

A. COMMERCIAL AND INDUSTRIAL LAND USE DESIGNATIONS

All of the Land Use Categories below use FAR (Floor Area Ratio) ranges, as well as a typical FAR.

Historic Town Center: (HTC) - The former administrative center, and some residences of the Hercules Powder Company, may be an important historical asset of Hercules. The Historic Town Center designation is to allow the reuse of existing structures, where appropriate, and the addition of new buildings, while maintaining the architectural character of the area and incorporating into the design the visual and physical access to the adjoining San Pablo Bay Shoreline. View corridors and vista points will be established to protect and promote the views to the Bay. Uses within this land use designation shall include professional, administrative, and personal service offices (e.g., real estate, travel agent, etc.), as well as retail businesses. Retail and other commercial uses shall include business support service, restaurants and coffee shops, specialty shops and other businesses that support the professional and administrative offices, as well as uses that provide goods and services to visitors of the adjoining waterfront area. The predominance of these uses shall be located in close proximity to Railroad Avenue which is intended to be the "Main Street" of this area.

Areas separated from Railroad Avenue by existing or planned buildings shall be developed with either uses described above or with multi-family dwellings. This residential development will be allowed so long as the existing or planned non-residential uses would be compatible with the residential living environment.

The design and character of uses and buildings in this land use category is critical. The Historic Clubhouse is to be retained for public use or access. Existing buildings should be retained, where feasible, and may be expanded as long as the existing character is maintained.

The FAR for the non-residential category shall range from 0.15 to 0.40, with a typical FAR of 0.20 for the land use designation area. The density for residential shall be 17 units per acre, with no more than 40 units to be developed in total (about 50 persons per acre; up to approximately 115 persons).

A planned development process will be used to refine the intensity of commercial development and density of residential development, as well as location of such development. Development guidelines will be prepared.

Waterfront Commercial: (WC) - This land use category encompasses a portion of the Hercules Point that may allow private development. Hercules Point is approximately 15 acres. State and Federal agencies will likely require much of this area to be set aside for public access or to preserve wetlands adjacent to San Pablo Bay. However, a portion of this area may be developed. The commercial uses allowed shall provide goods and services for visitors to the public access areas. Typical uses would include restaurants, bait-and-tackle shops, and other visitor-oriented uses. Other uses may include:

- Recreational boat yard, maintenance and launching facilities
- Water oriented recreational instruction facilities
- Administrative offices, and other appurtenant uses
- Food, beverage, sundries, and recreational equipment sales
- Public transportation facility (ferry and charter boat service)
- Fishing Pier

The open character and the views of the Bay are a very important asset of this portion of the community, and the design of any structures must preserve and enhance the enjoyment of the meeting of land and water. Most of this area is within the jurisdiction of the San Francisco Bay Conservation and Development Commission (BCDC) which has permit jurisdiction for development within and 100 feet inland of the San Francisco Bay as defined by the McAteer-Petris Act. (See section B.6.) The amount of development shall be limited. Substantial public access to the shoreline shall be provided. The FAR for this category shall range from 0.15 to 0.30, with a typical FAR of 0.20.

General Commercial: (GC) - This land use category is a non-specialized commercial designation that is intended to permit a wide variety of commercial uses. Businesses locating within this district will attract clientele from both Hercules and the adjacent communities, as well as those using I-80 and Highway 4. Uses allowed within this designation include retail, wholesale (open to the public), offices (business, professional and service), and other business serving the clientele described above. Uses in this designation may also include automobile service stations, restaurants, and automobile repair services, provided that the location and design of these uses effectively mitigate any potential off-site impacts.

The character of buildings within this land use category will typically be suburban in nature, one to two stories in height. More intense development may be allowed, provided that it conforms to the overall character of the development and does not adversely impact the surrounding development. The FAR for this category shall range from 0.20 to 1.00. A typical FAR for this category is 0.30.

Community Commercial: (CC) - This land use category is intended to accommodate commercial development, including retail, office, and service uses that would serve residents and employees within the City. Generally, the location of these properties and the resulting lack of direct access and visibility from regional routes effectively excludes businesses that require patronage from a regional market area. The FAR in this category shall range from 0.20 to 1.00, with a typical FAR of 0.25.

Recreational Commercial: (RC) - This land use category is intended to allow properties to be developed and used for recreational activities that are conducted as a business. Examples of such uses include a golf course, driving range, batting cages, athletic clubs and amusement centers. Development of these properties may also include sporting retail uses, such as sporting good stores, restaurants, cafes, bars, that contribute to creating a full-service commercial recreational facility. Parcel sizes shall vary from less than one acre (batting cages) to more than 100 acres (golf course). Building intensity shall also vary widely, according to the need for interior space as part of the activity. The FAR in this category shall range from 0.20 to 0.40, with a typical FAR of 0.30.