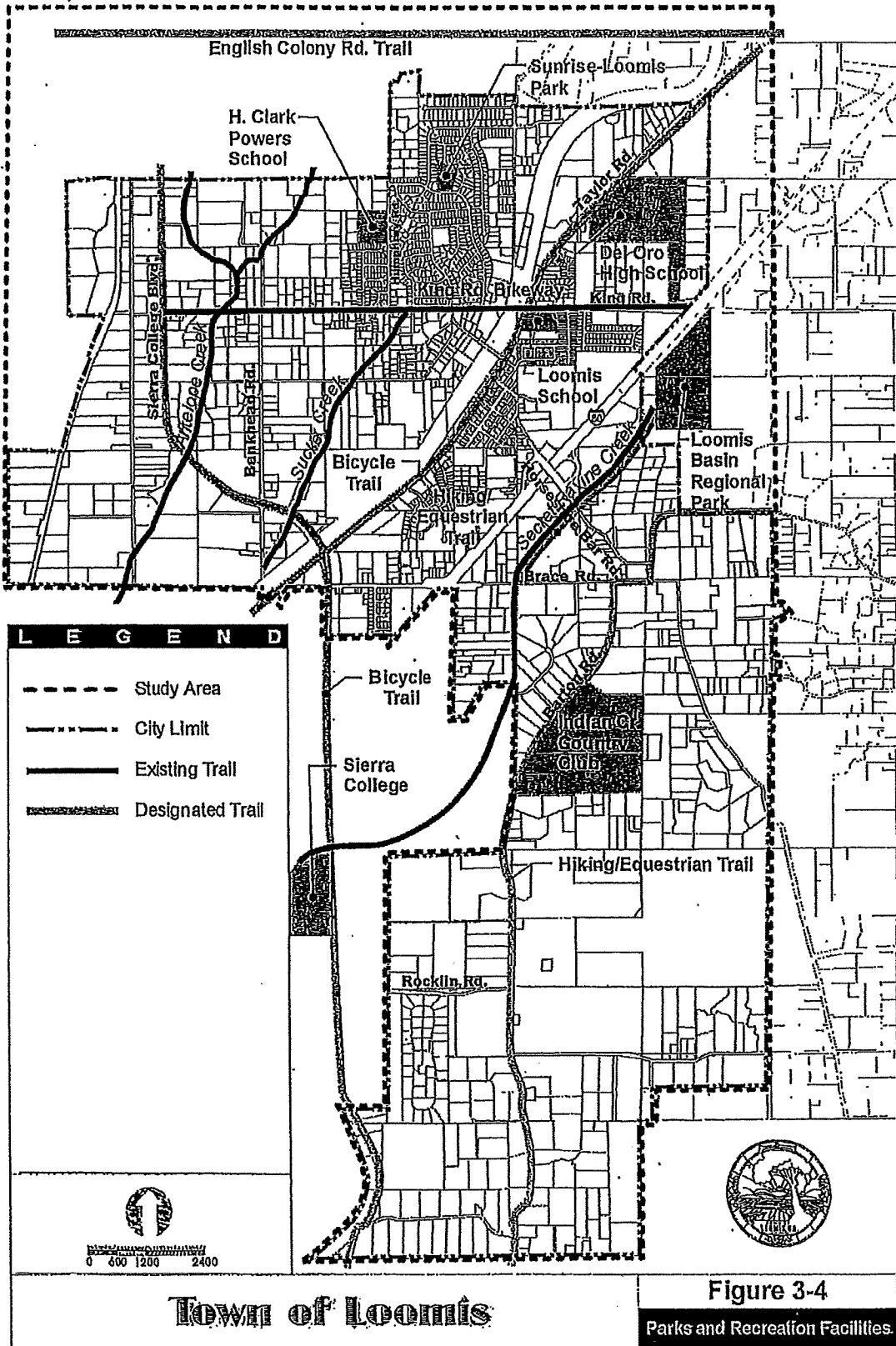


Table 3-2 - Park and Recreational Facilities Accessible to the Town of Loomis

Facility	Amenities	Acreage	Location
Parks			
Loomis Basin Regional Park (Placer County)	North: 3 softball fields; tot lot; picnic area; soccer field; snack bar. South: 3 baseball fields; basketball court; equestrian center; covered group picnic area; jogging trail; tot lot.	33	Intersection of King and Winters Roads
Sunrise-Loomis Neighborhood Park	1 temporary softball field; tot lot; open space.	4	North Planning Area on Arcadia Avenue, between Humphrey and Swetzer Roads
Traylor Park	Equestrian facility; bird watching facility.	100	Humphrey and English Colony Roads
Schools Facilities			
Del Oro High School	1 softball field; 2 soccer fields; 1 football fields; track field; pool; 4 basketball courts; 5 tennis courts; 2 handball courts; 2 baseball diamonds; 2 gymnasiums; multi-purpose cafeteria/theater; swimming pool; cross-country trail; parcourse.	25 (approx.)	Taylor Road
Franklin Elementary School	3 softball diamonds; 1 soccer field; 2 basketball courts; 1 track field; 2 volleyball courts; gymnasium; amphitheater; 2 tot lots.	4.2	Laird Road
H. Clarke Powers School	1 softball and 1 baseball field; 3 soccer fields; gymnasium; outdoor amphitheater; 2 tot lots.	6.5	Humphrey Road
Loomis Elementary School	2 softball fields, including 3 soccer fields; 2 volleyball courts; 3 basketball courts; track/field; multi-purpose gym; 3 tot lots.	3.5	Intersection of Taylor and King Roads
Placer Elementary School	3 softball fields/2 soccer fields; gymnasium with amphitheater; track; 2 tot lots.	Unknown	Horseshoe Bar Road
Sierra Community College	1 baseball field; 1 softball field; track fields; 2 swimming pools; gymnasium; cross-country trail; 1 football field; 5 tennis courts; 1 theater.	250	Intersection of Rocklin Road and Sierra College Blvd.
Total Acreage		426.2	

Source: Town of Loomis Park and Recreation Master Plan.

C. Goals, Policies, and Implementation Measures

Issues

- *The Town's 1997 park and recreation needs assessment indicates a need for additional park and recreation facilities and services. These include new parks, ball fields, playgrounds, courts, and bike paths and trails.*
- *The resident survey prepared for the General Plan update highlighted the need for a community center.*

Goals

1. To ensure adequate park and recreation facilities.
2. To provide for a multi-use community center.

Policies

1. The Town will pursue all available funding mechanisms to provide a multi-use community center.
2. The Town will work toward providing additional park and recreation facilities to meet the needs of Loomis residents as the Town's population increases.
3. Loomis shall adopt Town park and recreational standards to guide and promote the development of recreational open space, in addition to working with Placer County in the provision of public recreation facilities.
4. New residential developments shall provide for the recreational open space needs of their residents.
5. Loomis shall encourage the compatible recreational use of riparian and stream corridors, where feasible.
6. Loomis shall support and cooperate with volunteer groups and organizations that provide recreational activities for Town residents.
7. Open space areas within proposed developments shall be designed as part of an integrated Town-wide network, in conjunction with bicycle, pedestrian and equestrian trails.
8. Loomis will continue to work with local school districts and the County to extend the park and recreation opportunities of Loomis residents through joint-use facilities.
9. New lighted park and recreation facilities shall undergo review to determine whether lighting would impact adjacent residential uses. If such impacts would occur, facilities shall remain either unlighted, or lighting shall be limited either by timing or location, as appropriate.

Implementation Measures

1. The Town will evaluate and consider the following financing options to procure park land and recreational facilities, and a multi-use community center. These options are described in detail in the Town of Loomis Parks and Recreation Master Plan, Chapter VI, Financial Plan.)

Lease-Purchase;
Borrowed Funds using Certificates of Participation;
County Service Area Charges;
Property Tax Financing;
General Obligation Bond Issue;
Joint Powers Agreements;
Lighting and Landscaping Districts;
Non-profit Foundation;
A combination of the above; and
Impact Fees on New Construction.

2. The Town will evaluate the existing park land and recreation in-lieu impact fee program and recommend revisions if determined appropriate.
3. The Town will evaluate the existing park land and recreation use fee schedule to determine if amendments to the current program are necessary.

Economic Development

The economic development element defines goals for economic growth in the community and the policies that will facilitate the nature of growth desired by the Town. Four primary goals are identified, and specific policies required to implement each goal are presented. A program to implement the economic development element and to periodically evaluate progress is also described.

A. Purpose

The intent of this element is to assist in maintaining and expanding a strong, diversified, and balanced sales tax and property tax base throughout the entire community and to maintain and create new, high-wage, clean-industry employment opportunities.

The overriding principle behind the above purpose is to maintain and enhance the quality of life in Loomis. It is acknowledged that the economic potential of Loomis can only be realized with the cooperation of both the public and private sectors. Among other things, the Town must have a good school system, offer cultural and recreational activities, and operate an efficient and effective government. Therefore, this element includes strategies to work with the public and private sectors to improve the quality of life, which will allow the Town to be economically competitive.

B. Goals and Policies

Goals

The economic development element centers around the following four primary goals:

1. To encourage and assist existing industries and businesses to remain and expand in Loomis, helping them to be economically viable contributors to the community.
2. To recruit new industries and businesses, thereby creating new jobs for Loomis residents.
3. To preserve and enrich the historic character of the downtown by implementing a revitalization plan to beautify the downtown area, transition unutilized or underutilized land into economically productive developments, and restore historic sites to full utility.
4. To develop tourism in Loomis by attracting, developing, and expanding special events and public and private recreational facilities and programs, and by capitalizing on the historical character of the Town.

Business Retention and Expansion

The retention and expansion of existing firms are key to maintaining a stable employment and tax base and, ultimately, to attracting new business. A retention and expansion program is a systematic approach to gathering information from the local business sector, and then using the information as a tool to identify and address immediate problems and to develop local programs and policies that promote a diversified local economy.

Retention and expansion also involves providing links or direct access to a variety of public and private services such as training and financing. The program also provides a ready-made early warning

system to prevent impending company relocation. A strong retention and expansion program keeps the Town, Loomis Basin Chamber of Commerce, and businesses in touch and communicating on a regular and systematic basis.

Major economic development tools that the Town can use include industrial development bonds, tax increment financing for specific projects in redevelopment areas, job training assistance, information dissemination, advertising and promotion, and top quality customer service from Town staff.

One of the side benefits of business retention is that commercial and industrial attraction efforts are enhanced through the increased success of existing businesses. Also, positive working relationships are developed between the public and private sector, creating a welcome, can-do perception of the Town. Potential target industries and business sectors will also emerge, and new business opportunities will become a natural outgrowth of a successful retention and expansion program.

Business Retention Policies

The following policies are designed to achieve the goal of business retention.

1. **Conduct periodic commercial/industrial surveys.** In addition to gathering basic industry statistics (e.g., business sector, number of employees), surveys should obtain information on the needs of existing businesses to remain profitable and enable them to expand.
2. **Act as ombudsman.** Businesses recognize the value of having an internal advocate and link within the Town that can cross department lines to bring appropriate action to bear on problem solving or to take advantage of an opportunity for expansion, retention, or attraction of other business. This can be a powerful economic development tool.
3. **Locate financing sources and linkages.** This is recommended to encourage more lending and financing opportunities in the community.
4. **Link small business to assistance training and counseling.** The Town and Chamber have a definite and important role to play by encouraging development of assistance programs available to local small business, including use of the Greater Sacramento Area Small Business Development Center.
5. **Provide information and referral services.** This is one of the fundamental activities of economic development. Increased requests for information and the number of contacts are one of the manifestations of a successful program. The more businesses learn about the economic development interest of the Town, the greater their response and desire will be to work with the Town and benefit from the program services. To the extent that the Town can assist a company by providing an answer to a question or solution to a problem, the program strengthens the individual company and contributes to the health of the general business environment.
6. **Host seminars and workshops.** This activity will promote economic development to brokers, tenants, and companies on a regular basis. This activity can also be used as a marketing tool to kick off an economic development strategic plan to the community.

7. **Create an economic development training and awareness program.** Training is proposed to develop awareness about economic development among Town staff to enable them to recognize and act on economic development opportunities.
8. **Maintain regular direct communication with business.** The Town Council, Chamber of Commerce, Economic Development Commission, downtown or other business associations, and Town staff should make regular contact with Loomis area businesses. This could be done by direct mail, phone/fax, e-mail, and personal visits. The intent of this communication is to let the businesses of the community understand that their presence in Loomis is appreciated and to extend an invitation to assist the business with problems they may encounter.

Business Attraction and Formation

Business attraction and formation is considered a higher risk economic development tool than a retention and expansion program. This is because the time needed to complete an attraction project tends to be several years and because there are relatively few major facilities to attract at any particular time. Perception of a community as a competitive site location is built on several factors, such as: the reputation of the Town among its existing companies; differential economic factors such as cost of land, permit and other fees, and tax rates; ease of doing business; availability of suitable sites; and available financing. The attraction program works best and is most successful as part of a total economic development effort and not as the sole focus.

The use of targeted attraction techniques represents an opportunity for Loomis based on its demographics, local economy, and economic activity going on around it. Also, disposable income inside the community, and outside the community, presents development opportunities to capture the sales that are lost to retail centers in adjacent communities.

Business Attraction and Formation Policies

Specific policies to address this goal include the following:

1. **Identify attraction targets.** To prepare an effective attraction program, it is first necessary to identify companies that are a. natural fit with Loomis. It is also necessary to find out which companies are searching or growing to target resources where there is the greatest likelihood of a successful match. This involves matching the Town's strengths with growth companies most needing the type of location offered by Loomis.
2. **Create and follow site location leads and prepare proposals.** Specific proposals should be prepared using Town information packets with specific demographic, economic, and site information that will encourage a company to select Loomis as the location for their company. Leads or referrals can be made by Town staff, the Chamber of Commerce, the Economic Development Commission, existing businesses, new businesses, commercial brokers and developers, the Placer County Economic Development Office, and others.
3. **Work closely with commercial brokers and developers.** Establishing a solid communication network among brokers and developers results in growing familiarity and improved perceptions of Town permit and planning services, exchanges of information

about sites available for new companies, and opportunity to respond to unique development timing requirements with a unique Town process. The Town's reputation as a serious player in business attraction is made by the perceptions, accurate or not, of company managers, brokers, and developers. Close communication results in problem solving and cooperative working relationships.

4. **Work closely with Placer County and other regional and state economic development agencies.** This activity includes providing frequent updates on Town opportunities for companies, and meeting to discuss strategy for attraction of specific companies with regional and other economic development agencies. This is an important part of marketing the Town. The more familiar other economic development agencies are with Loomis, the better the Town will be represented outside of its own initiatives.
5. **Implement a joint business / Town advertising program.** There is an opportunity to leverage the Town's dollars by advertising Loomis jointly with private industry. Loomis could take advantage of the achievements of Loomis area companies by using them in marketing and promotion of the Town and also highlighting the company location in industry advertisements. Also, the large gas, electric, phone, and cable companies have economic development departments that co-sponsor trade show space and marketing materials.
6. **Investigate how the Town can create business incubator opportunities.** Business incubators provide opportunities for start-up companies in an atmosphere where centralized services, counseling, and space are provided at rates lower than individualized services. The Town could potentially obtain grant and loan financing to help develop a facility for a business incubator program.
7. **Support Emerging Technologies Institute (ETI) of Northern California.** ETI is a non-profit, public benefit California corporation dedicated to the long term objective of improving the quality of life in the Sacramento Valley region. To accomplish this goal, the institute promotes creation of new and higher-paying jobs in technologically sophisticated industries. The objective is to acquire new industries that rely less on real estate, government, and the military as primary employers to the region.
8. **Develop a Town marketing program.** Marketing of the Town as a business site location is presently being done in a very limited way. Successful business attraction marketing requires that the Town establish a presence at appropriate trade shows and builds a network among company real estate and facilities managers through participation in their professional organizations. This participation can be achieved in conjunction with regional and state economic development agencies.

Downtown Focus

There is an obvious need for aesthetic and economic revitalization of the Town's downtown area. Currently, there is a lack of a viable downtown economy, with a number of vacant buildings and other buildings in need of structural and aesthetic rehabilitation; however, the downtown also contains many historical structures and attractive public buildings. Several privately-owned downtown buildings and related structures have been restored and plans exist to begin the restoration process. Continuing development and private revitalization of the downtown should emphasize the historic character of the

downtown architecture and the fruit shed heritage and ambiance. Tree-lined streets with shaded sidewalks that are conducive to promoting pedestrian use should be provided. A retail, dining, and entertainment area that is only a few blocks would create a core area easily accessible by walking.

Interest in the downtown area remains very local and development opportunities are not well known among out-of-town brokers, developers, and potential tenants. These represent unrealized opportunities for expanded retail sales and employment growth. The previously adopted *Town Center Master Plan* is envisioned as an impetus to economic development in Loomis. Activities should include promoting the area by providing information and plans to potential investors and property owners, locating available financing, and finding solutions to remove impediments to development.

Downtown Focus Policies

The following policies relate to downtown revitalization:

- 1. Market the downtown.** The Town must work with developers and property owners to encourage development, upgrades, and improvements in order to attract new businesses and investment in the downtown. Loans for facade upgrades, seismic safety, and other improvements could be secured. Policies identified above that relate to business retention and attraction can be applied specifically to the downtown area.
- 2. Complete a downtown identity program.** Continuing work on a downtown identity program that preserves the historic character of the Town should include specific actions such as landscaping, lighting, paving, and gateway improvements, and a downtown signage program.
- 3. Create project financing sources.** The Town could work with funding providers to create a downtown banking consortium that will commit financing and counseling on how to obtain further financing for buildings, expansion, equipment, and cash flow management.
- 4. Preserve historic buildings.** The Town could establish a program for historic building restoration and preservation in accordance with a specific plan for the downtown area.

Tourism

Tourism should be developed as another way to strengthen the Town's economy. Creation and enhancement of cultural, entertainment, and recreational activities and facilities in Loomis will attract the tourist and, therefore, positively affect sales tax revenue. Activities and special events by various special interest, cultural, and ethnic groups should be encouraged to create a regional draw of individuals to the community. Promotion of the Town's historic character and attractions, and the installation of music and art in public places, should be encouraged to attract tourists. Also, the Town could capitalize on its freeway visibility and access to lure travelers between the San Francisco Bay Area and the Tahoe Region into its shops, restaurants, entertainment complexes, and lodging facilities.

Tourism Policies

Tourism policies include the following:

1. **Create promotional materials.** The town could develop a promotional brochure describing Town points of interest, restaurants, specialty shops, and annual special events.
2. **Support local museums, art, and cultural events.** Growth in tourism can be encouraged by supporting the programs and events of historic places of interest and entertainment throughout the community. This can be accomplished through support from the Town and the Chamber, and by coordinating events/exhibits with additional interest groups such as the Loomis Basin Historical Society.
3. **Create and increase support of local special events.** Support existing special events in Town, develop related events that coincide with current events, and create new events that emphasize the historic character of the Town.
4. **Capitalize on the freeway location.** The town could promote development of retail, office, entertainment, travel, and other facilities that capitalize on the freeway visibility and access to Loomis.

C. Implementation and Monitoring Measures

The following programs are recommended to achieve the major goals and implement the supporting policies:

Statistics and Data

1. Collect and analyze economic and demographic data provided through Town surveys as well as the Sacramento Area Council of Governments (SACOG), Sacramento Area Commerce and Trade Organization (SACTO), Placer County Economic Development Office, various state departments, the census bureau and other federal departments, and other sources. Information needs to be readily available to brokers, developers, market consultants, and site locators to promote Loomis economic development.
2. Track employment trends with information available through the Employment Development Department for use in site location proposals and for information and referral by the Town.
3. Track Loomis business inventory, statistics, and markets through surveys, a business license program, or other means.

Marketing and Promotion

4. Develop a marketing plan because none of the economic development programs will work effectively without considerable promotion of the Town's goals, strategies, and location as a desirable community. Program advertising and marketing will require professional assistance from an outside consultant or public relations firm to create such a plan. Once a plan is created,

implementation will require a coordinated and combined effort of the Town, the Chamber, Economic Development Commission, and others.

5. Create an economic development identity symbol, theme, and logo, which will also require professional assistance. Having professional presentation of information with a recognizable coordinated look demonstrates that the Town takes itself and its program seriously. Start by using existing themes ("Welcome to Loomis, a Friendly Old Fashioned Rural Community" and "A Small Town is Like a Big Family") or working off those themes.
6. Create marketing materials, including videos, brochures, fact sheets, maps, Internet web sites, and other appropriate tools. Information is needed on transportation, labor market, housing, education, recreation, cultural facilities and events, and other topics. Data is also needed on specific available sites for development, a description of the permitting process, and a list of existing businesses in Loomis, surrounding cities, and Placer County. A profile of the Town Council and staff needs to be developed to emphasize the stability of local government and the Town's can-do attitude.
7. Promote the high-end, up-scale, large-lot type of housing that is somewhat unique to Loomis to attract the executive decision-maker to the area.

Town Staff and Processes

8. Review Town and County regulatory processes that affect business retention, expansion, and attraction. This should be done with the objective to-determine how to best provide assistance to businesses in processing development approvals, expansion plans, and other land use issues.
9. Create a staff training program to identify and act on economic development opportunities. The impression made by each contact with a Town employee can be far-reaching, and virtually every Town department touches and affects economic development. Because attitudes and perceptions about the Town are formed from the moment a business comes in contact with any Town employee, program, or regulation, a training program to alert Town staff to economic development issues is necessary to maintain a Town-wide awareness and consistent message.
10. A high priority for the Town and an integral part of Town orientation and routine training programs should be customer service training. Customer service training is a natural complement to economic development training in order to create awareness and a problem solving, can do attitude among Town employees.
11. Create special development teams for fast reaction to unique opportunities. A team drawing from all Town disciplines/departments can be established to review plans and provide an expedited process when unique circumstances warrant.
12. Streamline the permitting process to reduce both the costs and the time required to go through the process. Streamlining the permitting process embraces all of the strategic goals, including better communication, improved customer service, commitment by employees, and staying competitive. Streamlining does not necessarily mean relaxing requirements or reducing fees; it does mean making it easier for the customer to understand and, therefore, easier to complete.

13. Create an economic development internship program whereby interns from Sacramento State University, UC Davis, Sierra College, and other local colleges can help the Town implement economic development programs.

Land Use

13. Maintain a supply of "ready-to-go" commercial and industrial sites in appropriate sizes, configurations, and locations. Establish flexible zoning guidelines and appropriately zoned areas prior to receipt of development applications.
14. Ensure compatibility with land use designations and proposed uses. For example, uses that help to create a destination and stopover environment, including shopping and entertainment opportunities, should be the focus for commercial development south of I-80. These types of uses in this area must also complement, and even promote, the economic viability of the downtown. As another example, uses that would thrive in and encourage further development of a self-contained, campus-like character to the business park area designated along the railroad northeast of Sierra College Blvd and Taylor Road.
15. Focus on substantial sales tax generators that would co-exist with existing retail, rather than small, unrelated, independent office-type structures. Also, focus on attracting industrial users with point-of-sale operations.

Other

16. Assist local merchants and business organizations interested in forming business improvement districts and help them promote a definable identity for specific commercial areas through coordinated signage, landscaping, and entry/identity symbols.
17. Institute a monitoring program that tracks specific initiatives and outcomes, business contacts and follow-up requirements, land use data and development status, retail sales and sales tax targets (including sales tax revenues as a percentage of total Town revenues), and other criteria to measure the success of the economic development element.
18. Evaluate the benefits of establishing a redevelopment project area and agency to provide additional funding to accomplish economic development in selected areas.