

Spring 2013

# City of Clearlake: 2040 General Plan Update Fall 2012/ Winter 2013

CRP 552/ 554 Community and Regional Planning Studio

Follow this and additional works at: [http://digitalcommons.calpoly.edu/crp\\_wpp](http://digitalcommons.calpoly.edu/crp_wpp)



Part of the [Urban, Community and Regional Planning Commons](#)

---

## Recommended Citation

Presented to the City of Clearlake Spring April 1, 2013, pages 1-261.

This Other is brought to you for free and open access by the City and Regional Planning Student Work at DigitalCommons@CalPoly. It has been accepted for inclusion in City & Regional Planning Studios and Projects by an authorized administrator of DigitalCommons@CalPoly. For more information, please contact [pbleisch@calpoly.edu](mailto:pbleisch@calpoly.edu).

# CITY OF CLEARLAKE



## 2040 General Plan Update

**CITY OF CLEARLAKE, CALIFORNIA**

ADMINISTRATIVE DRAFT | JUNE 16, 2013



**CAL POLY**  
SAN LUIS OBISPO

**CRP** City & Regional  
Planning





2040 GENERAL PLAN UPDATE | **City of Clearlake, CA**

ADMINISTRATIVE DRAFT | JUNE, 16 2013

# Acknowledgements

## **City of Clearlake, CA**

Clearlake City Staff  
Joan Phillippe  
City Manager  
Terri Persons  
Lake Area Planning Council

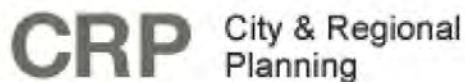
## **California Polytechnic State University, San Luis Obispo, CA**

College of Architecture and  
Environmental Design  
City and Regional Planning  
Department  
Dr. Cornelius Nuworsoo,  
AICP  
Faculty Advisor

## **Cal Poly Graduate Studio Planning Team**

April Hickey  
Atousa Zolfaghari  
Audrey Desmuke  
Elizabeth Brighton  
Elizabeth Pfaflin  
Emma Schoppe  
Jasmine Martin  
Kathryn Slama  
Michael Germeraad  
Mikki McDaniel  
Nicole Streegan  
Ryan Wassum  
Schani Siong  
Tan Tran

This document was produced for the City of Clearlake, CA as part of the Clearlake General Plan Update by the 2012-2013 Community and Regional Planning Studio of the Master of City and Regional Planning Program at the California Polytechnic State University, San Luis Obispo California





# City of Clearlake General Plan

---

## Table of Contents

### **EXECUTIVE SUMMARY**

<b>A.</b>	<b>INTRODUCTION .....</b>	<b>2</b>
<b>B.</b>	<b>PLANNING PROCESS.....</b>	<b>2</b>
<b>C.</b>	<b>DEMOGRAPHICS .....</b>	<b>3</b>
<b>D.</b>	<b>2040 POPULATION &amp; HOUSING PROJECTIONS .....</b>	<b>3</b>
<b>E.</b>	<b>EXISTING CONDITIONS .....</b>	<b>3</b>
	LAND USE .....	3
	CIRCULATION .....	4
	HOUSING .....	4
	CONSERVATION .....	5
	OPEN SPACE .....	6
	NOISE.....	6
	SAFETY .....	7
	ECONOMIC DEVELOPMENT .....	7
	PUBLIC FACILITIES .....	8
	COMMUNITY DESIGN.....	9
	HEALTH .....	9
<b>F.</b>	<b>ALTERNATIVE GROWTH SCENARIOS .....</b>	<b>10</b>
	1. BUSINESS AS USUAL.....	10
	2. INFILL AND REDEVELOPMENT.....	10
	3. CLUSTERED GROWTH DEVELOPMENT .....	11
	4. PREFERRED GROWTH SCENARIO .....	11
<b>G.</b>	<b>ELEMENT GOALS .....</b>	<b>12</b>
	1. LAND USE.....	12
	2. CIRCULATION .....	12
	3. HOUSING.....	12
	4. CONSERVATION .....	13
	5. OPEN SPACE .....	13
	6. NOISE.....	13
	7. SAFETY.....	13
	8. ECONOMIC DEVELOPMENT .....	13
	9. PUBLIC FACILITIES .....	13
	10. COMMUNITY DESIGN.....	14
	11. HEALTH.....	14

## **CHAPTER 1. INTRODUCTION**

<b>A.</b>	<b>THE CITY AND PLANNING AREA .....</b>	<b>16</b>
	SETTING.....	16
	DEMOGRAPHICS .....	17
	HISTORY.....	19
	PLANNING AREA AND SPHERE OF INFLUENCE.....	19
<b>B.</b>	<b>PURPOSE, INTENT &amp; LEGAL AUTHORITY.....</b>	<b>20</b>
	LONG RANGE PLANNING .....	20
	REGIONAL COORDINATION .....	20
<b>C.</b>	<b>GENERAL PLAN OVERVIEW.....</b>	<b>22</b>
	ELEMENTS OF THE GENERAL PLAN.....	22
	<i>Land Use</i> .....	22
	<i>Circulation</i> .....	22
	<i>Housing</i> .....	22
	<i>Conservation</i> .....	22
	<i>Open Space</i> .....	22
	<i>Noise</i> .....	22
	<i>Safety</i> .....	23
	<i>Economic Development</i> .....	23
	<i>Public Facilities</i> .....	23
	<i>Community Design</i> .....	23
	<i>Health</i> .....	23
	CONTENTS OF EACH ELEMENT .....	23
	<i>GOAL</i> .....	23
	<i>Objective</i> .....	23
	<i>Policy</i> .....	24
	<i>Program</i> .....	24

## **CHAPTER 2. PLANNING PROCESS**

<b>A.</b>	<b>INTRODUCTION .....</b>	<b>25</b>
<b>B.</b>	<b>RESEARCH METHODS .....</b>	<b>26</b>
	SECONDARY RESEARCH.....	26
	LAND USE INVENTORY.....	27
<b>C.</b>	<b>COMMUNITY MEETINGS .....</b>	<b>28</b>
	MEETING #1: FOCUS GROUPS .....	29
	<i>Format</i> .....	29
	<i>Feedback</i> .....	29
	<i>Summary</i> .....	31
	MEETING #2: VISIONING WITH EMERGING DIRECTIONS .....	32
	<i>Format</i> .....	32
	<i>Feedback</i> .....	35
	<i>Summary</i> .....	36
	MEETING #3: PRESENTATION OF GROWTH SCENARIOS .....	37
	<i>Format</i> .....	37
	<i>Feedback</i> .....	40

<i>Summary</i> .....	41
MEETING #4: PRESENTATION OF PREFERRED GROWTH SCENARIO .....	42
<i>Format</i> .....	43
<i>Feedback</i> .....	43
<i>Summary</i> .....	43

### **CHAPTER 3. CONDITIONS AND FACTORS OF GROWTH**

<b>A. INTRODUCTION .....</b>	<b>46</b>
<b>B. EXISTING STRENGTHS AND CHALLENGES .....</b>	<b>46</b>
COMMUNITY STRENGTHS .....	47
<i>Access to Parks</i> .....	47
<i>Air Quality</i> .....	47
<i>Clear Lake</i> .....	47
<i>Housing</i> .....	47
<i>Natural Setting</i> .....	47
<i>Proximity</i> .....	47
<i>Transit</i> .....	47
<i>Vacant Land</i> .....	47
COMMUNITY CHALLENGES .....	48
<i>Access to Parks</i> .....	48
<i>Bicycle and Pedestrian Infrastructure</i> .....	48
<i>Environmental Quality</i> .....	48
<i>Safety</i> .....	48
<i>Health</i> .....	48
<i>Healthcare Facilities</i> .....	48
<i>Housing Quality</i> .....	48
<i>Poverty</i> .....	48
<i>Median Income</i> .....	49
<i>Minimum wage</i> .....	49
<i>Unemployment</i> .....	49
<i>Dependent Population</i> .....	49
<b>C. GROWTH PROJECTIONS FOR 2040 .....</b>	<b>49</b>
POPULATION PROJECTIONS .....	49
HOUSING PROJECTIONS .....	51
<i>Vacancy Rate and Housing Condition</i> .....	52
ECONOMIC PROJECTIONS .....	54
<i>Job Targets for Growth Scenarios</i> .....	55
<b>D. DEVELOPMENT OPPORTUNITIES AND CONSTRAINTS .....</b>	<b>56</b>
BOUNDARIES AND LIMITS .....	56
OPPORTUNITIES .....	56
<i>Vacant Land</i> .....	56
<i>City Property</i> .....	56
<i>Waterfront Parcels</i> .....	56
CONSTRAINTS .....	59
<i>Flood Zone</i> .....	59
<i>Fire Zone</i> .....	60
<i>Power and Sewer Lines</i> .....	60



<i>Street Paving and Sidewalks</i> .....	60
<i>Contaminated Sites</i> .....	60
<i>Vacant and City-Owned Land</i> .....	60

#### **CHAPTER 4. DEVELOPMENT ALTERNATIVES**

<b>A. INTRODUCTION</b> .....	<b>63</b>
<b>B. BUSINESS AS USUAL</b> .....	<b>64</b>
GROWTH ASSUMPTIONS .....	64
CONCEPTUAL LAND USE.....	64
<i>Residential Land Use</i> .....	64
<i>Commercial Land Use</i> .....	67
KEY GROWTH AREAS .....	69
<i>Old Highway 53 to State Route 53</i> .....	69
<i>The Avenues</i> .....	70
<i>Austin Park</i> .....	72
CIRCULATION .....	73
OUTCOMES .....	75
<b>C. INFILL AND REDEVELOPMENT</b> .....	<b>76</b>
GROWTH ASSUMPTIONS .....	76
CONCEPTUAL LAND USES .....	76
<i>Housing</i> .....	77
<i>Commercial</i> .....	78
KEY GROWTH AREAS .....	79
<i>Lakeshore Drive</i> .....	79
<i>Austin Park</i> .....	81
<i>Olympic Drive Corridor and The Gateway at Lakeshore Drive and State Route 53</i> .....	82
CIRCULATION .....	84
<i>Pedestrian and Bicycles</i> .....	85
<i>Automobiles</i> .....	86
<i>Transit</i> .....	86
OUTCOMES .....	88
<i>Residential Land Uses</i> .....	88
<i>Commercial Land Uses</i> .....	89
<b>D. CLUSTERED GROWTH DEVELOPMENT</b> .....	<b>90</b>
GROWTH ASSUMPTIONS .....	90
CONCEPTUAL LAND USES .....	90
KEY GROWTH AREAS .....	92
<i>Cluster 1 – Austin Park</i> .....	93
<i>Cluster 2: Ogulin Canyon/Northern Entrance</i> .....	97
<i>Cluster 3: The Avenues</i> .....	98
<i>Cluster 4: Lower Lakeshore at Old Highway 53</i> .....	102
<i>Cluster 5: Regional Shopping Center</i> .....	102
CIRCULATION .....	103
<i>Non-motorized Circulation</i> .....	103
<i>Motorized Circulation and Public Transportation</i> .....	105
OUTCOMES .....	106

## **CHAPTER 5. PREFERRED GROWTH SCENARIO**

<b>A.</b>	<b>INTRODUCTION .....</b>	<b>109</b>
<b>B.</b>	<b>CONCEPT AND PROPOSAL .....</b>	<b>110</b>
	GROWTH ASSUMPTIONS .....	110
	<i>Housing.....</i>	<i>110</i>
	<i>Employment .....</i>	<i>110</i>
	CONCEPTUAL LAND USES .....	111
	<i>Housing.....</i>	<i>114</i>
	<i>Commercial.....</i>	<i>116</i>
	<i>Mixed-Use.....</i>	<i>117</i>
	KEY GROWTH AREAS .....	117
	<i>Lakeshore Drive .....</i>	<i>117</i>
	<i>Austin Park .....</i>	<i>120</i>
	<i>Ogulin Canyon .....</i>	<i>121</i>
	<i>The Avenues .....</i>	<i>122</i>
	<i>Regional Shopping Center .....</i>	<i>124</i>
	<i>Olympic Drive and Gateway at Lakeshore Drive and SR 53.....</i>	<i>126</i>
	<i>Public Parks .....</i>	<i>128</i>
	CIRCULATION .....	128
	<i>Motorized Circulation .....</i>	<i>128</i>
	<i>Non-Motorized Circulation .....</i>	<i>130</i>
	<i>Roadways .....</i>	<i>132</i>
	LAND USE OUTCOMES .....	132
	<i>Residential Potential.....</i>	<i>133</i>
	<i>Commercial and Industrial Potential .....</i>	<i>135</i>
<b>C.</b>	<b>EFFECTS ON COMMUNITY NEEDS .....</b>	<b>136</b>
	1. LAND USE .....	136
	2. CIRCULATION .....	139
	3. HOUSING .....	140
	4. CONSERVATION.....	142
	<i>Water Supply.....</i>	<i>142</i>
	<i>Water Quality.....</i>	<i>143</i>
	<i>Air .....</i>	<i>143</i>
	<i>Biological Resources .....</i>	<i>143</i>
	5. OPEN SPACE .....	143
	6. NOISE.....	145
	7. SAFETY.....	146
	<i>Flooding .....</i>	<i>146</i>
	<i>Fire.....</i>	<i>146</i>
	<i>Emergency Response .....</i>	<i>146</i>
	8. PUBLIC FACILITIES.....	146
	<i>Public Education .....</i>	<i>147</i>
	<i>Public Library .....</i>	<i>148</i>
	<i>Police and Fire Protection.....</i>	<i>148</i>
	<i>Water.....</i>	<i>148</i>
	<i>Storm water.....</i>	<i>149</i>
	<i>Wastewater .....</i>	<i>149</i>
	<i>Solid Waste Management.....</i>	<i>150</i>
	<i>Energy.....</i>	<i>150</i>

9. ECONOMIC DEVELOPMENT .....	150
10. COMMUNITY DESIGN .....	151
<i>Building Design and Quality</i> .....	151
11. HEALTH.....	152

## **CHAPTER 6. LAND USE**

<b>INTRODUCTION .....</b>	<b>155</b>
<b>GOALS, OBJECTIVES, POLICIES, AND PROGRAMS.....</b>	<b>156</b>
GOAL LU 1 .....	156
GOAL LU 2 .....	157
GOAL LU 3 .....	158
GOAL LU 4 .....	159

## **CHAPTER 7. CIRCULATION**

<b>INTRODUCTION .....</b>	<b>161</b>
<b>GOALS, OBJECTIVES, POLICIES, AND PROGRAMS.....</b>	<b>162</b>
GOAL CI 1.....	162
GOAL CI 2.....	165
GOAL CI 3.....	165
GOAL CI 4.....	167
GOAL CI 5.....	168

## **CHAPTER 8. HOUSING**

<b>INTRODUCTION .....</b>	<b>172</b>
<b>GOALS, OBJECTIVES, POLICIES, AND PROGRAMS.....</b>	<b>173</b>
GOAL HO 1.....	173
GOAL HO 2.....	176
GOAL HO 3.....	177
GOAL HO 4.....	177

## **CHAPTER 9. CONSERVATION**

<b>INTRODUCTION .....</b>	<b>180</b>
<b>GOALS, OBJECTIVES, POLICIES, AND PROGRAMS.....</b>	<b>181</b>
GOAL CO 1 .....	181
GOAL CO 2 .....	182
GOAL CO 3 .....	184
GOAL CO 4 .....	185
GOAL CO 5 .....	187
GOAL CO 6 .....	187
GOAL CO 7 .....	188

GOAL CO 8 .....	189
GOAL CO 9 .....	189
GOAL CO 10 .....	191

## **CHAPTER 10. OPEN SPACE**

<b>INTRODUCTION .....</b>	<b>194</b>
<b>GOALS, OBJECTIVES, POLICIES, AND PROGRAMS.....</b>	<b>195</b>
GOAL OS 1 .....	195
GOAL OS 2 .....	196
GOAL OS 3 .....	196
GOAL OS 4 .....	197
GOAL OS 5 .....	198
GOAL OS 6 .....	199

## **CHAPTER 11. NOISE**

<b>INTRODUCTION .....</b>	<b>200</b>
<b>GOALS, OBJECTIVES, POLICIES, AND PROGRAMS.....</b>	<b>201</b>
GOAL NO 1 .....	201
<i>Objective NO 1.1.....</i>	<i>201</i>
<i>Objective NO 1.2.....</i>	<i>202</i>
<i>Objective NO 1.3.....</i>	<i>203</i>
<i>Objective NO 1.4.....</i>	<i>203</i>

## **CHAPTER 12. SAFETY**

<b>INTRODUCTION .....</b>	<b>204</b>
<b>GOALS, OBJECTIVES, POLICIES, AND PROGRAMS.....</b>	<b>205</b>
GOAL SA 1 .....	205
GOAL SA 2 .....	208
GOAL SA 3 .....	209
GOAL SA 4 .....	211

## **CHAPTER 13. ECONOMIC DEVELOPMENT**

<b>INTRODUCTION .....</b>	<b>214</b>
<b>GOALS, OBJECTIVES, POLICIES, AND PROGRAMS.....</b>	<b>215</b>
GOAL ED 1.....	215
GOAL ED 2.....	215
GOAL ED 3.....	218
GOAL ED 4.....	218
GOAL ED 5.....	220

## **CHAPTER 14. PUBLIC FACILITIES**

<b>INTRODUCTION .....</b>	<b>222</b>
<b>GOALS, OBJECTIVES, POLICIES, AND PROGRAMS.....</b>	<b>223</b>
GOAL PF 1 .....	223
GOAL PF 2 .....	224
GOAL PF 3 .....	225
GOAL PF 4 .....	226
GOAL PF 5 .....	227
GOAL PF 6 .....	228
GOAL PF 7 .....	229

## **CHAPTER 15. COMMUNITY DESIGN**

<b>INTRODUCTION .....</b>	<b>232</b>
<b>GOALS, OBJECTIVES, POLICIES, AND PROGRAMS.....</b>	<b>233</b>
GOAL CD 1 .....	233
GOAL CD 2 .....	234
GOAL CD 3 .....	235
GOAL CD 4 .....	237
GOAL CD 5 .....	238
GOAL CD 6 .....	239
GOAL CD 7 .....	239

## **CHAPTER 16. HEALTH**

<b>INTRODUCTION .....</b>	<b>240</b>
<b>GOALS, OBJECTIVES, POLICIES, AND PROGRAMS.....</b>	<b>241</b>
GOAL HE 1 .....	241
GOAL HE 2 .....	242
GOAL HE 3 .....	243
GOAL HE 4 .....	245

## **LIST OF TABLES**

<b>TABLE 1.1 MEDIAN HOUSEHOLD INCOME COMPARISON .....</b>	<b>17</b>
<b>TABLE 3.1 POPULATION PROJECTIONS.....</b>	<b>49</b>
<b>TABLE 3.2 CLEARLAKE ESTIMATED HOUSING UNITS NEEDED, 2040 .....</b>	<b>52</b>
<b>TABLE 3.3 HOUSING PROJECTION ASSUMPTION CALCULATION CLEARLAKE, CA .....</b>	<b>53</b>
<b>TABLE 3.4 HISTORIC JOB GROWTH AND 2040 PROJECTIONS .....</b>	<b>54</b>
<b>TABLE 3.5 CITY OF CLEARLAKE JOBS-TO-LABOR FORCE, 2009 - 2010.....</b>	<b>55</b>
<b>TABLE 3.6 COMPARATIVE JOB TO LABOR FORCE RATIOS AND JOB TARGETS FOR CLEARLAKE .....</b>	<b>55</b>
<b>TABLE 4.1 - PROPOSED ADDED RESIDENTIAL DENSITIES .....</b>	<b>66</b>

TABLE 4.2 BUSINESS AS USUAL GROWTH: PROPOSED COMMERCIAL DENSITIES.....	68
TABLE 4.3 PROPOSED DENSITIES, INFILL AND REDEVELOPMENT .....	88
TABLE 4.4 PROPOSED RESIDENTIAL ACREAGE AND HOUSING POTENTIAL, INFILL AND REDEVELOPMENT .....	89
TABLE 4.5 PROPOSED COMMERCIAL ACREAGES AND EMPLOYMENT POTENTIAL, INFILL AND REDEVELOPMENT .....	89
TABLE 4.6 PROPOSED LAND USE AND DENSITY .....	92
TABLE 5.1 NEW AND EXISTING RESIDENTIAL DENSITIES.....	115
TABLE 5.2 PREFERRED SCENARIO, EMPLOYMENT AND RESIDENTIAL DENSITIES BY GROWTH AREA ..	133
TABLE 5.3 PROPOSED RESIDENTIAL UNITS UNDER PREFERRED GROWTH SCENARIO.....	134
TABLE 5.4 PROPOSED COMMERCIAL ACREAGES UNDER PREFERRED GROWTH SCENARIO .....	135
TABLE 5.5 COMMERCIAL GROWTH AND PROPOSED REDEVELOPMENT .....	136
TABLE 5.6 LAND USE CHANGES- 2040.....	137
TABLE 5.7 PROPOSED CHANGE IN ACREAGE BY LAND USE .....	139
TABLE. 5.8 PREFERRED GROWTH SCENARIO PARK ACREAGE .....	145
TABLE 5.9 AVERAGE CLASS SIZE FOR K-8 SCHOOLS, CLEARLAKE 2010 .....	147

#### LIST OF FIGURES

FIGURE 1.1 LOCATOR MAP .....	16
FIGURE 1.2 POPULATION PERCENT BY AGE, 2010.....	18
FIGURE 1.3 POPULATION PYRAMID CLEARLAKE 2010 .....	18
FIGURE 1.4 ETHNICITY CLEARLAKE 2012.....	19
FIGURE 1.5 PLANNING AREA AND SPHERE OF INFLUENCE, CLEARLAKE.....	21
FIGURE 3.1 POPULATION PYRAMID CLEARLAKE 2010 .....	50
FIGURE 3.2 POPULATION PYRAMID CLEARLAKE 2040 .....	51
FIGURE 3.3 CITY OF CLEARLAKE BOUNDARY MAP .....	57
FIGURE 3.4 CITY OF CLEARLAKE SPHERE OF INFLUENCE .....	58
FIGURE 3.5 VACANT AND CITY-OWNED LAND .....	58
FIGURE 3.6 CITY OF CLEARLAKE DEVELOPMENT CONSTRAINTS MAP.....	59
FIGURE 4.1 BUSINESS AS USUAL CONCEPTUAL LAND USE MAP.....	65
FIGURE 4.2 BUSINESS AS USUAL RESIDENTIAL DENSITIES .....	66
FIGURE 4.3 BUSINESS AS USUAL CONCEPTUAL HOUSING MAP .....	67
FIGURE 4.3 BUSINESS AS USUAL CONCEPTUAL COMMERCIAL MAP .....	68

FIGURE 4.4 LAKESHORE DRIVE -OLD HIGHWAY 53 TO STATE ROUTE 53- EXISTING PATTERN.....	69
FIGURE 4.5 LAKESHORE DRIVE- OLD HIGHWAY 53 TO STATE ROUTE 53- POTENTIAL FUTURE PATTERN .....	70
FIGURE 4.6 THE AVENUES- EXISTING PATTERN .....	71
FIGURE 4.7 THE AVENUES- POTENTIAL FUTURE PATTERN .....	71
FIGURE 4.8 AUSTIN PARK- EXISTING PATTERN .....	72
FIGURE 4.9 AUSTIN PARK- POTENTIAL FUTURE PATTERN .....	73
FIGURE 4.10 BUSINESS AS USUAL NON-MOTORIZED CIRCULATION MAP .....	74
FIGURE 4.11 BUSINESS AS USUAL MOTORIZED CIRCULATION MAP .....	75
FIGURE 4.12 INFILL AND REDEVELOPMENT CONCEPTUAL LAND USE MAP.....	77
FIGURE 4.13 INFILL AND REDEVELOPMENT CONCEPTUAL HOUSING MAP .....	78
FIGURE 4.14 INFILL AND REDEVELOPMENT CONCEPTUAL COMMERCIAL MAP .....	79
FIGURE 4.15 LAKESHORE DRIVE EXISTING PATTERN .....	80
FIGURE 4.16 LAKESHORE DRIVE PROPOSED PATTERN UNDER INFILL AND REDEVELOPMENT .....	80
FIGURE 4.17 AUSTIN PARK EXISTING PATTERN.....	81
FIGURE 4.18 AUSTIN PARK PROPOSED PATTERN UNDER INFILL AND REDEVELOPMENT .....	82
FIGURE 4.19 GATEWAY AT LAKESHORE DRIVE AND SR 53 EXISTING PATTERN .....	83
FIGURE 4.20 GATEWAY AT LAKESHORE DRIVE AND SR 53 PROPOSED PATTERN UNDER INFILL AND REDEVELOPMENT .....	83
FIGURE 4.21 INFILL AND REDEVELOPMENT MOTORIZED CIRCULATION MAP .....	84
FIGURE 4.22 INFILL AND REDEVELOPMENT NON- MOTORIZED CIRCULATION MAP .....	87
FIGURE 4.23 CLUSTERED GROWTH DEVELOPMENT CONCEPTUAL LAND USE MAP .....	91
FIGURE 4.24 CLUSTERED GROWTH DEVELOPMENT CONCEPTUAL LAND USE MAP, CLUSTER 1 .....	94
FIGURE 4.25 CLUSTER 1, AUSTIN PARK HOUSING .....	95
FIGURE 4.26 CLUSTER 1, AUSTIN PARK JOBS .....	95
FIGURE 4.27 CLUSTER 1, AUSTIN PARK EXISTING PATTERN .....	96
FIGURE 4.28 CLUSTER 1, AUSTIN PARK PROPOSED PATTERN .....	96
FIGURE 4.29 CLUSTERED GROWTH DEVELOPMENT CONCEPTUAL LAND USE MAP, CLUSTER 2 .....	97
FIGURE 4.30 CLUSTER 2, OGULIN CANYON/NORTHERN ENTRANCE JOBS .....	98
FIGURE 4.31 CLUSTERED GROWTH DEVELOPMENT CONCEPTUAL LAND USE MAP, CLUSTER 3 .....	99
FIGURE 4.32 CLUSTER 3, THE AVENUES, HOUSING.....	100
FIGURE 4.33 CLUSTER 3, THE AVENUES, JOBS.....	100
FIGURE 4.34 CLUSTER 3, THE AVENUES EXISTING PATTERN .....	101



FIGURE 4.35 CLUSTER 3, THE AVENUES PROPOSED PATTERN.....	101
FIGURE 4.36 CLUSTER 4, LAKESHORE DRIVE HOUSING.....	102
FIGURE 4.37 CLUSTER 4, LAKESHORE DRIVE JOBS.....	102
FIGURE 4.38 CLUSTER 5, REGIONAL SHOPPING CENTER, HOUSING .....	103
FIGURE 4.39 CLUSTER 5, REGIONAL SHOPPING CENTER, JOBS.....	103
FIGURE 4.40 CLUSTERED GROWTH DEVELOPMENT NON-MOTORIZED CIRCULATION MAP .....	105
FIGURE 4.41 CLUSTERED GROWTH DEVELOPMENT MOTORIZED CIRCULATION MAP.....	107
FIGURE 5.1 PREFERRED GROWTH SCENARIO CONCEPTUAL LAND USE MAP .....	112
FIGURE 5.2 PREFERRED SCENARIO, AUSTIN PARK CONCEPTUAL MAP .....	112
FIGURE 5.3 PREFERRED SCENARIO, LAKESHORE DRIVE CONCEPTUAL MAP.....	114
FIGURE 5.4 PREFERRED SCENARIO, FUTURE HOUSING ALLOCATION BY DENSITY.....	115
FIGURE 5.5 PREFERRED GROWTH SCENARIO LAND USE ALLOCATIONS.....	117
FIGURE 5.6 LAKESHORE DRIVE EXISTING CONDITION .....	118
FIGURE 5.7 LAKESHORE DRIVE, PREFERRED GROWTH SCENARIO .....	119
FIGURE 5.8 AUSTIN PARK EXISTING CONDITIONS .....	120
FIGURE 5.9 AUSTIN PARK, PREFERRED GROWTH SCENARIO .....	121
FIGURE 5.10 OGULIN CANYON CONCEPTUAL MAP, PREFERRED GROWTH SCENARIO .....	122
FIGURE 5.11 THE AVENUES EXISTING CONDITIONS.....	123
FIGURE 5.12 THE AVENUES, PREFERRED GROWTH SCENARIO .....	123
FIGURE 5.13 REGIONAL SHOPPING CENTER, PREFERRED SCENARIO .....	125
FIGURE 5.14 REGIONAL SHOPPING CENTER CONCEPTUAL DESIGN .....	126
FIGURE 5.15 THE GATEWAY AT LAKESHORE DRIVE AND SR 53 EXISTING CONDITIONS.....	127
FIGURE 5.16 THE GATEWAY, PREFERRED GROWTH SCENARIO.....	127
FIGURE 5.17 PREFERRED GROWTH SCENARIO MOTORIZED CIRCULATION MAP .....	129
FIGURE 5.18 PREFERRED GROWTH SCENARIO NON-MOTORIZED CIRCULATION MAP .....	131
FIGURE 5.19 REDEVELOPMENT MAP.....	137
FIGURE 5.20 CITY OF CLEARLAKE OVERALL LAND USE DISTRIBUTION, 2040.....	138
FIGURE 5.21 NEW DEVELOPMENT 2040, BY LAND USE .....	139

This Page Intentionally Left Blank

# EXECUTIVE SUMMARY

---

## CONTENTS

<b>A.</b>	<b>INTRODUCTION .....</b>	<b>2</b>
<b>B.</b>	<b>PLANNING PROCESS .....</b>	<b>2</b>
<b>C.</b>	<b>DEMOGRAPHICS.....</b>	<b>3</b>
<b>D.</b>	<b>2040 POPULATION &amp; HOUSING PROJECTIONS.....</b>	<b>3</b>
<b>E.</b>	<b>EXISTING CONDITIONS .....</b>	<b>3</b>
	LAND USE .....	3
	CIRCULATION .....	4
	HOUSING .....	4
	CONSERVATION .....	5
	OPEN SPACE.....	6
	NOISE .....	7
	SAFETY .....	7
	ECONOMIC DEVELOPMENT .....	8
	PUBLIC FACILITIES .....	8
	COMMUNITY DESIGN .....	9
	HEALTH .....	9
<b>F.</b>	<b>ALTERNATIVE GROWTH SCENARIOS .....</b>	<b>10</b>
	1. BUSINESS AS USUAL .....	10
	2. INFILL AND REDEVELOPMENT.....	10
	3. CLUSTERED GROWTH DEVELOPMENT .....	11
	4. PREFERRED GROWTH SCENARIO .....	11
<b>G.</b>	<b>ELEMENT GOALS .....</b>	<b>12</b>
	1. LAND USE .....	12
	2. CIRCULATION .....	12
	3. HOUSING .....	13
	4. CONSERVATION .....	13
	5. OPEN SPACE .....	13
	6. NOISE.....	13
	7. SAFETY .....	13
	8. ECONOMIC DEVELOPMENT .....	13
	9. PUBLIC FACILITIES .....	14
	10. COMMUNITY DESIGN.....	14
	11. HEALTH .....	14

## A. INTRODUCTION

This is a comprehensive revision and replacement of the City of Clearlake's General Plan, which has not been updated since the City first incorporated in 1980. California law requires cities and counties to adopt a General Plan to guide future development. A General Plan is the foundation upon which all land use decisions are to be based (California Governor's Office of Planning and Research (OPR), 2003). This report is produced by second year graduate students (Cal Poly Planning Team) in the City and Regional Planning Department at the California Polytechnic State University, San Luis Obispo under the supervision of a faculty member. The Cal Poly Planning Team collected information from existing documents and held meetings with City officials and community members to generate a background report. The Background Report was completed in December 2012.

This document discusses the planning process which has led to the development of Clearlake's Preferred Growth Scenario and Clearlake's goals and objectives for future development. In addition, this plan acts as a policy document to provide explicit and distinct policies and programs to help guide decision making in order to achieve these goals.

## B. PLANNING PROCESS

The Cal Poly Planning Team consists of second-year graduate students in pursuit of a professional Master Degree in the field of City and Regional Planning from the California Polytechnic State University in San Luis Obispo, California with supervision and guidance provided by Dr. Cornelius Nuworsoo. Between September 2012 and December 2012, the Planning Team interacted with the Clearlake community in a series of public workshops and worked closely with the City of Clearlake to generate an existing conditions background report. The 2012 Background Report acts as the guiding document for the General Plan Update, as it identifies opportunities, constraints, and community goals. Following the development of the Report, the Planning Team used this information to formulate development scenarios. Through additional community input received from January 2013 through March 2013, the Planning Team presented the Preferred Growth Scenario in March 2013.

Three different methods were utilized to gather information to inform the Planning Team on existing conditions and identify emerging directions which guide the development of goals, objectives, policies, and programs in the General Plan.

1. Secondary research was conducted to identify applicable standards, policies, and programs related to each General Plan element.
2. Field work was performed in order to conduct land use inventory of existing conditions and the use of all parcels within the City.
3. Primary data was collected in the form of three public meetings, which provided insight to community aspirations and preferences for Clearlake's future.

Chapter 3, “Planning Process”, describes each method in greater detail.

## C. DEMOGRAPHICS

In 2010, Clearlake had 15,250 residents, a 16 percent increase from 2000. Comparatively, Clearlake is a relatively young community in Lake County, with a median age of 39.9 years. The largest percent of the 2010 Clearlake population was within the 45 to 54 year age cohort, yet approximately 67 percent of the entire population was under the age of 45. Racial and ethnic diversity is limited in Clearlake. While 21 percent of the population identifies as Latino by ethnicity, 73 percent of the population is within the racial category ‘white’. African Americans, the second largest racial group, make up only 4 percent of the total population. In 2010, the median income for Clearlake was \$26,382, considerably lower than Lake County (\$41,182) and California (\$60,883) averages.

## D. 2040 POPULATION & HOUSING PROJECTIONS

The population in Clearlake is projected to increase an additional 22 percent over the next thirty years. Based on current birth, death, and immigration rates, the population in Clearlake will increase by 3,452 and approach an estimated 18,702 residents by 2040. To accommodate population growth the City will require an additional 1,025 housing units. This housing need can be met through the reoccupation of existing vacant units, redevelopment of existing units determined to be in ‘bad’ condition, and constructing new units.

## E. EXISTING CONDITIONS

### Land Use

The Land Use Element defines current and future land uses in the City of Clearlake. This element ties together the goals, objectives, and policies of other elements in the General Plan, while promoting compatibility of uses and preserving valuable community assets and resources. The 2012 Land Use Inventory surveyed existing uses and found that 57 percent of the City’s total acreage is vacant. New development is needed to improve conditions in the City. The remainder of acreage in the City is made up of 28.6 percent residential, 9.5 percent open space, and less than 2 percent each of commercial, mixed-use, public facilities, and industrial land. The 3,968 vacant acres allow for a variety of development opportunities.

The Land Use Element targets development in strategic locations throughout Clearlake as presented under the Preferred Growth Scenario. The goals, objectives, policies, and programs are designed to accommodate future growth while maintaining the City’s rural atmosphere and abundance of open space. Concentration of development, focused around key activity centers, can provide a lively and active city. Additionally, a mix of uses, enabling residents to access daily needs and services should also be included.

# Circulation

The Circulation Element is one of the seven mandatory elements of the General Plan according to Government Code §65302. Circulation is an important part of a vibrant community. An effective transportation system not only provides vital multi-modal transportation service connecting all land uses, but also is directly related to the social and economic development of the City. In order to have a healthy economic system, a connected and efficient circulation system is imperative. This Element describes the City's transportation system and circulation network and provides an inventory of existing roadway and infrastructure conditions. Additionally, this element identifies emerging directions related to future transportation and circulation within the City.

A key challenge facing Clearlake's transportation system is street and road maintenance. A majority of streets, both public and private, in Clearlake are unpaved. There are about 112 miles of public streets in Clearlake with about 63 miles paved and 49 miles of gravel or unpaved roads. As a long-standing issue, many residents identify pavement of the streets as a top infrastructure priority. The City is currently taking steps to address this issue. The community's residents also would like to see a well-maintained sidewalk system that can facilitate safe and connected pedestrian access. Based on low ranking level of service, many intersections could be improved. The intersections that have been identified in need of improvement are State Route 53 (SR 53) at 40th Avenue, SR 53 at Dam Road/Old Highway 53 and SR 53 at SR 29/Main Street.

The goal of this plan is to address the circulation needs of the City by working to establish connectivity throughout the City, promote auto independency, safety for all users of the right-of-way, and increase the quality of road infrastructure. The Preferred Growth Scenario's circulation plan maintains the link between transportation and land use by emphasizing a well-connected multi-modal transportation system. It is recommended that the City should prioritize road, bike, and pedestrian infrastructure improvements. Future development near Austin Park, Ogulin Canyon, and the Regional Shopping Center should incorporate additional public transit service connections and additional bike infrastructure. Traffic calming measures, such as roundabouts and raised crosswalks should be implemented to address safety concerns.

# Housing

The Housing Element, a mandatory element by State Law, analyzes current housing stock and conditions in Clearlake based on information gathered from the 2012 Land Use Inventory and 2010 U.S. Census. According to the U.S. Census, Clearlake had approximately 8,035 housing units in 2010. More than half of these units are single-family homes, while over one-third are mobile homes. Existing housing stock is in need of improvements, with only half of all housing units considered to be in "good" condition based on the Cal Poly Planning Team's visual condition inventory. Additionally, about 25 percent of Clearlake's current housing stock is considered vacant, which is extremely high and representative of a failing housing market. Both homeowners and renters are financially burdened by housing costs, with approximately 75

percent of homeowners with mortgages and 59 percent of renters considered cost-burdened. Notwithstanding, the Regional Housing Needs Allocation requires 51 percent of future housing to accommodate above-moderate income owners. With a majority of the current population considered cost-burdened and the current housing stock is already being sold at below market rate, the City will need to address both above moderate and low-income housing. Housing affordability programs must be considered, in addition, the City shall reevaluate existing stock and identify potential units for rehabilitation and renovation. Currently, the Area Planning Council is evaluating the spreading of low-income housing throughout the county thereby lessening the required number in the City. Higher-income residents have different housing needs and may be interested in above market-rating housing.

Given current trends in population growth, the population is projected at 18,702 by the year 2040. In order to accommodate this population growth, Clearlake needs an additional 1,025 housing units by 2040. The current vacancy rate is 25.7 percent, and does not include the high number of seasonal homes in Clearlake. One goal of the Housing Element is to reduce this rate to 5 percent by 2040, so to achieve this rate without including the seasonal homes; the City should remove homes in bad condition and utilize 754 vacant housing units. Thus, the City will only need to construct 271 new housing units by 2040.

## Conservation

The Conservation Element addresses management and conservation of natural resources to benefit the human population while allowing for economic growth, while protecting wildlife habitat and resources. The goal of the Conservation Element is to reconcile the “conflicting demands” between human and natural systems and develop policies that mitigate negative human influence on natural ecosystems while preserving ecosystem functions into the future. The Conservation Element addresses federal and state standards of environmental regulation, current and future water supply and demand, existing conditions of water, air, biological, and geologic resources, preservation of wildlife habitat, cultural resources, and state of the art practices in environmental planning for energy efficiency and climate change.

Clear Lake is currently a federally listed impaired body of water and will need to meet the standards established in the Total Maximum Daily Load Implementation and Monitoring Plan in order to meet federal water quality standards. Clearlake is also home to federally endangered and threatened species, requiring careful land use planning to avoid impacts on natural wildlife and vegetation. Water supply is also a major concern in the Conservation Element. As future population increases, the City will need to carefully monitor water supply and demand to ensure adequate supply for all residents and visitors.

The Conservation Element identifies goals, objectives, policies, and programs to guide the City into the future in a way which minimizes the impact on the natural environment and improves upon existing conditions. Under the Preferred Growth Scenario, the City will concentrate future economic and residential growth within existing developed areas. This will minimize the impact of future growth on open space land and natural habitat. Future growth will require the City to secure an adequate supply of water for all future residents and prioritize improving quality of



water in Clear Lake. The element also introduces policies which address community concerns including the need for interregional coordination on conservation issues and increased public awareness.

## Open Space

The Open Space Element contains information on three different categories of open space: active open space for recreation, passive open space for the management of natural resources, and passive open space for the management of safety.

In Clearlake, active open space for recreation and parks includes three neighborhood parks: Austin Park, Highland Park, and Redbud Park, totaling approximately 36 acres. This is equivalent to 2.36 acres per 1,000 people, above the traditional 1.00 acres per 1,000 people standard. An additional 5.8 acres of playgrounds, sporting fields, and recreational space provided by Pomo Elementary and Burns Valley Elementary Schools supplements the City parkland. Anderson Marsh Historic State Park is considered a regional park, and provides amenities such as historic and naturalist programs, picnic areas, hiking and biking trails, kayaking, and bird watching.

Passive open space for the management of natural resources includes scenic resources, agricultural lands, and wilderness. Scenic places in the City are identified as city parks, scenic vistas from the parks, State Route 53 and Lakeshore Drive scenic driveways, scenic viewsheds from Lakeshore Drive providing “glimpses” of the lake and views of Mt Konocti, Clear Lake, Borax Lake, and Anderson Marsh Historic State Park. The active agricultural lands consist of 466 acres, found in clusters on the northeast side of Clearlake. Wilderness areas in Clearlake are predominantly located outside the City boundary to the east; and consist of hills, vegetation, and wildlife habitats.

Passive open space for safety management includes forested lands for fire safety; open space for flooding prevention, drainage control, water retention, and seismic hazard protection; and access trails for firefighting. Trails can serve as a buffer for open space, wetlands, and wildlife habitat with added potential for preserving clean water and aquifers, and enabling environmental education opportunities.

In the Preferred Growth Scenario, park and open space improvements are proposed, including the expansion of Highlands Park to encompass a total of 1.6 acres, as well as redevelopment proposals near and across all of the parks along Lakeshore Drive. Additionally, a linear park is proposed along 39th and 40th Avenues on the eastern side of SR 53. The visitor’s center at the junction of SR53 and Lakeshore Drive is proposed for a park-like setting. Pocket parks are proposed as part of the design for planned developments. The largest concern for the future is park accessibility. Parks should be developed in closer proximity to developing neighborhoods. The Preferred Growth Scenario does not result in any loss of open space land, ensuring open space remains to act as a buffer for safety and protect scenic views of the lake and mountains. Open space maintenance and expansion is encouraged by concentrating development in the eight key areas of the Preferred Growth Scenario. This development proposal enables a proper buffer for protecting urban areas from rural and fire-prone areas

## Noise

The Noise Element is one of the mandatory elements and identifies both noise sources of and sensitive receptors. The element provides goals, objectives, policies, and programs in the General Plan to alleviate unwanted sound produced within Clearlake. The major sources of noise are traffic on State Route 53 (SR 53) and Lakeshore Drive as well as animal nuisances and recreational lake activities such as boating. The Preferred Growth Scenario has potential to increase traffic noise along main corridors of Lakeshore Drive, Olympic Drive, and SR 53. Increased construction noise should be addressed through mitigation measures. To address future conditions envisioned under the Preferred Growth Scenario, the Noise Element 's goals, objectives, policies, and programs encourage additional development and land use decisions to include careful consideration of compatible and incompatible land use proximities, impact of new development on sensitive receptors, and incorporate noise mitigation measures throughout the construction and operational phases of any new project. With future development plans, the impact of traffic and construction noise ought to reflect courtesy to residents, and mitigation measures should be put in place by local, state, and federal agencies.

## Safety

The Safety Element, a required element of the General Plan, identifies hazards that pose potential risks of injury, death, and property damage resulting from flood hazards, fire proliferation, seismic impacts, geologic conditions and hazardous materials, in addition to citywide emergencies and crime. Addressing natural and man-made hazards will guide future growth within the City. The greatest risks in Clearlake are likely to result from flood or fire hazards. Areas planned for development along the lake within the 100-year flood zone are at higher risk and should either be re-located outside of the flood hazard zone or properly constructed to address this risk. Similarly, residential development in areas facing high fire risk, such as areas adjacent to the foothills surrounding the City, should implement fire mitigation measures. Other hazards of lesser risk, including seismic hazards, should also be addressed to formulate an approach that encompasses a range of safety issues. The application of prevention and mitigation measures that address each hazard can reduce the impact on property, health, and safety.

Goals, objectives, policies, and programs set forth the approach and requirements to achieve a direction of growth that incorporates safety at its core. Addressing the impacts of flooding, fire, seismic hazards, hazardous materials, and crime and developing an emergency response can direct the City along a path of safe development. Clearlake should be guided by a development approach that minimizes flood risk; aims for an environment of low urban fire and wildfire risk; prepares the City for seismic and geologic hazard impacts; avoids health impacts caused by hazardous materials; emphasizes a community of low crime activity; and ensures an organized emergency response process.

## Economic Development

The Economic Development Element is an optional element in the General Plan. The element provides General Plan goals, objectives, policies, and programs to improve and diversify the City's economic base. Economic conditions in Clearlake have been declining since 2007. While unemployment rates are dropping from their peak in 2007, there are indications, such as the job-housing ratio and percent of residents in the workforce, that there is not an adequate supply of appropriate jobs to match the skill level of Clearlake residents. Clearlake employees are commuting from elsewhere in the County, indicating a job-housing imbalance due to insufficient supply of market-rate housing. The City has recently balanced the municipal budget, yet officials will need to continue to maintain fiscal stability and look for opportunities to finance new programs in accordance with the General Plan. The City will need to be careful to not overspend limited financial resources, and dedicate effort to finding grants and other funding sources in order to maintain momentum and community participation.

A main component of the Preferred Growth Scenario is allocating adequate land for commercial and industrial growth. The goals, objectives, policies, and programs of the Economic Development Element are intended to shape economic growth suitable for the City of Clearlake, as well as create and sustain a vibrant and welcoming community that serves both tourists and locals. Under the Preferred Growth Scenario, estimated targets can lead to a multitude of additional job opportunities, an improved jobs-housing balance, and increases in sales tax revenue. The Economic Development Element introduces policies and programs to correspond to the commercial and industrial land uses outlined in the Preferred Growth Scenario. The element suggests concentrating commercial and job growth in the downtown Lakeshore and Olympic Drive loop, adding light industry in Ogulin Canyon, and expanding industry and commercial development in the Airport and Wal-Mart shopping area. By promoting development in key areas, the Economic Development Element aims to foster job growth and generate more head of household jobs. The City should work to develop an Economic Development Strategic Plan to attract appropriate businesses and incentivize entrepreneurship and innovation.

## Public Facilities

The Public Facilities Element describes the services and facilities provided by the City of Clearlake and Lake County to residents and businesses, and discusses whether these services are adequate to meet the City's needs now and in the future. The City's public facilities serve approximately 15,000 residents and a number of commercial businesses over a land area of about 11 square miles. Educational facilities include schools: Burns Valley Elementary, Pomo Elementary, and Clearlake Highlands Academy (members of the Konocti School District). Additionally, the City provides facilities for police and fire departments, water and wastewater storage, pumping, and conveyance systems; solid waste and recycling, utilities, and energy.

The future provision of public facilities is driven by the goals, objectives, policies, and programs for the public facilities element. Addressing school overcrowding by building adding more classrooms or building a new school will allow for adequate classroom sizes later. Hiring more

police and fire personnel will allow for adequate crime and fire hazard protection. Updating plans for storm water and developing a plan for the landfill when it reaches capacity will help the City to face impacts to storm water and waste management. The development approach seeks to minimize impact of future development to public education, the library, police and fire protection, water supply, storm water, waste management, and energy facilities.

## Community Design

Community design and sense of place refer to the unique character and features of a city's built environment and natural landscape. The Community Design Element of the General Plan has two main roles; it identifies existing conditions of Clearlake's built environment and suggests ways to preserve or enhance desirable community attributes by establishing a set of goals, policies and actions. The Community Design Element also provides the basis for aesthetic regulation of all development and offers specific guidelines to enhance the sense of place and quality of life for Clearlake residents. These guidelines bring together the principles of the other elements in an overall set of policies to guide the form and appearance of Clearlake's neighborhoods, streetscapes, and buildings.

Currently, Clearlake has a limited ability to attract visitors and tourists. The downtown corridor has the potential to serve visitors and residents, but is mostly underdeveloped and the absence of area design guidelines has led to non-pedestrian scale buildings and store frontages with little cohesion or symmetry. This element provides additional direction for the prescriptions ascribed to uses in the Land Use Element as determined by the Preferred Growth Scenario. This additional direction includes not only the identification of Clearlake's development pattern, form, and structure, but also, the unique characteristics of the City that together form its sense of place. The Preferred Growth Scenario emphasizes infill development, creating walkable commercial districts, and marketing the City as a tourist destination. Implementation of community design policies will help the City attain future goals and create an inviting and attractive city with a distinguished regional identity. The goals, objectives, policies, and programs outlined in this element aim to entice people to actively participate in community events and feel a sense of pride in being part of the City.

## Health

The Health Element identifies measures of physical and mental wellness in the community. The element addresses adequate access to recreation and open space, healthy foods, medical services, public transit and safe active transportation, quality housing, economic opportunities as well as safe neighborhoods and public spaces, and environmental quality. A large proportion of Clearlake residents suffer from obesity, aging problems, drug and alcohol abuse, heart diseases, and mental health issues. Teen pregnancy is also a rising concern as youth population is projected to grow. With a growing senior population, access to transportation, health care, and recreation will become increasingly important.

The purpose of the Health Element's goals, objectives, policies, and programs is to address the issues and challenges of the City. City goals are influenced by all other elements, in order to provide a comprehensive health plan.

The Preferred Growth Scenario illustrates the many ways Clearlake can improve residents' health. One way is by encouraging compact development and streetscape improvements to increase walkability and physical activity levels. The addition of green spaces, parks, and pedestrian focused areas such as plazas and pocket parks promote higher accessibility to social gathering areas and build healthier social capital. Residential mini parks utilized as community gardens can also increase resident's accessibility to fresh and healthy food. Under the Preferred Growth Scenario, goals and objectives identified in the Health Element will guide Clearlake to a healthy future by focusing on increasing access to health care and health care facilities, increasing awareness and access to healthy food options, and providing access to more recreational activities.

## F. ALTERNATIVE GROWTH SCENARIOS

### 1. Business as Usual

Business as Usual is a development scenario that illustrates the future implications of following existing trends and patterns in population growth, residential and economic development, and investment in public facilities and infrastructure.

The Business as Usual Scenario would accommodate future housing and employment needs in low-density dispersed housing on the periphery of the City, not within walking or biking distance to employment, recreation, or commercial opportunities. Growth in the Business as Usual Scenario assumes the existing low-density housing types and patterns persist, with a continued preference for single-family mobile and modular homes. Commercial activity will be dispersed throughout the City, without a distinct City core or downtown commercial center.

### 2. Infill and Redevelopment

The Infill and Redevelopment Scenario emphasizes the utilization of vacant parcels to transform the City of Clearlake's traditional land use pattern into an efficient network. In contrast to Business as Usual, Infill and Redevelopment envisions a purposeful approach to development through concentrated growth around the following strategic areas:

1. Gateway (Lakeshore Drive between Old Highway 53 and State Route (SR) 53)
2. Lakeshore Drive Corridor (from Old Highway 53 to Austin Park)
3. Austin Park
4. Olympic Drive Corridor (from Austin Park to SR 53)

Low-density residential housing with some higher density housing options is proposed under this alternative in order to maintain Clearlake's small-town feel while anticipating future

growth. Commercial retail, service, and some office uses are proposed to encourage more economic activity around Clearlake's existing commercial hubs. Mixed-use development along Lakeshore Drive and Austin Park is another strategy to bring people closer to commercial and social needs and contribute to a stronger community.

The Infill and Redevelopment Scenario proposes a multi-modal circulation plan that reduces automobile dependency and promotes multiple modes of transportation. A multi-modal circulation plan is an essential component to support the mixed-use and infill development proposed in this growth scenario. The objective is to improve the condition and safety of Clearlake's main arterials, Lakeshore Drive and Olympic Drive for pedestrians, bicyclists, and motorists.

### 3. Clustered Growth Development

The Clustered Growth Development Scenario advocates strategic growth in specific areas of Clearlake, with the goal of creating a connected network of activity hubs. This scenario proposes growth in the following 5 key areas:

1. Austin Park
  - New residential, commercial, office, mixed-use, and Civic development, with a focus on civic uses and public space.
2. Ogulin Canyon/North Entrance
  - New light industrial and tourist-commercial use.
3. The Avenues
  - New clustered single-family residential development, accounting for green space and pocket parks at the neighborhood surrounding Phillips Avenue and 40th Avenue. Includes neighborhood- commercial uses and centralized multi-family housing.
4. Lakeshore Drive at Old Highway 53
  - New mixed-use residential/commercial development and new single-family residential development. Additional retail and service development.
5. Regional Shopping Center
  - New higher-density residential development, including mixed-use and multi-family housing development at the neighborhood

The Clustered Growth Development Scenario prioritizes mixed-use designations, centralized open and public spaces, and established hubs of activity to create a more cohesive and connected city, while maintaining growth to certain areas. This scenario also offers a robust selection of transportation options, addressing walkability and bikeability between activity hubs.

### 4. Preferred Growth Scenario

The Preferred Growth Scenario for 2040 reflects a combination of all of the proposed growth alternatives with an emphasis on design concepts from the Infill and Redevelopment

Alternative and the Clustered Growth Alternative. Conceptual land uses for the Preferred Growth Scenario are based on a combination of existing land uses, proposed land uses, and the community's preferred aspects of each growth alternative. The goal of the Preferred Growth Scenario is to transform the City's spatial layout into a well-balanced array of land uses (including residential, commercial, open space, and public facilities).

Development is focused in eight key growth areas. The scenario is based on public input from three community meetings, particularly the Alternatives Community Meeting #3 on February 9, 2013. The Preferred Growth Scenario is designed to provide a variety of residential densities, create a mixed-use retail core, diversify the economic base, generate access to the lake through the use of parks and open space, and improve circulation. The growth areas are:

1. Austin Park
2. Olympic Drive Corridor (from Austin Park to State Route 53)
3. Lakeshore Drive Corridor (from Old Highway 53 to Austin Park)
4. Gateway at State Route 53 intersect with Lakeshore Drive
5. The Avenues
6. Regional Shopping Center (Wal-Mart/Airport Area)
7. Ogulin Canyon Industrial Center (northeastern corner of the City)
8. Agriculture Area

The intended outcome behind the proposed uses is to create a place with adequate supply of jobs, a variety of housing options, and public spaces that provide access to the lake, and supply sufficient amounts of space for community activities. This is achieved through designating a diversity of residential and commercial densities, the expansion and enhancement of public parks, and strategic and concentrated development.

## G. ELEMENT GOALS

The following is a summary of each element's goals. Each goal's accompanying objectives, policies, and programs are presented in chapters 6 through 16.

### 1. Land Use

1. Accommodation of future residential growth with a rural character
2. Concentrated development with heightened activity centers
3. Compatible land uses
4. Easy access to daily needs and services

### 2. Circulation

1. An efficient and safe road network.
2. Adequate parking in commercial areas.
3. A high quality transit system that serves the needs of all residents.
4. A walkable City.



5. A bicycle-friendly City.

### 3. Housing

1. An adequate supply of housing for all income groups and needs.
2. Well-maintained, safe, and aesthetically pleasing housing environment.
3. Residential neighborhoods that respect the rural character of Clearlake.
4. Energy efficient and environmentally sustainable housing.

### 4. Conservation

1. Clean and safe lake conditions for wildlife, swimming, fishing, and boating
2. A City with an adequate supply of clean drinking water
3. Clean and clear air for all residents and visitors
4. A diverse landscape where plant and wildlife habitats, open space, and natural resources are preserved and protected
5. Agricultural land is protected from conversion into other uses
6. An energy efficient community
7. A City that actively addresses global climate change
8. Enhanced intergovernmental coordination on conservation issues in Lake County
9. A community well informed on local and regional conservation issues
10. Important cultural, historical, and archaeological sites managed and protected for the benefit of present and future generations.

### 5. Open Space

1. Parks and recreational facilities that meet a wide variety of public needs.
2. Connected City parks and open spaces.
3. A community with widely used parks and open spaces.
4. Protected and preserved passive open space.
5. Protected and enhanced vistas for the well-being of residents.
6. A city that preserves and celebrates its environmental resources.

### 6. Noise

1. A community with minimal exposure to excessive sound.

### 7. Safety

1. A community protected from injury, loss of life and property damage resulting from natural hazards relating to flooding, fire, seismic, and geologic events.
2. A safe community with low crime activity.
3. A community with low impact risk of hazardous materials on its well-being and health.
4. An effective emergency response system.

### 8. Economic Development

1. Balanced budget and fiscal stability.

2. A supportive and nurturing business climate.
3. A welcoming and visitor-serving environment.
4. A vibrant and centralized downtown.
5. A regional shopping hub.

## 9. Public Facilities

1. Educational opportunities for all community members.
2. A thriving civic center as a public resource center of the community.
3. City streets, residential properties, and public areas are clean and free of trash, reflective of civic pride in the community.
4. Properly allocated public service facilities, commensurate with fire and police personnel needs.
5. A comprehensive and sanitary sewer system that meets City needs and protects natural resources.
6. A sustainable supply of high quality water, delivered through an efficient and safe system to support the City's existing and future population.
7. A comprehensive and functioning storm water management system that protects people, property, water quality, and natural aquifers.

## 10. Community Design

1. A community with a distinct and strong identity
2. A walkable community
3. A small town community with a rural character
4. Valued natural environment and scenic beauty
5. Safe and healthy residential and commercial areas
6. Neighborhood wellness and social interaction for residents and visitors
7. Adequate signage and wayfinding

## 11. Health

1. Accessible health care
2. High awareness of healthy eating and healthy food options
3. Healthy lifestyle and educational programs for all
4. A safe community

# 1. INTRODUCTION

---

## CONTENTS

<b>A. THE CITY AND PLANNING AREA .....</b>	<b>16</b>
SETTING .....	16
DEMOGRAPHICS .....	17
HISTORY .....	19
PLANNING AREA AND SPHERE OF INFLUENCE .....	19
<b>B. PURPOSE, INTENT &amp; LEGAL AUTHORITY .....</b>	<b>20</b>
LONG RANGE PLANNING .....	20
REGIONAL COORDINATION .....	20
<b>C. GENERAL PLAN OVERVIEW .....</b>	<b>22</b>
ELEMENTS OF THE GENERAL PLAN .....	22
<i>Land Use</i> .....	22
<i>Circulation</i> .....	22
<i>Housing</i> .....	22
<i>Conservation</i> .....	22
<i>Open Space</i> .....	22
<i>Noise</i> .....	22
<i>Safety</i> .....	23
<i>Economic Development</i> .....	23
<i>Public Facilities</i> .....	23
<i>Community Design</i> .....	23
<i>Health</i> .....	23
CONTENTS OF EACH ELEMENT .....	23
<i>GOAL</i> .....	23
<i>Objective</i> .....	23
<i>Policy</i> .....	24
<i>Program</i> .....	24

## LIST OF FIGURES

<b>FIGURE 1.1 LOCATOR MAP .....</b>	<b>16</b>
<b>FIGURE 1.2 POPULATION PERCENT BY AGE, 2010 .....</b>	<b>18</b>
<b>FIGURE 1.3 POPULATION PYRAMID CLEARLAKE 2010 .....</b>	<b>18</b>
<b>FIGURE 1.4 ETHNICITY CLEARLAKE 2012 .....</b>	<b>19</b>
<b>FIGURE 1.5 PLANNING AREA AND SPHERE OF INFLUENCE, CLEARLAKE .....</b>	<b>21</b>

## LIST OF TABLES

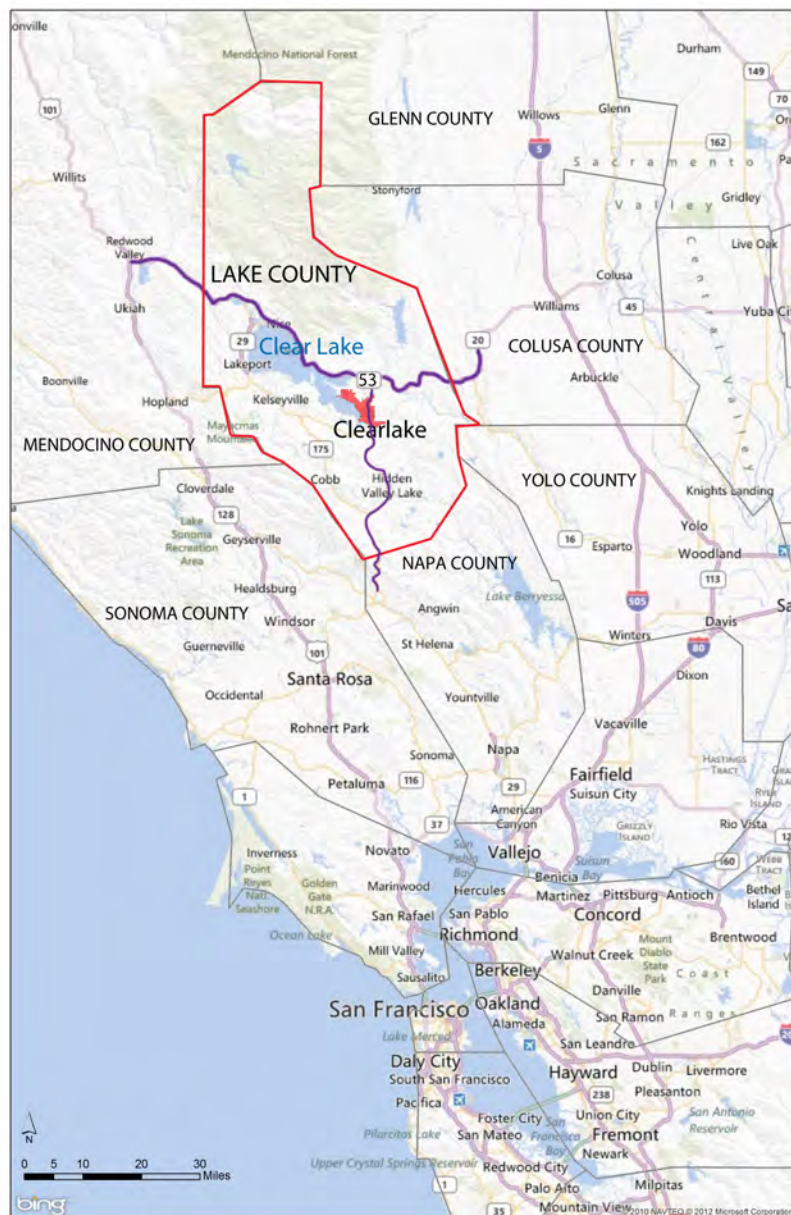
<b>TABLE 1.1 MEDIAN HOUSEHOLD INCOME COMPARISON .....</b>	<b>17</b>
---	-----------

# A. THE CITY AND PLANNING AREA

## Setting

The City of Clearlake is located in Northern California, approximately 80 miles north of San Francisco. It is situated in rural Lake County, bordered by Mendocino, Sonoma, Napa, Yolo, Colusa and Glenn Counties. The City is 10.8 square miles and sits on the southern shore of Clear Lake, the largest natural freshwater lake located entirely within the State. Clearlake is bisected by State Route 53, a major connector between State Routes 20 and 29, as shown in Figure 1.1.

**Figure 1.1 Locator Map**



Cal Poly Planning Team, 2013

Tectonic activity in the form of the collision of the Pacific and North American plates over one million years ago formed Mount Konocti, a dormant volcano rising 4,300 feet above sea level. Clearlake is located at the base of Mount Konocti, within the Clear Lake watershed. At the center of the watershed lies Clear Lake, measuring 63 square miles in area. Clear Lake is estimated to have formed approximately 2.5 million years ago.

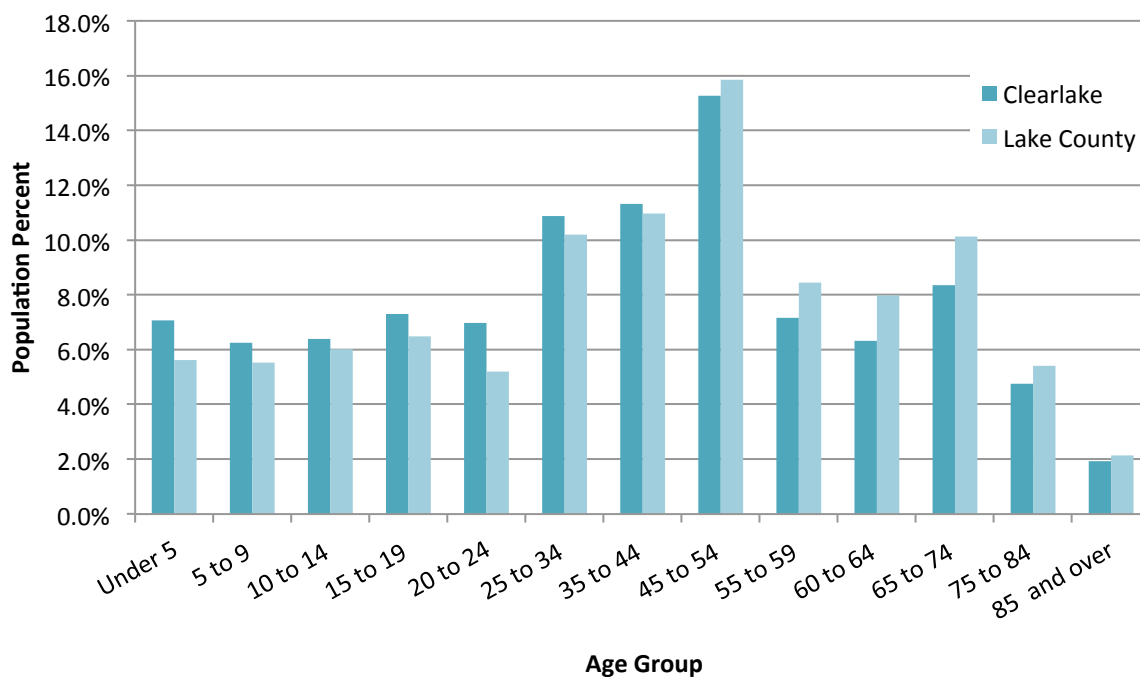
Lake County has a Mediterranean climate typical of coastal California regions. Mediterranean climates are characterized by warm and dry summers along with moist winters. Winters are the rainy months with average temperatures between 30 and 50 degrees Fahrenheit. Summer highs can exceed 90 degrees Fahrenheit, but summer temperatures can drop to 50 degrees Fahrenheit by nightfall. Located adjacent to Clear Lake, the City temperature rarely falls below freezing. Year round winds blow generally from west and northwest. Precipitation varies annually, with average rainfall of 25 to 30 inches per year for areas along the lake, with higher rates of precipitation and minor amounts of snowfall for higher elevations.

## Demographics

In 2010, Clearlake had 15,250 residents, a 16 percent increase from 2000. Figure 1.2 shows the population percent by age for both Clearlake and Lake County. With a median age of 39.9 years, the population in Clearlake is, on average, younger than other communities in Lake County. The largest percent of the population in Clearlake was within the 45 to 54 year cohort, yet approximately 67 percent of the entire population is under the age of 45, as illustrated in Figure 1.3. Figure 1.4 shows that racial and ethnic diversity is limited in Clearlake. While 21 percent of the population identifies as Latino by ethnicity, 73 percent of the population is within the racial category 'white', with the second largest single racial group, African American, comprising just 4 percent of the total population. In 2010, the median income for Clearlake was \$26,382, considerably lower than the Lake County and California averages. Table 1.1 shows the increase in median income for Clearlake, Lake County, and California between 2000 and 2010. Although the City has a lower median income than Lake County and California, between 2000 and 2010, the City's median income grew at a higher rate than California and at a similar rate to Lake County.

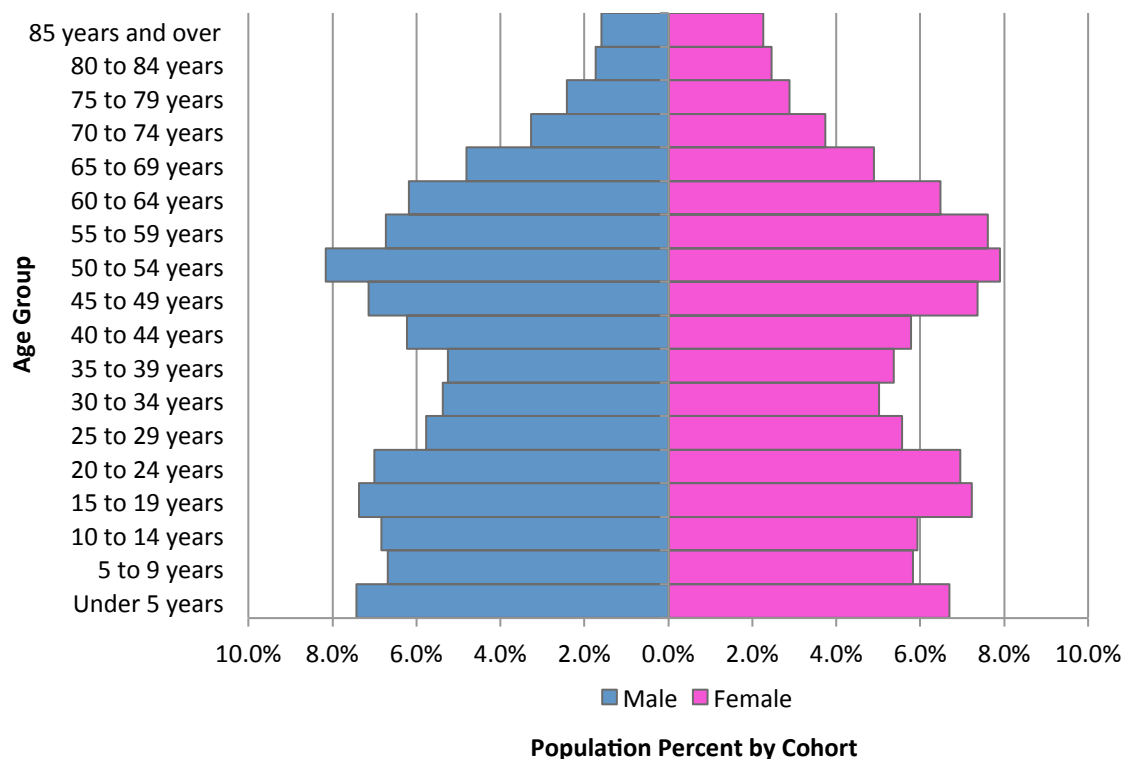
<b>Table 1.1 Median Household Income Comparison</b>			
	<b>2000</b>	<b>2010</b>	<b>Percent Change</b>
Clearlake	\$19,863	\$26,382	32.80%
Lake County	\$26,627	\$41,182	39.00%
California	\$47,493	\$60,883	28.20%
<i>U.S. Census, ACS 2006-2010 5-year estimates, Table DP03</i>			

**Figure 1.2 Population Percent by Age, 2010**



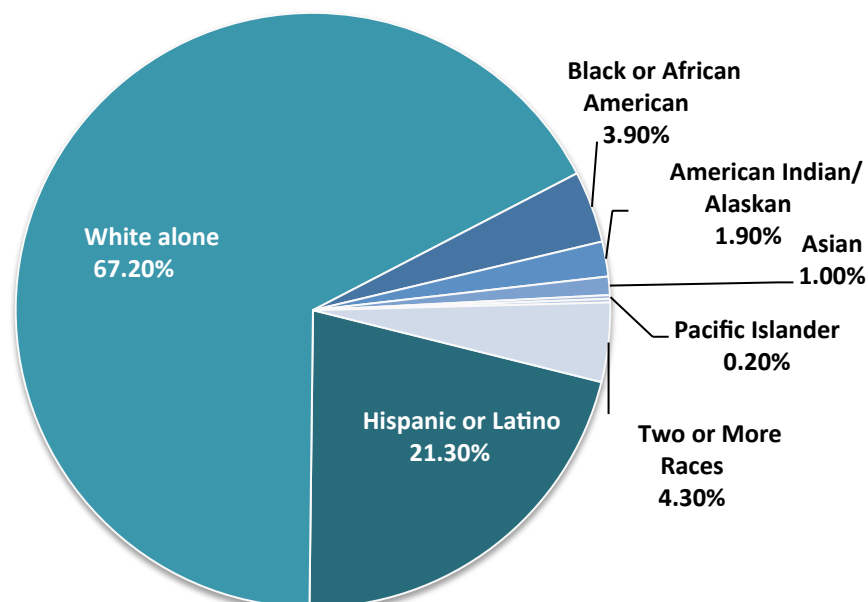
*U.S. Census, Table DP-1 General Population and Housing Characteristics, 2010*

**Figure 1.3 Population Pyramid Clearlake 2010**



*U.S. Census, Table DP-1 General Population and Housing Characteristics, 2010*

**Figure 1.4 Ethnicity Clearlake 2012**



*U.S. Census, Table DP-1 General Population and Housing Characteristics, 2010*

## History

The area that is now the City of Clearlake was historically home to one of the largest groups of people in prehistoric California, the Southeastern Pomo Indians. Anderson Marsh State Historic Park, located just southeast of the City, protects 10,000 year old archeological sites and rich habitats that supported the Pomo people.

In the 19th century, American pioneers and European families began to settle in the area and take over the land for agricultural and mining purposes. Towards the end of the 19th century, luxury resorts and hot springs around the Lake became a destination for wealthy vacationers. The City of Clearlake grew slowly outward from the first resorts established on the shores of Clear Lake during this era.

In 1980, Clearlake was incorporated as an independent city within Lake County with a total population of less than 10,000 people. Over the last thirty years, Clearlake has experienced slow but steady growth. With just over 15,000 residents, Clearlake still depicts a rural character and a small town atmosphere.

## Planning Area and Sphere of Influence

The boundary of a city's planning area boundary encompasses incorporated and unincorporated territory bearing a relation to the city's borders. The planning area may extend beyond the Sphere of Influence (OPR, 2003). In Clearlake's case, the Lake plays a significant role in planning for the City; therefore, it is included in the planning area as illustrated in Figure 1.4.

A city's Sphere of Influence (SOI) is determined by the Local Agency Formation Commission (LAFCO), and includes both incorporated and unincorporated territory for which the city can



adequately provide services and potentially annex in the near future. (OPR, 2003). In 1987, Lake LAFCO adopted an SOI for Clearlake to include approximately 7,310 acres of unincorporated land (Lake LAFCO, 1987). In 1989, this area was amended to include properties owned by the Clearlake Hotel and Resort Co. located within the Clearlake Oaks Fire Protection District.

Clearlake's SOI, shown in Figure 1.5, follows logical divisions between communities and centers of growth extending eastward (Lake LAFCO, 1987). Land uses within the unincorporated area of the SOI are predominately undeveloped, vacant and open space lands (Lake LAFCO, 1987). Public facilities including police, fire, street, water, sewer, and administrative services are required to accommodate the area within the City of Clearlake's Sphere of Influence.

## B. PURPOSE, INTENT & LEGAL AUTHORITY

### Long Range Planning

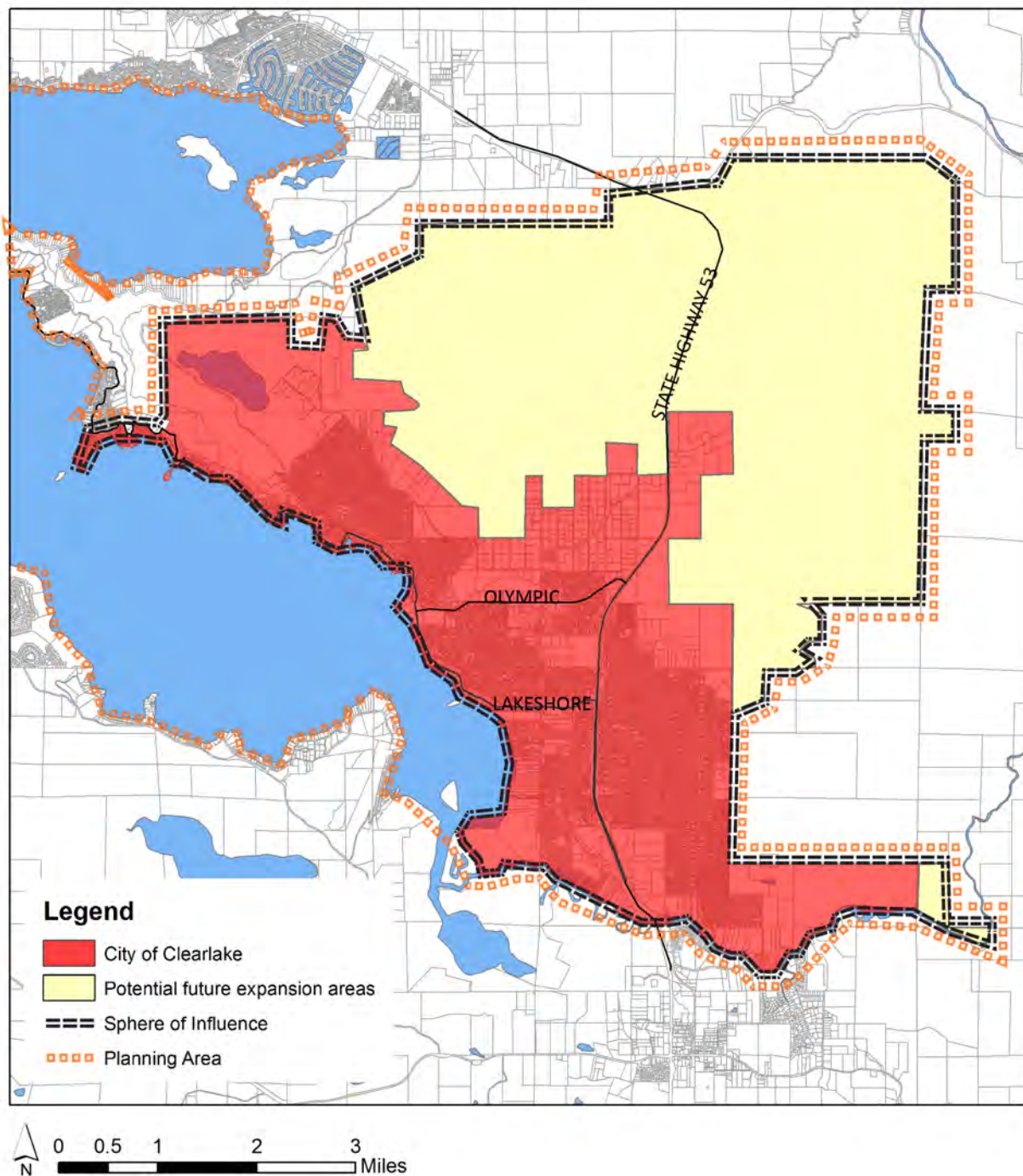
California law requires both cities and counties to adopt a General Plan to guide future development (Government Code Sections 65300 et seq.). The General Plan outlines goals and policies to guide long-range planning within a city or county, and it is to "act as a 'constitution' for development, the foundation upon which all land use decisions are to be based" (California Governor's Office of Planning and Research [OPR], 2003). According to the OPR guidelines, the General Plan "expresses community development goals and embodies public policy relative to the distribution of future land use, both public and private" (OPR, 2003).

Clearlake's most current General Plan was completed in 1983 after the City was first incorporated. This is an enhancement of the nearly 30-year-old document intended to replace the current General Plan. In collaboration with the City of Clearlake, this policy document is the work of the planning team of second-year graduate students and a faculty supervisor in the City and Regional Planning Program at the California Polytechnic State University in San Luis Obispo.

### Regional Coordination

The City of Clearlake is part of Lake County and a member of the Lake County/City Area Planning Council (APC). The APC is the Regional Transportation Planning Agency (RTPA) for the Lake County region. Primarily, the RTPA ensures that appropriate local transportation planning is administered in accordance with the Transportation Development Act (TDA), the State Transportation Improvement Program (STIP), and the Service Authority for Freeway Emergencies (SAFE) program. The City of Clearlake works with Lake County and the APC to develop policies and plans to address land use, economic development, infrastructure systems, and natural resource quality to meet the needs of current and future residents of the City.

Figure 1.5 Planning Area and Sphere of Influence, Clearlake



Cal Poly Planning Team, 2012

## C. GENERAL PLAN OVERVIEW

### Elements of the General Plan

Government Code Section 65302 mandates seven elements to be addressed in a city's general plan: land use, circulation, housing, conservation, open space, noise, and safety. The City of Clearlake's General Plan document includes these required elements and four additional elements: economic development, public facilities, community design, and health. These elements are briefly summarized below.

#### Land Use

The Land Use Element designates the type, intensity, and distribution of public and private land uses. Housing, commercial, industrial, and open space are some of the land uses considered under this element. A land use map illustrates planned location and density of these uses in the City.

#### Circulation

The Circulation Element is interconnected with the Land Use Element to address future transportation needs of proposed land uses and users. Major thoroughfares, transportation routes, hubs, and other infrastructural utilities and facilities, existing and proposed, are identified and planned under this element.

#### Housing

The Housing Element is a comprehensive assessment of current and projected housing needs. It includes policies and programs for providing adequate housing for all economic segments of the community. Every seven years the housing element must be updated by state mandate.

#### Conservation

The Conservation Element addresses the conservation, development, and use of natural resources. The condition and future of air, water, soils, minerals, and biological resources are assessed under this element.

#### Open Space

The Open Space Element provides plans and guidelines for the long-term preservation of open-space lands. The intent of this element is to ensure public health and safety through the conservation of natural resources, management of resource production (including agricultural lands), and maintenance of outdoor recreational facilities.

#### Noise

The Noise Element sets goals to minimize community exposure to excessive noise by identifying existing and future noise quantities and sources through data gathering or modeling.

## Safety

The Safety Element includes strategies to prepare the community from risks associated with fire, flood, seismicity, geologic activity, hazardous materials, and crime.

## Economic Development

The Economic Development Element guides the economic character of the community while providing for a stable annual budget. A stable economy is achieved through the development of policies and strategies related to retaining existing businesses, attracting new businesses and industries, creating jobs, and expanding the City's tax base.

## Public Facilities

The Public Facilities Element addresses existing capacity and future demand of water, power, waste management, telecommunications, health, educational, and emergency protection facilities in the City.

## Community Design

The Community Design Element guides public and private development to create a city that is functional and aesthetically appealing. The element brings several elements together to enhance the natural and built environment.

## Health

The Health Element provides policies to address community health issues and needs and promote healthy living solutions.

## Contents of Each Element

Beginning in September 2012, the Cal Poly Planning Team conducted a comprehensive assessment of existing conditions within in the City of Clearlake and compiled a formal background report. The information was collected from community members, field research, planning documents, and other sources, including the U.S. Census and relevant state and federal laws. Based on this diverse set of informational resources, a series of goals, objectives, policies, and programs was identified for each element. Following the OPR General Plan Guidelines, the format for the goals, objectives, policies, and programs is as follows:

## GOAL

A goal is a general direction-setter. It is an ideal future end related to the public health, safety, or general welfare. A goal is a general expression of community values and, therefore, may be abstract in nature. Consequently, a goal is generally not quantifiable or time-dependent.

## Objective

An objective is a specified end, condition, or state that is an intermediate step toward attaining a goal. It should be achievable and, when possible, measurable and time- specific.

An objective may pertain to one particular aspect of a goal or it may be one of several successive steps toward goal achievement.

### Policy

A policy is a specific statement that guides decision-making. It indicates a commitment of the local legislative body to a particular course of action. A policy is based on and helps implement a General Plan's objectives.

### Program

A program implements a general plan policy. Jurisdictions draft programs to be specific in order to carry out policies, meet objectives, and work towards goals.

## 2. PLANNING PROCESS

---

### CONTENTS

<b>A. INTRODUCTION .....</b>	<b>25</b>
<b>B. RESEARCH METHODS .....</b>	<b>26</b>
SECONDARY RESEARCH .....	26
LAND USE INVENTORY .....	27
<b>C. COMMUNITY MEETINGS .....</b>	<b>28</b>
MEETING #1: FOCUS GROUPS .....	29
<i>Format</i> .....	29
<i>Feedback</i> .....	29
<i>Summary</i> .....	31
MEETING #2: VISIONING WITH EMERGING DIRECTIONS.....	32
<i>Format</i> .....	32
<i>Feedback</i> .....	35
<i>Summary</i> .....	36
MEETING #3: PRESENTATION OF GROWTH SCENARIOS .....	37
<i>Format</i> .....	37
<i>Feedback</i> .....	40
<i>Summary</i> .....	41
MEETING #4: PRESENTATION OF PREFERRED GROWTH SCENARIO.....	42
<i>Format</i> .....	43
<i>Feedback</i> .....	43
<i>Summary</i> .....	43

### A. INTRODUCTION

The planning team consists of second-year graduate students in pursuit of a professional Master Degree in the field of City and Regional Planning with supervision of a faculty member, Dr. Cornelius Nuworsoo, from the California Polytechnic State University in San Luis Obispo, California. The planning process had three main phases:

1. Gather Information
2. Analyze Information
3. Compare Alternatives

Phase 1 of the process was performed between September 2012 and December 2012. During this period, the planning team engaged in a variety of information gathering methods including land use inventory, secondary research, and primary data collection through interaction with Clearlake

community members and City staff. The background report represents the culmination of all the information gathered during this time period and acts as the informational foundation for the development of the Clearlake General Plan policy document.

Phase 2 of the process used information gathered during phase 1 to determine emerging directions, develop population, housing, and employment projections, and consider development scenarios to meet the community needs expressed during phase 1.

Phase 3 took place between January 2013 and March 2013, during which the planning team used information from phase 1 and 2 to develop three growth scenarios to present to the community in community meeting #3. Using community feedback on each alternative, the team developed a preferred growth alternative to drive the formation of element goals, objectives, policies, and programs.

## B. RESEARCH METHODS

Three different methods were used to gather information to inform the planning team on existing conditions as well as to identify emerging directions, which guide the development of goals, objectives, policies, and programs in the General Plan.

1. Secondary research was conducted to identify applicable standards, policies, and programs related to each General Plan element.
2. Field work was performed in order to generate an existing land use inventory which provides information regarding existing condition and use of all parcels within the City.
3. Primary data was collected in the form of three public meetings, which obtained community aspirations and preferences regarding the future of Clearlake and feedback on the three alternative development alternatives. Primary data will be discussed in the following section.

### Secondary Research

Secondary research provided the planning team with the necessary background information and regulatory framework in order to understand the City of Clearlake and identify the primary needs that should be addressed in each element of the General Plan. Through an analysis of past demographic conditions and the evolution of relevant City and County policies, the planning team was able to identify emerging trends in the City, pertaining to each element.

The California Office of Planning and Research (OPR) guidelines were the starting point for this process, as these guidelines provide the skeletal framework and mandatory components of each General Plan element. These guidelines identified data and informational needs for each element, and led the planning team to the appropriate documents for further study and analysis. In addition, each section of the background report, as it applies to an element in the General Plan, addresses development standards applicable to the conditions in Clearlake.

The next steps involved the examination and analysis of City and County planning documents, including the City and County General Plans, City of Clearlake Housing Element, County policies, reports, and programs pertaining to the City, as well as such other relevant documents, such as the 2007 Vision Task Force Report and the 2012 Lakeshore Drive Corridor Plan. These plans provide the historical context for the development of the upcoming General Plan Project and identify additional resources for gathering information on the City.

## Land Use Inventory

The City of Clearlake consists of 14,518 parcels. At the onset of this Project, there had not been a thorough inventory of existing land uses within the City. In order to provide an accurate background report and have a reliable source of data on which to develop goals, objectives, policies, and programs for the General Plan, the planning team conducted an in-person comprehensive land use inventory for all parcels in the City.

The team surveyed every parcel and gathered the following information:

- Occupancy, whether the parcel was occupied or vacant
- Active land use(s) for primary, secondary, and/or, tertiary uses
- Absence or presence of sidewalk, and condition of sidewalk, if present

In addition to gathering information for each parcel, the following information was recorded for any, and all, structures located on each parcel, or lot:

- Occupancy, whether the structure was vacant or occupied
- Number of structures
- Type of structure
- Number of stories for each structure
- Physical condition of each structure, ranked bad, poor, fair, or good quality

Active land use identified the primary use of a parcel, such as residential, commercial, industrial, public facility, open space, or other use. Within each land use category, data was collected regarding the specific use. For example, residential land uses were subdivided into single family detached, single family attached, multi-family, mobile/modular, or apartment structure. Commercial uses were subcategorized into retail, office, service, and industry.

During two separate trips in October 2012, the planning team walked the City on foot to record accurate information for each parcel. This data was input into iPads, which were installed with specific software to organize the land use database. The HanDBase software allowed the data to be exported and merged into an Excel document, readily accessible for mapping in ArcGIS software.

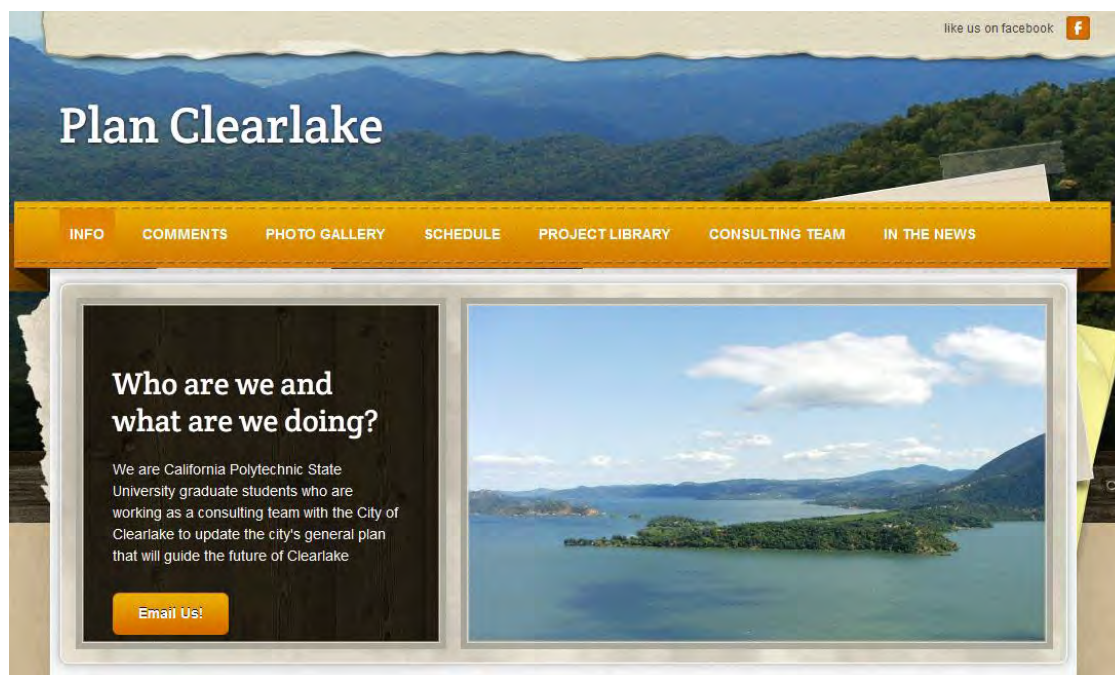


## C. COMMUNITY MEETINGS

Throughout the General Plan Update process, it is vital to include as much community input as possible. The General Plan is intended address the needs of its residents and act as a reflection of their vision for the future. The community meetings were beneficial in identifying issues, preparing goals, objectives, policies and programs, as well as identifying the opportunities and constraints in the City. Support from the public and City staff was exceptional, with good turnout and engagement during the meetings.

The team developed and maintained a database of stakeholders, while using the following tools to inform the public of meetings and planning progress:

- Community Plan Website ([www.planclearlake.weebly.com](http://www.planclearlake.weebly.com)); 107 unique visitors went to the website as of February 25, 2013
- Email announcements
- Telephone calls
- Newspaper Announcements (printed in Lake County News)
- Printed Fliers
- Street Interactions (referred to as the Plan Van)
- Facebook Site Plan Clearlake, 57 community members ‘liked’ this page and 509 views as of February 25, 2013



*Cal Poly Planning Team (2013)*

Three public outreach meetings were held in Clearlake in the fall of 2012 and the Winter of 2013. All meetings were held at the City Council Chambers on Olympic Drive. A summary of the main points brought up during the meetings is provided in the following sections.

## Meeting #1: Focus Groups

Saturday, October 27, 2012, 9AM-1PM

### Format

Participants were provided an overview of the general plan process and were asked three questions about Clearlake. Once the community was provided with basic knowledge of the process, they were divided into teams of 5 or 6 to discuss particular aspects of their community in more detail. The format for feedback was open ended. The questions were:

- What do you like about Clearlake?
- What are some of the anchors that are holding Clearlake back?
- What do you wish was different about Clearlake?

Seventeen community members attended the meeting. Participants discussed each of the questions in small focus groups. Each community member was given both the chance to provide feedback verbally as well as through paper submission. Participant groups were given 15 minutes to respond and discuss each of the three questions. Participants were also asked to prioritize their favorite ideas for the future of Clearlake. The results were presented after the lunch. Information gathered during the meeting was incorporated into a presentation for the second meeting.



### Feedback

Several common themes emerged during the focus group discussions. The most commonly discussed comments are captured below and organized into related topics.

**Strengths - Residents like the City for the following reasons:**

- The friendly, small town atmosphere
- There are low traffic volumes in the City, with little to no congestion
- The geographic setting, namely the rural history and character, is a favorite attribute to the City
- There are abundant natural resources, with abundant wildlife and great views of the stars
- It is affordable to live in Clearlake, especially compared to other neighboring regions
- Many residents feel that Clearlake is a safe place to live, with low crime rates
- Clear Lake is one of the main attractions to living in the City
- The residents like the number of community programs, events, and community services provided
- The residents also appreciate the City's efforts to pave roads and maintain parks
- There is a variety of businesses located in the City

**Anchors - Residents are concerned that the City is constrained by the following:**

- The City's bad reputation within the County
- Lack of/poor quality of infrastructure including sidewalks and paved roads
- Limited animal control
- Inadequate promotion of community events, as well as not enough events
- The cleanliness of the Lake, especially the smell from the algae
- Not enough public transportation, or connection to regional transit centers
- Economic conditions of the City
- There are not enough jobs for residents
- Distrust and dissatisfaction by some community members with government policies and government officials
- Inadequate garbage and waste disposal
- There are blighted areas and poor code enforcement
- Not enough activities, especially for children
- Low educational opportunities, and associated low level of educational attainment of residents
- Illegal drug operations, including marijuana growing

**Wishes - Residents wish for the following:**

- Better road conditions, including paved roads
- A bike and pedestrian friendly environment and downtown
- Improved transportation system and public transit options

- A nice place to live and retire, with plenty of entertainment options for youth, adults, and seniors
- Improvement of the City's image
- A clean Lake which is healthy and not polluted
- Community centers with educational activities, including information regarding the lake, the ecosystem, and the City's history
- Increased shopping opportunities, in addition to the existing Walmart regional shopping center
- Attraction of more tourists to boost the economy
- More jobs in the community
- Improved child and adult education centers, such as vocational training centers
- Government transparency to improve the relationship between government and residents, to create a relationship based on trust and honesty
- A homeless shelter
- Reduced crime, especially the amount of illegal drug activity
- Improved code enforcement
- A safer environment

## Summary

The response from the community during the first community meeting suggests that the community has a strong connection to the environment and surrounding natural resources. The residents preferred the rural and small town setting of the City, which they believe creates a friendly atmosphere for families with children. The benefits of a rural setting include the low levels of traffic, good air quality, access to view of the natural surroundings, and affordable living conditions.

While there are numerous benefits to living in a small community, the residents identified major inhibitors to a good quality of life. A limited number of jobs, deteriorating quality of water in Clear Lake, and worsening economic conditions are some of the main anchors of the community. These anchors are interrelated, as limited jobs opportunities and business variety lower the economic base of the community, providing little funding for public improvement projects, such as road and sidewalk construction. The community dislikes the reputation the City has earned itself due to a perception of crime, as well as the poor quality of the Lake. Cleaning up the Lake is an on-going process which requires regional coordination. The community suggests that improvements to the Lake might help attract tourists to the area. There is a limited amount of tourist activity, with a limited number of visitor-serving businesses.

To address these anchors, the community wishes for economic development, more businesses centered along Lakeshore Drive, improved education, and more job opportunities. Although there were several other 'wishes' mentioned during the meeting, these topics target the root of the problem. For example, suggestions for entertainment-oriented businesses, such as a bowling alley, ultimately suggest a need for more businesses and a variety of businesses to

serve visitors and local residents. By attracting new visitors to Clearlake and encouraging them to stay within the City and shop along the downtown corridor, the City would increase sales tax revenue. It is suggested that by addressing the economic conditions of the community, other improvements would be more easily made, such as paving of roads. While unpaved roads were not the most discussed topic at the meeting, many residents wish that the overall appearance, including roads, of the residential and commercial areas would be improved. .

To supplement the data gathered at the meeting, part of the planning team went to local shopping centers and asked passerby the same three questions. This team orchestrated a 'Plan Van', an attempt to obtain feedback from people who were unable to attend the meeting. The information collected was added to the feedback generated at the meeting, and addressed similar issues and aspirations.

## Meeting #2: Visioning with Emerging Directions

Saturday, November 10, 2012, 9AM-12PM

### Format

A presentation was created based on community input obtained at the October 27th meeting, the Land Use Inventory, and policy research. The purpose of the presentation was to show Clearlake's current state, its current needs, and what changes could reasonably be expected, given community preferences and aspirations. The intent was also to make sure that what was being proposed in emerging directions adequately reflected the community's interests , while simultaneously providing an updated background report to community members.

Twenty-one community members attended this meeting. During the presentation, there were various breakout sessions. During these sessions, community members were given the opportunity to vote on their preferences for different emerging directions, which were identified using all listed sources of information.

Boards were placed around the periphery of the room for the viewing of the public. Team members were on hand to answer any questions or explain concepts. The boards consisted of the following topics and choices:

### Circulation

What types of on-street bike facilities would you prefer?

What traffic calming device would you prefer for neighborhoods?

What traffic calming device would you prefer for busy streets?

### Community Design

What amenities do you want on main streets?

Which type of residential street do you prefer?




What architectural styles of housing do you prefer?

How do you identify with Clearlake?




Which can promote Clearlake's identity in the future?




## COMMUNITY DESIGN preferences


How do you identify with Clearlake ?

		
bustling town center	quiet, family focused neighborhoods	touristic & resort town

Which of these you think can promote Clearlake's identity in the future?




		
promotion of Clear Lake	promotion of community events	promotion of cultural/historical events

		
relaxing resort atmosphere	small town charm with appealing buildings	local businesses & vineyards



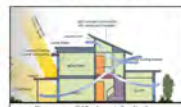

**CAL POLY**  
RED LAKES DISTRICT

## Conservation preferences




Why would you want to preserve the lake?


		
Outdoor Recreation	Natural Beauty and Habitat Preservation	Water Quality

Which of these conservation activities are you willing to use?

		
Solar Panels	Low Flow Water Fixtures	Energy Efficient Building

What is the most pressing environmental health problem in Clearlake?

		
Trash Disposal/Littering	Excess Dust and Air Quality	Water Pollution


**CAL POLY**  
RED LAKES DISTRICT

## Conservation

Why would you want to preserve the lake?

Which of these conservation activities are you willing to use?

What is the most pressing environmental health problem in Clearlake?

## Economic Development

What types of businesses would you like to see along Lakeshore Drive?

What types of businesses would you want more of in Clearlake?

What types of restaurants would you like to see in Clearlake?

What types of jobs are most needed in Clearlake?

In the future, Clearlake should promote most ...



## Economic Development preferences

What kinds of jobs are most needed in Clearlake?



Construction



Agriculture and Viticulture



Science and Medical



Office and Administration



Service and Retail



Skilled trade

In the future, Clearlake should promote its...



Outdoor Recreation Opportunities



Access to Shopping Centers



Tourism and Connection to Wine Country



CAL POLY  
CALIFORNIA POLYTECHNIC STATE UNIVERSITY

## HEALTH preferences

What will encourage you to choose more healthy food options?



healthy restaurant options



community gardens/  
co-op food programs



access to healthy food  
supermarkets

Which of these will encourage you to be more active ?



recreation facilities



nature trails/ paths



shared lanes



CAL POLY  
CALIFORNIA POLYTECHNIC STATE UNIVERSITY

## Health

Which needs are most pressing in Clearlake?

What activities are needed for seniors?

What will encourage you to choose more healthy food options?

What will encourage you to be more active?

What is most needed for youth/children?

## Housing

What kind of affordable housing would you prefer?

What kind of market housing would you prefer?

What are the most pressing issues in your neighborhood?

## Land Use

What types of amenities would you like within walking distance of your home?

How do you envision for downtown Clearlake?

## Noise

What kind of noise bothers you most?

Do you know of areas in Clearlake where noise is excessive? If so, where?

## Open Space

What types of sports facilities would you like in Clearlake parks?  
What amenities would you like in Clearlake parks?  
What type of recreational walking/biking trails would you like to see in Clearlake?  
What type of park would you like in Clearlake?  
What type of activity would you enjoy in Clearlake parks?  
Do you think Clearlake needs an additional park? If so, where?  
What type of park would you like in Clearlake?

## Public Facilities

What kind of children's activities would you like to see?  
What other community centers would you like to see?  
What kind of recreational facilities would you like to see?  
What issue needs the most attention in Clearlake?  
What existing services or facilities are most needed?

## Safety

What locations feel unsafe? What locations feel most safe?  
What needs the most attention in Clearlake?

The Plan Van went to local retail shopping centers to obtain additional community feedback. The community members who passed by were asked to engage in the same preference exercises that took place at the formal meeting. The information gathered was added to the feedback generated at the formal meeting.

## Feedback

This section summarizes input from the preference poster exercise performed during community meeting #2. While all input from the community meeting is addressed in the background report and final General Plan policy document as it pertains to each element, the following summarizes only some of the main points. The full summary of responses can be found in Appendix A.

## Economic Development

After reviewing the results of community meeting #1, economic development emerged as a major community issue. Economic development addresses both jobs and business development in the City. The community showed a strong preference for locally owned businesses, with a preference for restaurant, entertainment, and retail stores along Lakeshore Drive. When asked which types of job opportunities the community members would like to see in the City, there was a majority preference for skilled trade types of jobs, with service and retail industry jobs ranked in a close second place. This suggests a City preference for increased tourism and the associated jobs for local residents. Retail and entertainment businesses act as a source of attraction for visitors, jobs for residents, and sales tax revenue for the City. This sentiment is



echoed in the community preferred promotion strategy of tourism and the area's connection to wine country.

## Land Use, Public Facilities, and Community Design

Addressing the City's negative reputation and preserving the rural character of the City emerged as main themes in the first community meeting. To further explore these topics the planning team returned to the City to gather community preference for a variety of land use and design strategies for the City. To improve the overall appearance of the City, community members preferred residential neighborhoods with both sidewalks and landscaped front yards, as well a downtown corridor, which is also landscaped and paved with sidewalks. Another aspect of community design is the maintenance of private property, namely the removal of trash. Trash was identified as the issue needing the most attention in Clearlake, while homelessness was the next popular option. To maintain the small town feel and maintain access to natural views, the community preferred to keep the downtown corridor as an area with one-story buildings.

## Health and Safety

Ensuring a safe environment for all residents is a major goal for community members, as expressed in the first meeting. Although all aspects of public safety require attention in the General Plan, selling and use of illegal drugs was identified as the City's major safety threat. The need to address drug use is also a concern for public health, with rehabilitation programs, family support services, and health education programs as the top three ranked priority concerns for the City. Health and safety are interrelated. Public health encourages outdoor activities for youth and adults. However, if there are areas in which the community members feel unsafe, this may restrict their access to recreation centers or outdoor activities.

## Summary

Meeting attendees discussed a variety of wants for their community. The participating community members felt that Increased development and job growth, coupled with a small town would help drive a revived tourist economy. The emphasis of this concept is on rural small town feel and safe design approach. Attendees also felt that upgrading roads and brining living wage jobs should be top priorities. Additionally, support for a neighborhood-driven design scheme was a popular idea amongst meeting members. After careful assessment of each element, priority was set on roadway conditions, attending to drug sale and usage problems, and providing a connected and multi-use environment that is accessible to all types of users.



## Meeting #3: Presentation of Growth Scenarios

Saturday, February 9, 2013, 9AM-12PM

### Format

Participants were presented with three growth scenarios in order to facilitate discussion from the community about the preferred growth paths. Each alternative provided a conceptual land use map, proposed motorized and non-motorized transportation options, and three dimensional massing models and photo representations of the growth. The information was presented in a "before/after" format to showcase the physical impacts of each development

scenario. The growth models presented included Business as Usual, Infill and Redevelopment, and Clustered Growth Development, which will be discussed further in Chapter 4.

The meeting was attended by 33 community members. Additional feedback was collected by email after the meeting was conducted. Community members attached their comments and preferences to posters displayed at the meeting.

The meeting began with a brief introduction of the General Plan Update process for those in the audience who were participating for the first time. Projections up to 2040 for population, employment, and housing were presented, based on forecasting models.

The three scenarios were developed with the accommodation of limitations including the 100-year flood zone, contamination sites, fire zones, and other boundaries.

The three growth scenarios also approached different development patterns in Clearlake, using a common density distribution. Housing densities were defined as follows:

- Low Density: 0 to 10 units per acre
- Medium Density: 10 to 20 units per acre
- High Density: 20 to 30 units per acre

The scenarios were presented with a series of growth assumptions:

#### Business As Usual Assumptions

- Low density, single-family detached homes persist
- Mobile and modular home types remain popular
- A mix of office, service, and commercial uses remain along Lakeshore Drive
- Big box commercial development persists on the City border
- Auto-oriented, limited transit options remain dominant
- New development is haphazardly scattered in remote locations far from commercial and open space

#### Infill and Redevelopment Assumptions

- Growth is concentrated along the Lakeshore and Olympic Drive corridors
- Mixed-use housing is integrated into housing types
- Multi-family housing is integrated into housing types
- A civic area highlights public facilities such as the park, city offices, and a local school
- Retail, service, and office uses are important to the economic vitality of the city

#### Clustered Growth Development Assumptions

- Activity is clustered in centers
- There is more connectivity between neighborhoods and amenities

- Low to medium density housing is prominent
- Single-family housing persists
- Some multi-family housing is incorporated
- Open space is preserved

The growth scenarios were presented and approximately 30 minutes was allotted for inquiries and voting. Participants were provided with detailed handouts allowing them to express whether they “liked” or “disliked” the following characteristics (and why):

### Business As Usual Preferences

- Low density via modular/mobile housing
- Auto-oriented transportation system
- No central commercial area or downtown tourist center
- No new recreation opportunities for residents or visitors
- Abundant wildlife habitat and undeveloped land

### Infill and Redevelopment Preferences

- Housing that incorporates mixed uses with office and retail on the ground floor and residential above
- Housing at a higher density along corridors and lowering in density as development moves away from commercial centers
- Commercial development that embraces the waterfront and builds on the nature of its industry
- Traffic calming measures that slows down autos and creates a more pedestrian friendly environment
- Civic center with public space emphasis and community gathering place

### Clusters Growth Development Preferences

- Community center/civic-oriented structures located around Austin Park
- Pedestrian only promenade along Austin Road
- New single-family homes clustered near Austin Park
- Open Austin Park waterfront for public access
- Light industry job growth in Ogulin Canyon
- Wine and lake tourism activity in Ogulin Canton area
- Neighborhood commercial at 40<sup>th</sup> Avenue and Phillips
- Grouped small lot housing in the Avenues with pocket parks
- A neighborhood park on 39<sup>th</sup> Avenue
- Pedestrian and bike infrastructure connecting clusters and key destinations
- Additional all-weather roads
- Community services on 40<sup>th</sup> Avenue

Each scenario alternative provided key outcomes that would need to be considered when choosing features:

### Business as Usual Outcomes

- High vacancy rate with aging and dilapidated structures
- Limited infrastructure improvements
- Residential development imposes on open space and natural land
- Privatized waterfront limiting natural views
- Development in high fire risk and flood zones
- No tourist attracting commercial center or City identity
- Residents remain isolated from city services, civic activities, park space, and other commercial/employment destinations
- No additional pedestrian, bicycle, or transit improvements

### Infill and Redevelopment Outcomes

- Create strategic growth
- Maximize vacant and underutilized parcels
- Create a “gateway” at Highway 53 and Lakeshore Drive
- Develop more multi-family housing
- Introduce more mixed-use to Lakeshore Drive and Austin Park
- Create circulation features emphasizing safety and linkages within City

### Clusters Growth Development Outcomes

- Clustered job and housing growth
- Enhanced connectivity throughout Clearlake
- Increased tourism and recreational amenities
- Increased public spaces
- Healthier residential neighborhoods in the “Avenues” and Austin Park clusters

### Feedback

The following is the result of the exercise:

#### **For the Business As Usual Scenario, it was determined that:**

- 59% of participants liked the idea of low density housing, but half of these respondents did not prefer the mobile home option
- 54% of participants dislikes the auto-oriented nature of the city
- 87% of participants desired a more central commercial or downtown tourist area
- 68% of participants disliked the lack of recreation opportunities
- 88% of participants listed abundant wildlife habitat and undeveloped land as highly desirable.

**For the Infill and Redevelopment Scenario, it was determined that:**

- 82% of participants liked the idea of mixed-use housing options
- 81% of participants preferred housing at higher densities along corridors
- 97% of participants liked the idea of commercial development that embraces the waterfront and builds on that as an industry
- 100% of participants liked the idea of creating a more pedestrian friendly environment by implementing traffic calming measures
- 100% of participants welcomed the idea of a civic center with a community public space.

**For the Clustered Growth Development Scenario, it was determined that:**

- 95% of participants supported a civic center located near Austin Park
- 100% of participants supported a pedestrian only promenade along Austin Road
- 86% supported new single family housing near Austin Park
- 95% of participants wanted greater access to the waterfront via Austin Park
- 100% supported bringing light industry jobs to the Ogulin Canyon area
- 80% liked the idea of added wine and lake tourism in the Ogulin Canyon area
- 92% supported a neighborhood commercial center at 40<sup>th</sup> Avenue and Philips, but not large enough to detract from the downtown area
- 96% supported pocket parks in the Avenues area
- 100% liked a neighborhood park on 39<sup>th</sup> Avenue
- 94% wanted pedestrian and bicycle infrastructure connecting clusters and destinations
- 100% supported the use of all-weather roads as a short term solution to road dust
- 97% supported more services on 40<sup>th</sup> Avenue

## Summary

The public feedback session demonstrated support of aspects of all three scenarios. Aspects of the infill/redevelopment and clustered growth scenarios were most prominent. Infill was emphasized as important to the community, which sees vacant land between developments as an impedance to a commercial center/corridor. Results preferred the concentration of commercial growth along key corridors and the addition of amenities to serve residential neighborhoods. After analyzing the results, a fourth Preferred Growth Scenario was developed and is described in Chapter 5.





## Meeting #4: Presentation of Preferred Growth Scenario

Saturday, March 9, 2012, 9AM-11AM

## Format

After the February meeting, the planning team compiled the feedback and revised the three scenario options into a final preferred scenario. The presentation to the community consisted of a presentation and an informal feedback session in response to the compiled Preferred Growth Scenario. Approximately thirty community members attended this meeting.

The presentation consisted of a brief introduction of the update process as well as a recap of the feedback from the last meeting. The preferred scenario, encompassing characteristics of the three distinct scenarios was presented. Each element was then discussed in terms of the opportunities, constraints, and implications as a result of the Preferred Growth Scenario.

## Feedback

The feedback session was given in the form of an open form for questions and answers between the community members and the Planning Team members. The community gave few comments to the presented materials including the following:

### **Circulation**

- There was a new Pavement Management Program Update presented for update of key Circulation Element components.
- Regarding the Gateway development cluster: Caltrans owns the land within the 20-foot setback at the intersection of SR 53 and Lakeshore Drive/40th Avenue. Attempts should be made to work with Caltrans to develop the land in a compatible way with the incoming development. This area acts as an attractive gateway to the City and the development and care should reflect such. There shall be an emphasis on the building form.

### **Public Works**

- Many high school students travel from the Avenues neighborhood to Lower Lake. Some use Phillips Avenue to Dam Road Extension while others use SR 53. It was suggested to convert one of these routes to a designated “Safe Route to School” by re-grading and re-paving the roadways and providing bike lanes.

### **Land Use**

- There was concern expressed on the plan to allow two story buildings on the lake side of Lakeshore Drive. There is concern that the height limit should be set at one story to conserve views of the natural landscape.

## Summary

The City residents were receptive to the Planning Team’s input on the Preferred Growth Scenario. The Planning Team made it clear that the process is intended to continue through feedback from City officials and the public through written comment submitted via email and the website. Overall, positive feedback was received. The transportation improvements were high priority and linked with new land use distribution is a way for the city to grow in a healthy and organized way.





# 3. CONDITIONS AND FACTORS FOR GROWTH

---

## CONTENTS

<b>A. INTRODUCTION .....</b>	<b>46</b>
<b>B. EXISTING STRENGTHS AND CHALLENGES.....</b>	<b>46</b>
COMMUNITY STRENGTHS .....	47
<i>Access to Parks.....</i>	47
<i>Air Quality .....</i>	47
<i>Clear Lake.....</i>	47
<i>Housing .....</i>	47
<i>Natural Setting.....</i>	47
<i>Proximity .....</i>	47
<i>Transit .....</i>	47
<i>Vacant Land .....</i>	47
COMMUNITY CHALLENGES.....	48
<i>Access to Parks.....</i>	48
<i>Bicycle and Pedestrian Infrastructure .....</i>	48
<i>Environmental Quality .....</i>	48
<i>Safety .....</i>	48
<i>Health.....</i>	48
<i>Healthcare Facilities.....</i>	48
<i>Housing Quality.....</i>	48
<i>Poverty .....</i>	48
<i>Median Income .....</i>	49
<i>Minimum wage .....</i>	49
<i>Unemployment.....</i>	49
<i>Dependent Population.....</i>	49
<b>C. GROWTH PROJECTIONS FOR 2040.....</b>	<b>49</b>
POPULATION PROJECTIONS.....	49
HOUSING PROJECTIONS .....	51
<i>Vacancy Rate and Housing Condition .....</i>	52
ECONOMIC PROJECTIONS .....	54
<i>Job Targets for Growth Scenarios .....</i>	55
<b>D. DEVELOPMENT OPPORTUNITIES AND CONSTRAINTS .....</b>	<b>56</b>
BOUNDARIES AND LIMITS .....	56
OPPORTUNITIES .....	56
<i>Vacant Land .....</i>	56
<i>City Property.....</i>	56
<i>Waterfront Parcels.....</i>	56
CONSTRAINTS.....	59
<i>Flood Zone .....</i>	59

<i>Fire Zone</i> .....	60
<i>Power and Sewer Lines</i> .....	60
<i>Street Paving and Sidewalks</i> .....	60
<i>Contaminated Sites</i> .....	60
<i>Vacant and City-Owned Land</i> .....	60

## LIST OF FIGURES

<b>FIGURE 3.1 POPULATION PYRAMID CLEARLAKE 2010</b> .....	<b>50</b>
<b>FIGURE 3.2 POPULATION PYRAMID CLEARLAKE 2040</b> .....	<b>51</b>
<b>FIGURE 3.3 CITY OF CLEARLAKE BOUNDARY MAP</b> .....	<b>57</b>
<b>FIGURE 3.4 CITY OF CLEARLAKE SPHERE OF INFLUENCE</b> .....	<b>58</b>
<b>FIGURE 3.5 VACANT AND CITY-OWNED LAND</b> .....	<b>58</b>
<b>FIGURE 3.6 CITY OF CLEARLAKE DEVELOPMENT CONSTRAINTS MAP</b> .....	<b>59</b>

## LIST OF TABLES

<b>TABLE 3.1 POPULATION PROJECTIONS</b> .....	<b>49</b>
<b>TABLE 3.2 CLEARLAKE ESTIMATED HOUSING UNITS NEEDED, 2040</b> .....	<b>52</b>
<b>TABLE 3.3 HOUSING PROJECTION ASSUMPTION CALCULATION CLEARLAKE, CA</b> .....	<b>53</b>
<b>TABLE 3.4 HISTORIC JOB GROWTH AND 2040 PROJECTIONS</b> .....	<b>54</b>
<b>TABLE 3.5 CITY OF CLEARLAKE JOBS-TO-LABOR FORCE, 2009 - 2010</b> .....	<b>55</b>
<b>TABLE 3.6 COMPARATIVE JOB TO LABOR FORCE RATIOS AND JOB TARGETS FOR CLEARLAKE</b> .....	<b>55</b>

# A. INTRODUCTION

This chapter addresses the conditions and factors of growth that influence future conditions in the City of Clearlake. Background research, fieldwork, data analysis, and community input contributed to information on existing strengths and challenges confronting the City. Additionally, this chapter presents projections for population growth, housing, and job targets to inform the growth scenarios proposed in this document.

# B. EXISTING STRENGTHS AND CHALLENGES

The community strengths and challenges outlined in this section were considered in the development of the alternative scenario conceptualizations and of the policy document.

# Community Strengths

## Access to Parks

Currently the City has approximately 42 acres of public park space, equating to 2.36 acres of park per 1,000 people, exceeding the one-acre per 1,000 people standard.

## Air Quality

The City is in attainment for all state and federal air quality standards. The Lake County Air Basin is the only basin within the State of California to meet the standards for all criteria pollutants. Clearlake has a regional reputation for clean air.

## Clear Lake

The City of Clearlake is located directly adjacent to the largest freshwater lake in California and oldest lake in North America. The proximity to the lake has attracted visitors from all over the state for well-known lake activities such as bass fishing, hiking, scenic views, and water sports. The main commercial corridor in the City runs along the waterfront, and provides scenic views for residents and visitors.

## Housing

According to the 2010 Clearlake Housing Element, there are plenty of sites to accommodate State Regional Housing Need Allocation for all affordability types.

## Natural Setting

Community members consistently voice their adoration for the surrounding natural habitat including abundant wildlife, fresh air, and ability to see the stars in the night sky. Several Clearlake residents relocated into the City to escape the loud, congested roadways of larger Cities. This makes Clearlake an attractive place for those appreciative of rural lifestyles.

## Proximity

Clearlake is located adjacent to the world renown Napa Valley and other distinct wine culture regions within the state. This proximity provides easy access to the overflow of the existing wine industry tourist market, an industry the City can capitalize on for future economic growth.

## Transit

Lake County Transit serves a majority of the City with local routes 5 and 6, and a regional bus stop located at the Wal-Mart shopping center.

## Vacant Land

The City is not constrained by a shortage of developable land. With more than half of parcels within the City unoccupied, there are opportunities to allocate land to meet employment and housing needs.

# Community Challenges

## Access to Parks

In spite of sufficient park space, most residents are not within walking distance to a park.

## Bicycle and Pedestrian Infrastructure

In 2011, the City of Clearlake only had 1.32 miles of bike lanes. Despite good walking activity in Clearlake, there is a limited presence of sidewalks and proper infrastructure for pedestrians.

## Environmental Quality

The City faces many problems regarding environmental quality including an impaired lake due to sedimentation and nutrient loading, federally listed endangered plant and animal species, contamination of groundwater from leaking septic tanks and wastewater overflow, and a Superfund hazardous waste site.

## Safety

Fire, flood, and seismic hazards pose problems for the City. The majority of vacant land within City boundaries is located in either a flood or a high-risk fire zone.

## Health

A large proportion of Clearlake residents suffer from obesity, aging problems, drug and alcohol abuse, heart disease, and mental health issues. Teen pregnancy is also a rising concern as the youth population is projected to grow.

## Healthcare Facilities

Approximately, only 34 percent of the residents of Clearlake reside within walking distance of a healthcare facility.

## Housing Quality

Housing conditions in Clearlake can pose problems moving into the future. The housing stock is aging, with approximately 9 percent of the existing housing stock considered to be in poor or bad condition. Additionally, more than two-thirds of all homes are more than 30 years old. This is a large portion of the housing stock that will require retrofits and rehabilitation in order to remain habitable into the future.

## Poverty

In 2010, approximately 28 percent of the families in Clearlake lived in poverty with only 17 percent receiving benefits from the Food Stamp or Supplemental Nutrition Assistance Program (SNAP).

## Median Income

The median income for Clearlake is considerably lower than County and State averages, at \$26,382 compared to \$41,182 for Lake County and \$60,883 for California.

## Minimum wage

Approximately 53 percent of Clearlake residents live off jobs paying only minimum wage. Minimum wage employment places a financial strain on the main income provider for a family household.

## Unemployment

In August of 2012, unemployment rate in Clearlake was 20 percent, making it one of the highest rates in the State.

## Dependent Population

Nearly 50 percent of the City's population (under the age of 20 and over the age of 65) is transit dependent.

# C. GROWTH PROJECTIONS FOR 2040

Much of the General Plan Policy Document's foundation is based on projections for population growth, housing, and job targets as described in this section. The projections in this section were used to inform the three Alternative Growth Scenarios; Business as Usual, Infill and Redevelopment, and Clustered Growth Development, and the final Preferred Growth Scenario.

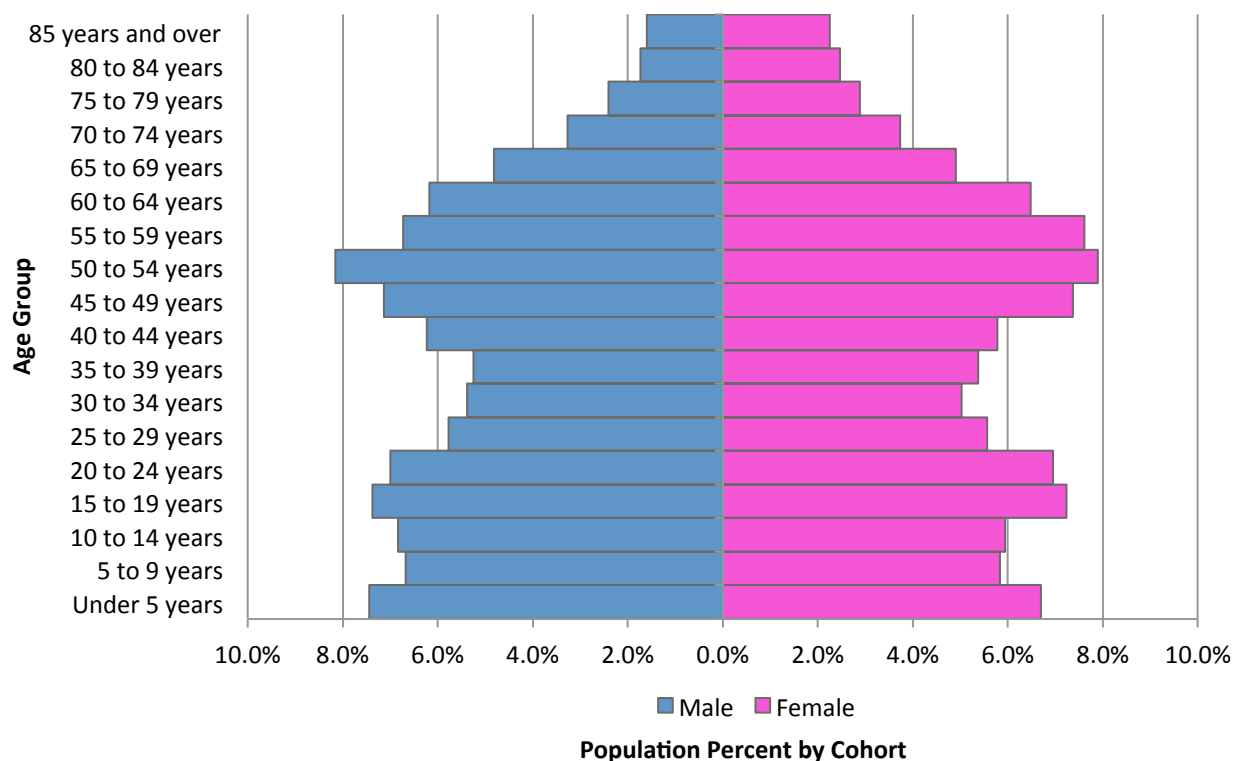
## Population Projections

The population in Clearlake is growing steadily. This trend is expected to remain and the population is projected to increase an additional 22 percent by 2040. Based on current birth, death, and immigration rates, the population in Clearlake will approach an estimated 18,702 residents by 2040 as illustrated in Table 3.1.

Table 3.1 Population Projections	
Year	Population
2010	15,250
2015	15,893
2020	16,513
2025	17,124
2030	17,702
2035	18,214
2040	18,702
<i>Cal Poly Planning Team (2013)</i>	

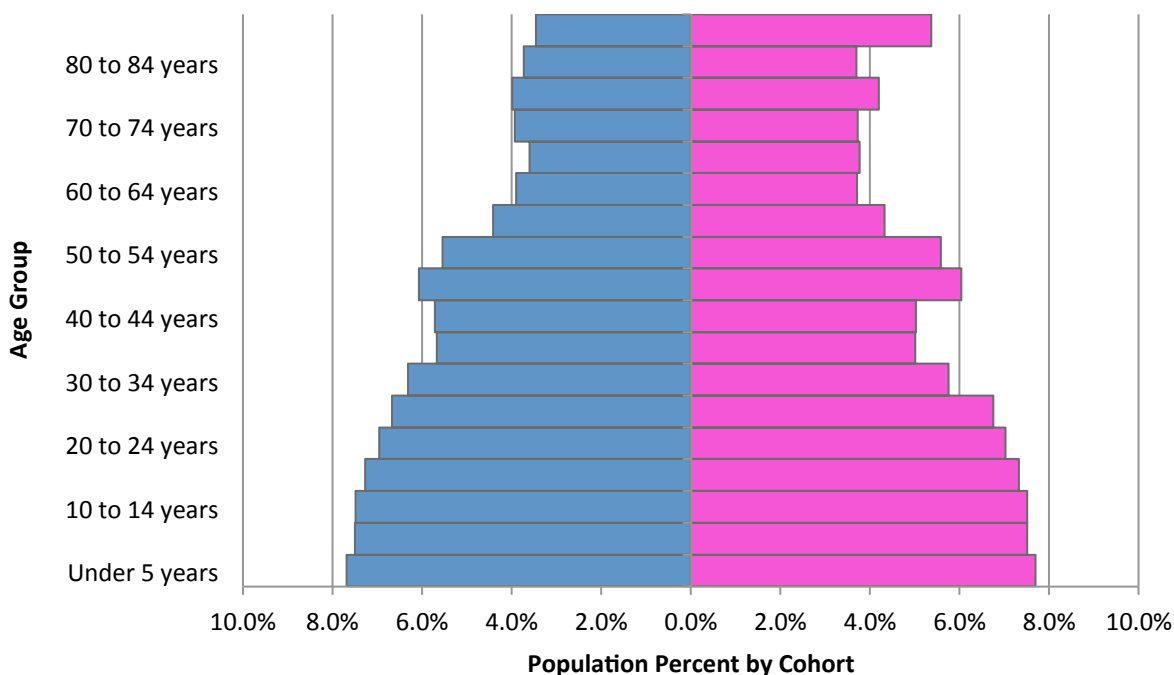
Population pyramids were structured based on the 2040 population projections. As illustrated in Figures 3.1 and 3.2, as the population ages, the pyramid begins to stabilize with less disparity between the age groups. The middle-aged cohorts, ages 40 to 49, remain relatively stable, while the cohort ages 50 to 69 shows a projected decrease in overall population compared to 2010. This decrease, however, is met with a high percent increase in the cohorts ages 85 and above. The elderly population will more than double by the year 2040. The large percent of children under the age of 15 may lead to further population growth as these cohorts reach reproductive age.

**Figure 3.1 Population Pyramid Clearlake 2010**



*Cal Poly Planning Team (2013)*

**Figure 3.2 Population Pyramid Clearlake 2040**



*Cal Poly Planning Team (2013)*

## Housing Projections

An additional 1,025 housing units will be needed by 2040 to accommodate Clearlake's estimated population growth. This value was calculated using the headship method, which first calculates the percentage of people who own a household within each age and sex group. Then these percentages of householders (HH) for each cohort are multiplied by the projected population in each respective cohort. As Table 3.2 indicates, the total number of households is the combination of owner and renter occupied households. For example, 483 people between the ages of 75-84 owned or rented a house in 2010. This group is projected to grow to 1,460 by 2040. Assuming the household headship rate for each age cohort remains the same over the next 30 years, there will be 974 householders in 2040 between ages 75-84. Each householder represents one household. Based on the headship method, there will be 6,996 householders by 2040, which translates to 6,996 housing units or an increase of 1,025 housing units from 2010.



**Table 3.2 Clearlake Estimated Housing Units Needed, 2040**

	<b>2010</b>					<b>2040</b>					
		<b>Owner</b>		<b>Renter</b>			<b>Owner</b>		<b>Renter</b>		
<b>Cohort</b>	<b>Pop Total</b>	<b>Total HH</b>	<b>Percent of Owner HH</b>	<b>Total HH</b>	<b>Percent of Renter HH</b>	<b>Pop Total</b>	<b>Total HH</b>	<b>Percent of Owner HH</b>	<b>Total HH</b>	<b>Percent of Renter HH</b>	<b>Households Total</b>
<b>15 to 24</b>	2,178	58	2%	313	11%	2,674	68	2%	367	11%	<b>455</b>
<b>25 to 34</b>	1,658	228	7%	523	19%	2,385	267	7%	613	19%	<b>1,080</b>
<b>35 to 44</b>	1,726	389	12%	464	17%	2,003	456	12%	544	17%	<b>990</b>
<b>45 to 54</b>	2,330	668	21%	597	21%	2,173	783	21%	699	21%	<b>1,180</b>
<b>55 to 64</b>	2,059	785	25%	457	16%	1,531	920	25%	535	16%	<b>924</b>
<b>65 to 74</b>	1,275	573	18%	265	10%	1,406	671	18%	310	10%	<b>924</b>
<b>75 to 84</b>	724	358	11%	125	4%	1,460	419	11%	146	4%	<b>974</b>
<b>&gt; 85</b>	294	131	4%	36	1%	825	153	4%	42	1%	<b>469</b>
<b>Total</b>	12,244					14,457					
<b>Group Qtrs</b>	11,784	3,190	100%	2,780	100%	13,893	3,737	100%	3,257	100%	
<b>Total Households</b>		5,971									<b>6,996</b>

## Vacancy Rate and Housing Condition

The headship method relates the total number of needed housing units in 2040 to the number of occupied households in 2010. However, the total number of housing units in Clearlake in 2010 was 8,035 due to housing unit vacancies. The housing projection assumes 5 percent of all housing units remain vacant in order to accommodate unforeseen population growth through 2040. The housing condition in Clearlake is unique because the large number of seasonal home occupancy in the City contributes to an unusually high vacancy rate of 25.7 percent (US Census, 2010). In 2010, 2,065 of the total 8,035 housing units were vacant. Excluding the approximately 909 seasonal homes, Clearlake's housing vacancy rate is 14.4 percent, still considerably higher than the ideal 5 percent vacancy rate used to estimate the number of housing units needed in 2040 which still can accommodate additional population growth.

Additionally, the 2012 land use inventory identified 255 units to be in such bad condition they were considered uninhabitable (Cal Poly Team, 2012). Therefore, of the 5,971 occupied housing units, approximately 4 percent may be unsuitable for continued habitation. To account for

housing conditions, the housing projection removes these uninhabitable 255 units from the current occupied housing stock, leaving 5,716 habitable occupied housing units in 2010. This reduction in suitable housing increases the total housing need in 2040 from 1,025 to 1,280 units.

## Growth Assumptions

The City should target a reduced vacancy rate. As the City hopes to retain the tourist atmosphere and increase residency, it is more realistic to target a reduction in non-seasonal vacancy rates while maintaining existing vacancies for seasonal use. In order to achieve this target, the City needs to fill 754 of the homes vacant in 2010 as well as redevelop the 255 bad quality homes. Redevelopment of these homes may result in minimal resident displacement, which the City will need to account for prior to redevelopment to ensure residents are not unfairly or unlawfully displaced from their homes. The ultimate objective of redeveloping bad quality housing units is to relocate these residents to better quality homes. By utilizing the existing housing stock, either through filling in vacancies or redeveloping poor quality homes, the City will only need to construct an additional 271 housing units by 2040. Table 3.3 shows the calculations performed to reach these values.

<b>Table 3.3 Housing Projection Assumption Calculation Clearlake, CA</b>	
<b>Housing Statistic</b>	<b>Value/Calculation</b>
Total Housing Units 2010	8,035
Total Occupied Units 2010 (25.7% vacant)	5,971
Bad Quality Units (remove from housing stock)	255
Total Habitable Units 2010	5,716
Total Vacant Units 2010	2,065
Vacant Units (Seasonal)	909
Vacant Units (Non-Seasonal)	1,156
Overall Vacancy Rate (2010)	25.7%
Non Seasonal Vacancy Rate (2010)	14.4%
Total Occupied Housing Units by 2040	6,996
Total Vacant Units 2040	1,310
Seasonal	909
Non-Seasonal (5% vacancy rate)	401
New Housing needed 2040	1,280
Occupy 2010 Vacant Units	754
Redevelop Bad Quality Units	255
New Construction	271
Total Housing Units 2040	8,306

# Economic Projections

Using the average trend in employment growth from years 2002 to 2010, approximately 253 additional jobs will be needed to accommodate job growth into year 2040 (Table 3.4). This particular trend is based on business as usual employment growth, assuming that the City maintains current employment patterns and job to workforce ratios. The 2040 job projected growth is based on the total number of job and industry shares from the most recent economic data from the Longitudinal Employer-Household Dynamics (LEHD).

The following are descriptions of the industries (as described by the U.S. Census) which are within each sector:

**Industrial** – Mining, Quarrying, and Oil and Gas Extraction; Construction; Manufacturing

**Retail** – Wholesale Trade; Retail Trade

**Office** – Information; Finance and Insurance; Real Estate and Rental and Leasing; Professional, Scientific, and Technical Services; Management of Companies and Enterprises; Public Administration

**Service** – Administration & Support, Waste Management and Remediation; Educational Services; Health Care and Social Assistance; Arts, Entertainment, and Recreation; Accommodation and Food Services; Other Services (excluding Public Administration)

**Other** – Agriculture, Forestry, Fishing and Hunting; Utilities; Transportation and Warehouse

Table 3.4 Historic Job Growth and 2040 Projections					
Sector	2010	2002-2010 Annual Growth Rate	2040	Percent Change 2010 to 2040	% of Total Job Share
Service	1,794	4.20%	1,816	1.23%	62%
Retail	566	-0.24%	731	29.15%	25%
Office	211	3.58%	237	12.32%	8%
Industrial	37	4.02%	68	83.78%	2%
Other	67	0.19%	76	13.43%	3%
<b>Total jobs</b>	<b>2,675</b>		<b>2,928</b>	<b>9.46%</b>	<b>100%</b>
<i>Longitudinal Employer-Household Dynamics (LEHD) On The Map (2002-2010)</i>					

## Job Targets for Growth Scenarios

The job targets for the three growth scenarios were based on the average jobs-to-labor force ratio for the City of Clearlake between the years of 2009 and 2010. The City's labor force is made up of all residents of working age, and therefore excludes residents younger than 16 (assumed too young to work) or those 65 and above (assumed retired). These two years are the only two years of data available from the U.S. Census with information on the City's population. Table 3.5 shows the labor force population and available jobs within the City and the associated job to labor force ratio. The average job to labor force ratio in Clearlake is compared with the neighboring City of Lakeport, the County seat, Lake County, and the State of California in Table 3.6.

Table 3.5 City of Clearlake Jobs-to-Labor Force, 2009 - 2010			
Year	Labor Force	Total Jobs	Ratio (Jobs/Labor Force)
2009	9,958	2,739	0.275
2010	9,951	2,675	0.269
Average Ratio			0.272
LEHD (2009-2010); U.S. Census, 2009 & 2010, Table DP-05			

The Preferred Growth Scenario uses an aggressive job to labor force ratio for the City of Clearlake. The Scenario targets approximately 85 percent of the State job to labor force ratio. The intention is to plan for vocational and head of household jobs which pay stable wages. Community feedback indicated strong preference for more stable and industrial jobs. The job target requires the City to allocate enough commercial and industrial acreage to accommodate approximately 3,110 jobs by 2040.

Table 3.6 Comparative Job to Labor Force Ratios and Job Targets for Clearlake				
Geographic Area	Average Job to Labor Force Ratio	Jobs Needed in 2040	82% of Jobs Needed in 2040	Comments
City of Clearlake	0.272	253	-	Business as Usual
City of Lakeport	1.103	9,199	-	Too high; small community serving as Lake County seat of Government not comparable to Clearlake
Lake County	0.320	766	-	Modest
State of California	0.588	3,660	<b>3,110</b>	<b>Target</b>
LEHD (2002-2010); U.S. Census, 2002 - 2010, Table DP-05				

## D. DEVELOPMENT OPPORTUNITIES AND CONSTRAINTS

### Boundaries and Limits

Figure 3.3 shows that the City of Clearlake is abutted by Clear Lake to the west, the census designated Clearlake Oaks to the north, mountains to the east, and census designated Lower Lake to the south. There is a vast amount of vacant land within City borders, reducing the need to annex land from the County. Figure 3.4 shows the City's Sphere of Influence, which includes approximately 8,000 acres to the north of the City, mainly hillside properties.

### Opportunities

#### Vacant Land

Within the City, 57 percent of the acreage is vacant. The bulk of the contiguous vacant land is located in the southeast, northeast, and northwestern corners of the City, bordering unincorporated County land. However, many vacant parcels are also scattered throughout the City amongst already developed land as shown in Figure 3.5.

#### City Property

The City owns 30 parcels within City boundaries providing opportunities for development, including a larger waterfront parcel adjacent to Austin Park. Vacant and City-owned land contains an opportunity for future development, given the ability to provide adequate sewer, water, and power service.

#### Waterfront Parcels

Waterfront property totaling 1,208 acres serves as an opportunity for development, as it is valuable land for tourism, recreation, and dining.

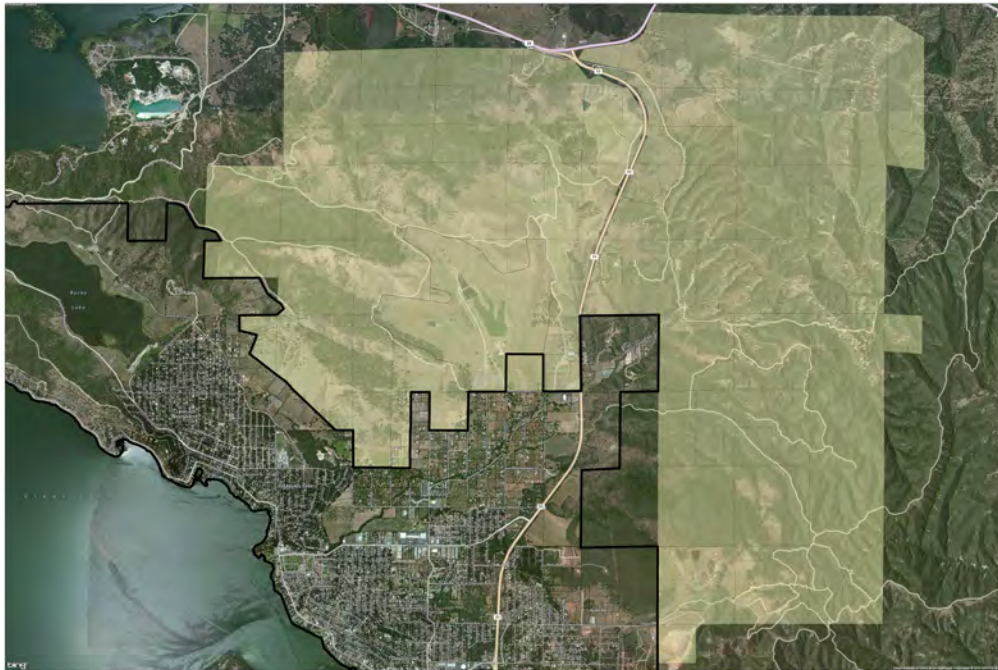
Figure 3.3 City of Clearlake Boundary Map



Cal Poly Team (2013)

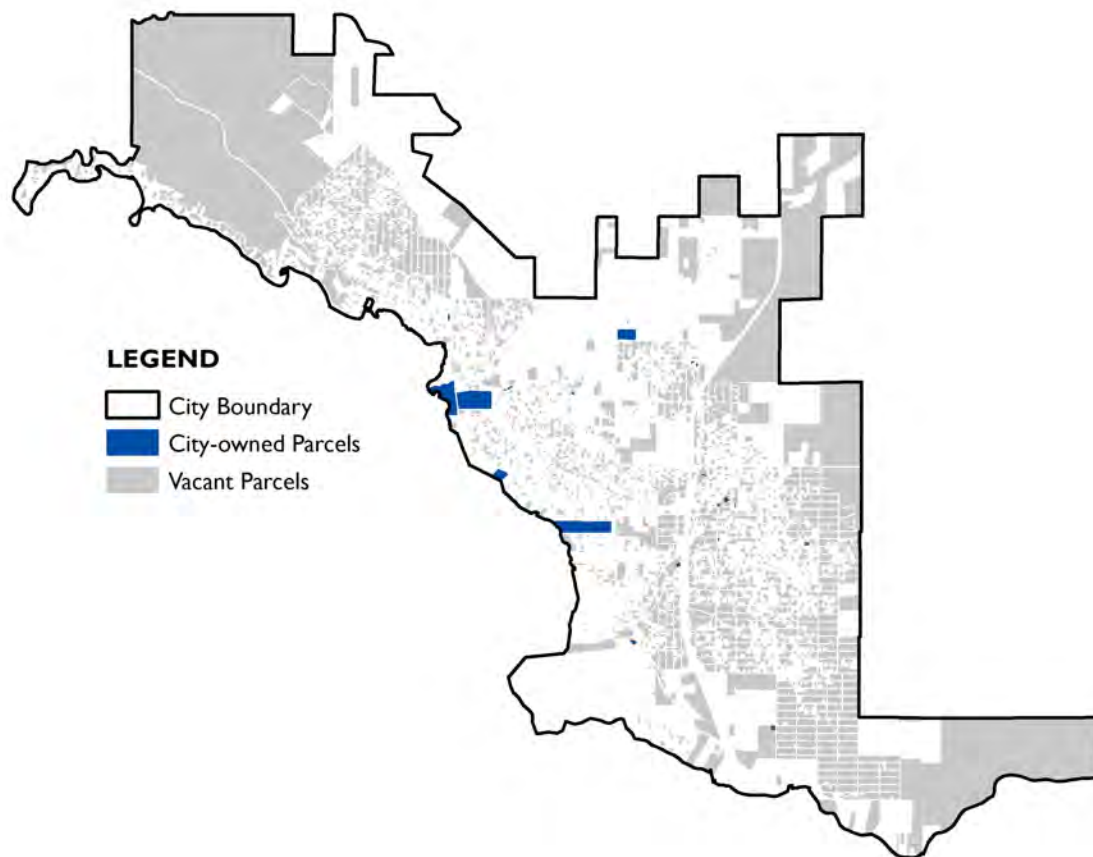


**Figure 3.4 City of Clearlake Sphere of Influence**



*Cal Poly Team (2013)*

**Figure 3.5 Vacant and City-Owned Land**

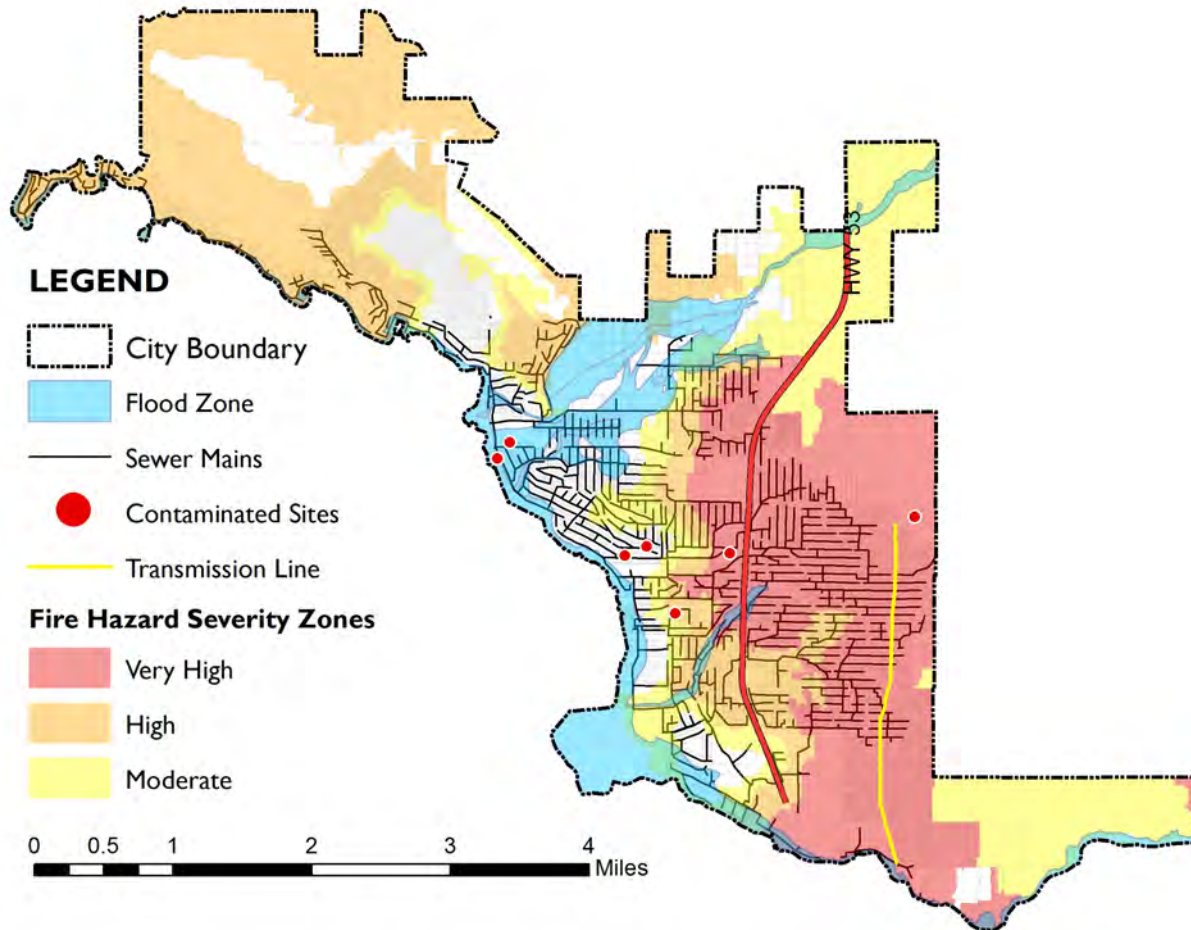


*Cal Poly Team (2013)*

## Constraints

Physical realities and political boundaries shape the development of the City. Figure 3.6 shows Clearlake's constraints to development, which include City boundaries, geography, flood zones, fire severity zones, power transmission lines, sewer lines, and contaminated sites. Those constraints are described in the following sections.

**Figure 3.6 City of Clearlake Development Constraints Map**



*Cal Poly Team (2013)*

## Flood Zone

The flood zone extends along the waterfront of Clear Lake on the western city border as well as into middle of the City in a northeast direction to the county line. Approximately 38,000 square feet, or 38 percent of City land, lies within the flood zone. Property located in FEMA's 100-year flood zone has a 1 percent chance of flooding each year.



## Fire Zone

The most developed areas in the central city are not in a fire severity zone as defined by California Department of Forestry and Fire Protection (Cal Fire). There is little land in the moderate severity zone. The high fire severity areas are in the northwest and a small sliver of area running north to south in the east. The southeastern area is in a very high fire severity zone, which is also one of the most underdeveloped areas with abundant vacant land.

## Power and Sewer Lines

A PG&E power transmission line runs north to south near the eastern border of the City. Gravity sewer mains run throughout the central part of the City and most of the waterfront, but do not extend out to the northwest, northeast, and southeast corners. Areas without sewer mains use septic tanks. Future development would be constrained by the existence of sewer lines or the ability to connect to existing sewer lines.

## Street Paving and Sidewalks

Less than one percent of the City's parcels have sidewalks. 48 percent of the City's public street surfaces are unpaved. Unpaved roads degrade water quality due to storm water runoff, pose a threat for emergency vehicle access, and are a main source of PM10 air emissions. Obtaining funds for capital improvements is typically obtained through developer impact fees and exactions, however; cities frequently lower exactions and impact fees as an incentive to attract new development, both residential and commercial. The City will need to balance incentivizing development and acquiring the needed capital to fund road paving. Shall the City decide to raise impact fees to obtain funds at a faster rate, this may deter developers and have a negative impact on the community.

## Contaminated Sites

Six known contaminated sites within the City. The sources of contamination include the Eastlake landfill, a former lumberyard, and a leaking ground tank (California Department of Toxic Substances Control, 2012 EnvirostorDatabase, [dtsc.ca.gov](http://dtsc.ca.gov)).

## Vacant and City-Owned Land

The great amount of vacant land poses a constraint of managing that land, especially concerning code enforcement for illegal waste dumping.

# 4. DEVELOPMENT ALTERNATIVES

---

## CONTENTS

<b>A. INTRODUCTION.....</b>	<b>63</b>
<b>B. BUSINESS AS USUAL.....</b>	<b>64</b>
GROWTH ASSUMPTIONS .....	64
CONCEPTUAL LAND USE .....	64
<i>Residential Land Use</i> .....	64
<i>Commercial Land Use</i> .....	67
KEY GROWTH AREAS .....	69
<i>Old Highway 53 to State Route 53</i> .....	69
<i>The Avenues</i> .....	70
<i>Austin Park</i> .....	72
CIRCULATION .....	73
OUTCOMES.....	75
<b>C. INFILL AND REDEVELOPMENT .....</b>	<b>76</b>
GROWTH ASSUMPTIONS .....	76
CONCEPTUAL LAND USES.....	76
<i>Housing</i> .....	77
<i>Commercial</i> .....	78
KEY GROWTH AREAS .....	79
<i>Lakeshore Drive</i> .....	79
<i>Austin Park</i> .....	81
<i>Olympic Drive Corridor and The Gateway at Lakeshore Drive and State Route 53</i> .....	82
CIRCULATION .....	84
<i>Pedestrian and Bicycles</i> .....	85
<i>Automobiles</i> .....	86
<i>Transit</i> .....	86
OUTCOMES.....	88
<i>Residential Land Uses</i> .....	88
<i>Commercial Land Uses</i> .....	89
<b>D. CLUSTERED GROWTH DEVELOPMENT .....</b>	<b>90</b>
GROWTH ASSUMPTIONS .....	90
CONCEPTUAL LAND USES.....	90
KEY GROWTH AREAS .....	92
<i>Cluster 1 – Austin Park</i> .....	93
<i>Cluster 2: Ogulin Canyon/Northern Entrance</i> .....	97
<i>Cluster 3: The Avenues</i> .....	98
<i>Cluster 4: Lower Lakeshore at Old Highway 53</i> .....	102
<i>Cluster 5: Regional Shopping Center</i> .....	102
CIRCULATION .....	103
<i>Non-motorized Circulation</i> .....	103
<i>Motorized Circulation and Public Transportation</i> .....	105
OUTCOMES.....	106

## LIST OF FIGURES

<b>FIGURE 4.1 BUSINESS AS USUAL CONCEPTUAL LAND USE MAP .....</b>	<b>65</b>
---	-----------

FIGURE 4.2 BUSINESS AS USUAL RESIDENTIAL DENSITIES .....	66
FIGURE 4.3 BUSINESS AS USUAL CONCEPTUAL HOUSING MAP .....	67
FIGURE 4.3 BUSINESS AS USUAL CONCEPTUAL COMMERCIAL MAP .....	68
FIGURE 4.4 LAKESHORE DRIVE -OLD HIGHWAY 53 TO STATE ROUTE 53- EXISTING PATTERN .....	69
FIGURE 4.5 LAKESHORE DRIVE- OLD HIGHWAY 53 TO STATE ROUTE 53- POTENTIAL FUTURE PATTERN .....	70
FIGURE 4.6 THE AVENUES- EXISTING PATTERN .....	71
FIGURE 4.7 THE AVENUES- POTENTIAL FUTURE PATTERN .....	71
FIGURE 4.8 AUSTIN PARK- EXISTING PATTERN.....	72
FIGURE 4.9 AUSTIN PARK- POTENTIAL FUTURE PATTERN .....	73
FIGURE 4.10 BUSINESS AS USUAL NON-MOTORIZED CIRCULATION MAP .....	74
FIGURE 4.11 BUSINESS AS USUAL MOTORIZED CIRCULATION MAP .....	75
FIGURE 4.12 INFILL AND REDEVELOPMENT CONCEPTUAL LAND USE MAP .....	77
FIGURE 4.13 INFILL AND REDEVELOPMENT CONCEPTUAL HOUSING MAP.....	78
FIGURE 4.14 INFILL AND REDEVELOPMENT CONCEPTUAL COMMERCIAL MAP .....	79
FIGURE 4.15 LAKESHORE DRIVE EXISTING PATTERN .....	80
FIGURE 4.16 LAKESHORE DRIVE PROPOSED PATTERN UNDER INFILL AND REDEVELOPMENT .....	80
FIGURE 4.17 AUSTIN PARK EXISTING PATTERN .....	81
FIGURE 4.18 AUSTIN PARK PROPOSED PATTERN UNDER INFILL AND REDEVELOPMENT .....	82
FIGURE 4.19 GATEWAY AT LAKESHORE DRIVE AND SR 53 EXISTING PATTERN .....	83
FIGURE 4.20 GATEWAY AT LAKESHORE DRIVE AND SR 53 PROPOSED PATTERN UNDER INFILL AND REDEVELOPMENT.....	83
FIGURE 4.21 INFILL AND REDEVELOPMENT MOTORIZED CIRCULATION MAP .....	84
FIGURE 4.22 INFILL AND REDEVELOPMENT NON- MOTORIZED CIRCULATION MAP.....	87
FIGURE 4.23 CLUSTERED GROWTH DEVELOPMENT CONCEPTUAL LAND USE MAP .....	91
FIGURE 4.24 CLUSTERED GROWTH DEVELOPMENT CONCEPTUAL LAND USE MAP, CLUSTER 1 .....	94
FIGURE 4.25 CLUSTER 1, AUSTIN PARK HOUSING .....	95
FIGURE 4.26 CLUSTER 1, AUSTIN PARK JOBS.....	95
FIGURE 4.27 CLUSTER 1, AUSTIN PARK EXISTING PATTERN .....	96
FIGURE 4.28 CLUSTER 1, AUSTIN PARK PROPOSED PATTERN .....	96
FIGURE 4.29 CLUSTERED GROWTH DEVELOPMENT CONCEPTUAL LAND USE MAP, CLUSTER 2 .....	97
FIGURE 4.30 CLUSTER 2, OGULIN CANYON/NORTHERN ENTRANCE JOBS .....	98
FIGURE 4.31 CLUSTERED GROWTH DEVELOPMENT CONCEPTUAL LAND USE MAP, CLUSTER 3 .....	99
FIGURE 4.32 CLUSTER 3, THE AVENUES, HOUSING .....	100
FIGURE 4.33 CLUSTER 3, THE AVENUES, JOBS .....	100
FIGURE 4.34 CLUSTER 3, THE AVENUES EXISTING PATTERN .....	101
FIGURE 4.35 CLUSTER 3, THE AVENUES PROPOSED PATTERN .....	101

FIGURE 4.36 CLUSTER 4, LAKESHORE DRIVE HOUSING .....	102
FIGURE 4.37 CLUSTER 4, LAKESHORE DRIVE JOBS .....	102
FIGURE 4.38 CLUSTER 5, REGIONAL SHOPPING CENTER, HOUSING .....	103
FIGURE 4.39 CLUSTER 5, REGIONAL SHOPPING CENTER, JOBS .....	103
FIGURE 4.40 CLUSTERED GROWTH DEVELOPMENT NON-MOTORIZED CIRCULATION MAP .....	105
FIGURE 4.41 CLUSTERED GROWTH DEVELOPMENT MOTORIZED CIRCULATION MAP .....	107
LIST OF TABLES	
TABLE 4.1 - PROPOSED ADDED RESIDENTIAL DENSITIES .....	66
TABLE 4.2 BUSINESS AS USUAL GROWTH: PROPOSED COMMERCIAL DENSITIES .....	68
TABLE 4.3 PROPOSED DENSITIES, INFILL AND REDEVELOPMENT .....	88
TABLE 4.4 PROPOSED RESIDENTIAL ACREAGE AND HOUSING POTENTIAL, INFILL AND REDEVELOPMENT .....	89
TABLE 4.5 PROPOSED COMMERCIAL ACREAGES AND EMPLOYMENT POTENTIAL, INFILL AND REDEVELOPMENT .....	89
TABLE 4.6 PROPOSED LAND USE AND DENSITY .....	92

## A. INTRODUCTION

This chapter presents three alternative development scenarios for accommodating future population, housing, and employment needs in Clearlake through the year 2040. Each alternative presents options with varying development densities, intensities, types, and locations of growth throughout the City.

The Business as Usual Scenario assumes future growth will continue based on historic trends in land use patterns, housing type and density, and employment opportunities and locations. This scenario proposes residential development remains primarily low-density with scattered commercial development reliant on automobile access.

The Infill and Redevelopment Scenario alternative proposes to accommodate future growth needs by focusing new growth inward, and redeveloping underutilized and vacant parcels within the City's core. This scenario incorporates development proposals and community visioning elements obtained from the 2007 Vision Task Force Report and the 2012 Lakeshore Drive Corridor Plan. By filling in from the downtown core, the majority of future growth needs are met without developing open space land on the City's edge, retaining the wildlife habitat while encouraging more activity at the City center. By proposing areas with higher density and encouraging mixed-uses along Lakeshore Drive, the goals are to increase commercial activity and promote alternative forms of transportation including walking, biking, and public transit.

The Clustered Development Scenario is similar to the Infill and Redevelopment Scenario but selects multiple areas to concentrate growth in addition to the Lakeshore Drive corridor. Areas of proposed growth include a cluster of residential and commercial development in the Avenues and industrial and commercial growth along State Route 53, Olympic Drive, and in Ogulin Canyon. By providing multiple commercial centers the Clustered Development scenario

aims to decrease distance between residential and commercial uses, bringing residents closer to needed public facilities and other amenities.

## B. BUSINESS AS USUAL

Business as Usual is a development scenario envisioned to demonstrate how the City would grow into the future if it followed historic trends and patterns in population growth, residential and economic development, and investment in public facilities and infrastructure.

The population in the City of Clearlake is projected to increase 22 percent by 2040, for a total of 18,702 residents. This means accommodating an extra 3,452 Clearlake residents who will need places to live, work, shop, play, and go to school. The projected population increase indicates a need for an additional 798 housing units and 688 jobs based on current vacancy rates and jobs per acre ratios.

### Growth Assumptions

The assumptions used in the development of this alternative reflect the housing, commercial, and transportation patterns in existence. For example, low-density housing types and patterns persist, with a continued preference for single-family mobile and modular homes. Commercial activity is dispersed throughout the City without a distinct City core or downtown commercial center. Into 2040, downtown Lakeshore Drive would remain the only commercial corridor with a mix of office, service, and some retail businesses. Big box and chain commercial development, such as Wal-Mart, would continue to provide the City with economic opportunities and some regional appeal and would be located primarily on the City border away from Lakeshore Drive.

### Conceptual Land Use

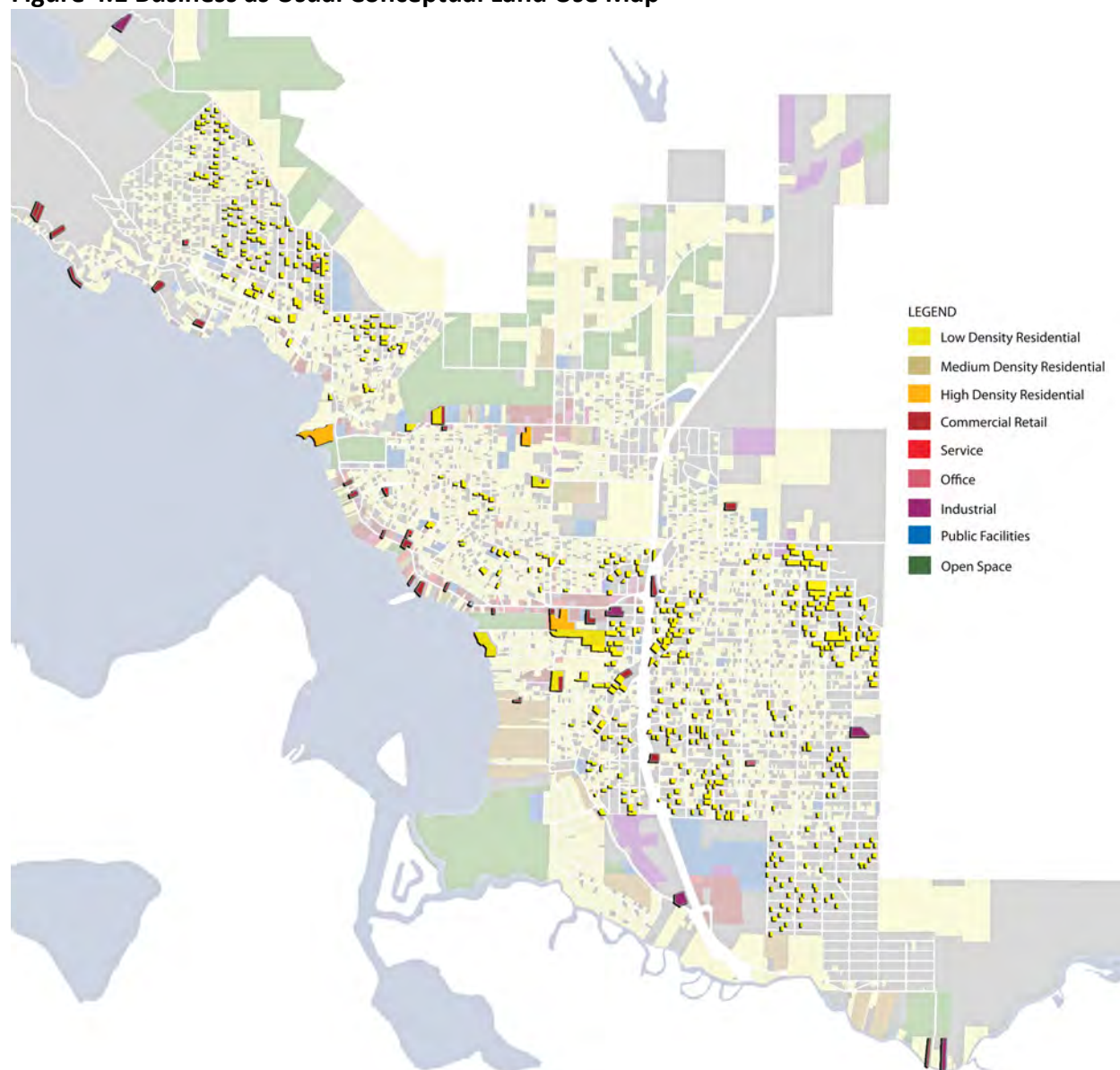
Using these development assumptions, anticipated population growth, and future employment needs, business as usual development would result in a city made up of scattered low-density land uses as represented in Figure 4.1. The changes in land use from existing land use are represented on this map in a brighter hue- showing the replacement of vacant land with new structures. As represented in Figure 4.1, the City has a substantial amount of vacant land both within the City center as well as on the City edges, particularly in the northwest and south/southeast. Patterns show a tendency to grow from the edge although there is land within the core suitable for new commercial and residential development. Following this pattern, the inner City will retain a number of vacant lots and buildings, while the natural landscape on the City edge would be developed. The City has plenty of land to accommodate all commercial, industrial, and residential needs.

### Residential Land Use

In order to accommodate projected population growth for 2040, the City will need a minimum of 798 additional housing units. In the past, Clearlake accommodated new growth by haphazardly scattering residential uses throughout the City with no distinct pattern. Clearlake

has a lot of vacant land and has enough land to spare, even after factoring in the tendency to develop residential use in a predominantly low-density pattern. Future housing densities for this scenario will maintain prevailing density distributions. Figure 4.2 illustrates the future housing density composition resulting from following business as usual development patterns. Low-density will make up 49 percent of the housing stock, medium-density will make up 24 percent, and high-density 27 percent of all housing units. Table 4.1 details the distribution of the additional housing units by density, showing the acres needed to accommodate each housing type. Under business as usual conditions, the City would need to allocate approximately 193.5 acres of vacant land for new housing development. With 3,958 acres vacant, this would still leave more than half of all land within City boundaries vacant.

**Figure 4.1 Business as Usual Conceptual Land Use Map**



*Cal Poly Planning Team (2013)*

**Figure 4.2 Business as Usual Residential Densities**

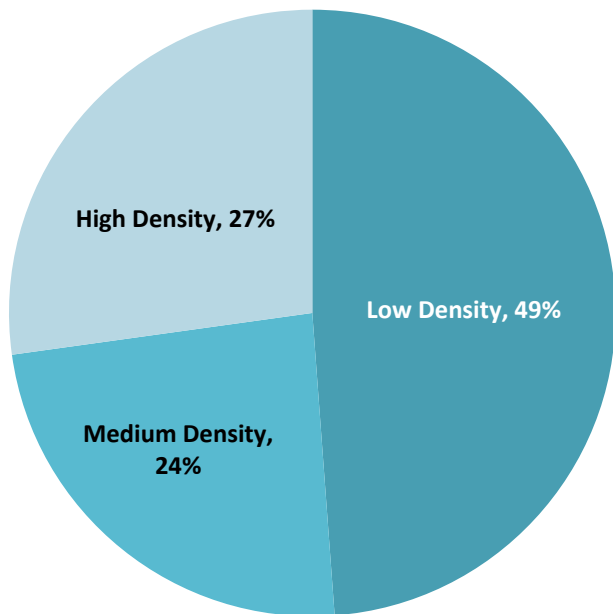
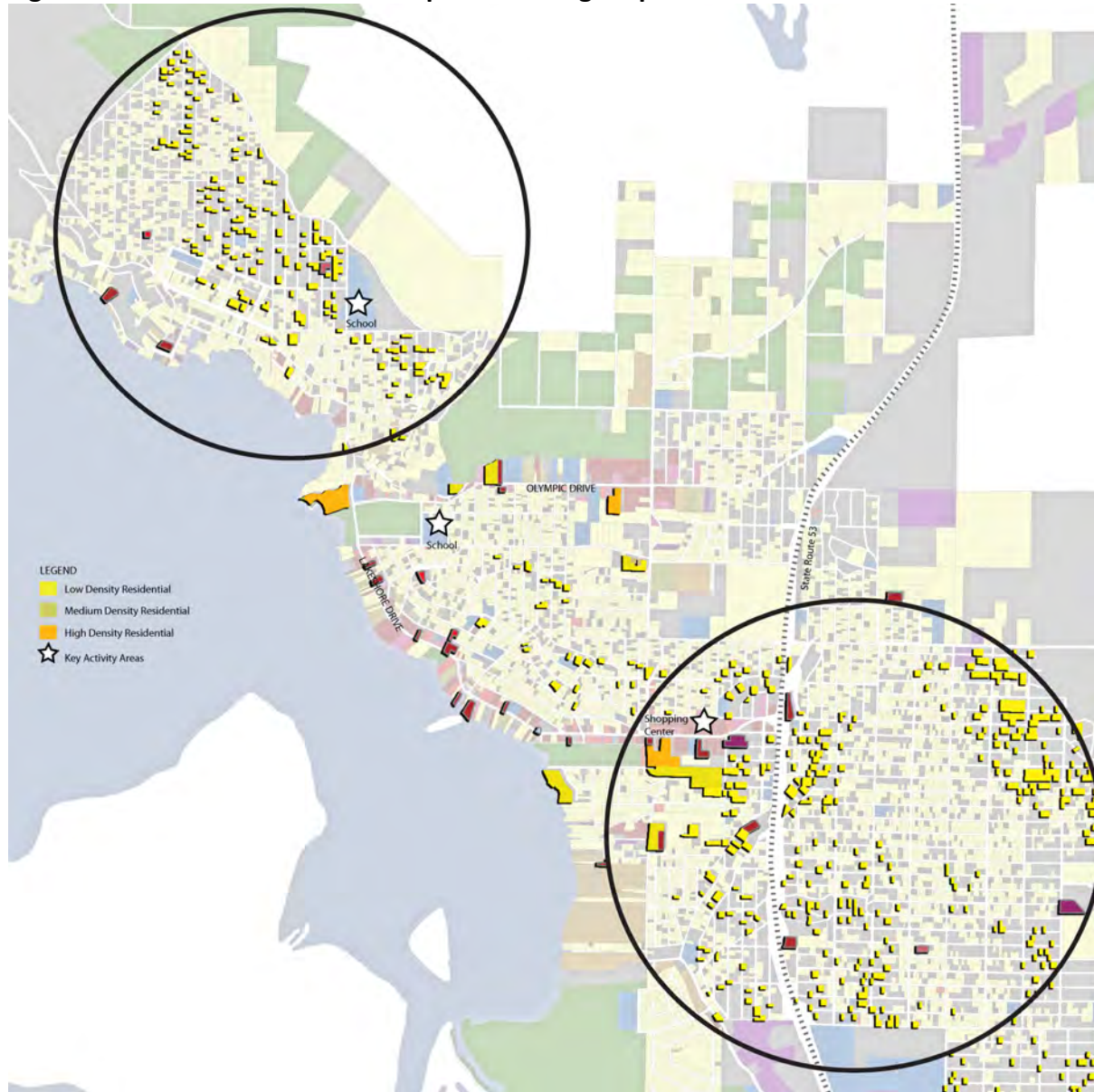


Table 4.1 - Proposed Added Residential Densities					
New Residential Density Category	Existing Residential Density Category	Dwelling Units Per Acre (Du/Acre)	Percent existing Units	New Units by Type	Acres Needed
Low	Very Low	< 1 du/A	6.5%	52	64.84
	Low	1 to 9 Du/A	42.4%	338	101.51
Medium	Medium	9 to 11 Du/A	21.0%	167	15.08
	High	11+ Du/A	3.0%	24	1.20
High	Multi-family	20+ Du/A	27.2%	217	10.85
				<b>Total</b>	<b>193.48</b>

Since there is no shortage of land, this scenario assumes that existing vacant units or units in need of maintenance would not be inhabited or redeveloped, leaving dilapidated and unoccupied units within residential areas. Some residential growth would occur scattered throughout the City with a majority of the growth occurring on the outer limits of the City in the northwest near the lake and the southeast area of the City, as shown in Figure 4.3. This tendency to spread out and remain low-density places new units in existing open space, and some of the units in the northwest will not be connected to municipal services including sewer systems.



**Figure 4.3 Business As Usual Conceptual Housing Map**



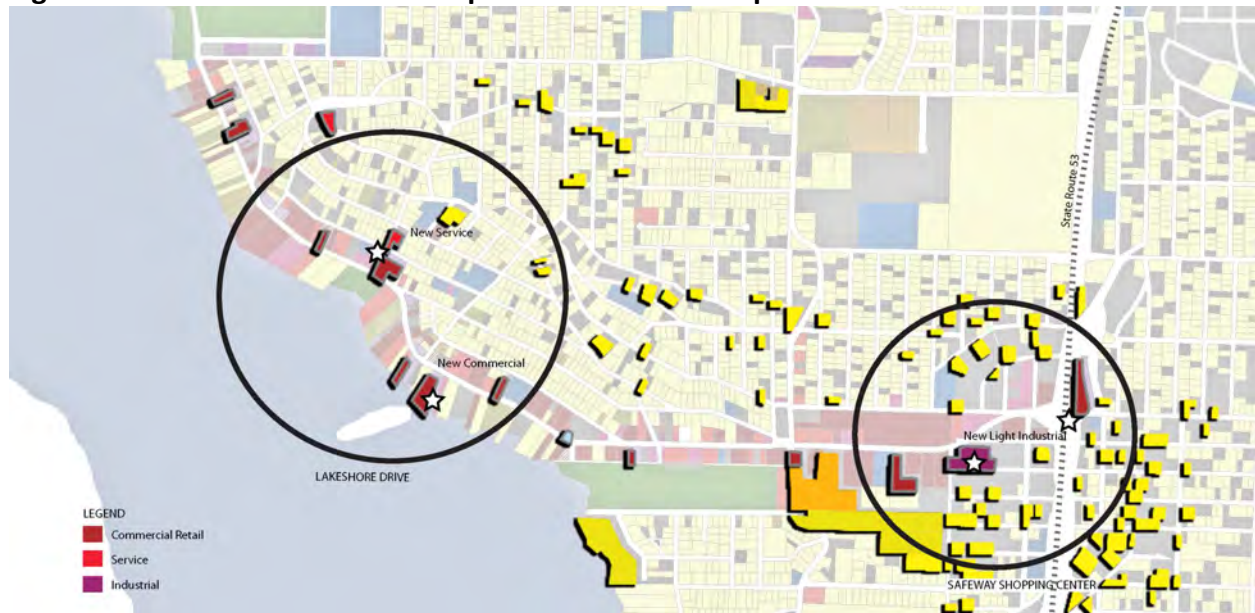
*Cal Poly Planning Team (2013)*

## Commercial Land Use

Business as Usual will accommodate commercial growth throughout the City, with the majority of commercial uses along Lakeshore Drive, Dam Road, and Olympic Drive. As shown in Figure 4.3, some of the new commercial uses would occupy existing vacancies along Lakeshore Drive, while new commercial development would infringe upon vacant land and border residential areas. Some industrial or light industrial uses may be located along Lakeshore Drive towards State Route 53 in existing large vacant lots.



**Figure 4.3 Business as Usual Conceptual Commercial Map**



*Cal Poly Planning Team (2013)*

Job growth by 2040 projects a need for space to accommodate **688** new jobs in Clearlake. Since there is an abundance of vacant land, the Business As Usual Scenario is expected to address all expected growth and meet future employment need. This scenario is able to accommodate land for 274 commercial retail jobs, 61 office jobs, 292 service jobs, 41 industrial jobs, and 20 other jobs as illustrated in Table 4.2.

<b>Table 4.2 Business As Usual Growth: Proposed Commercial Densities</b>			
<b>Land Use Designations</b>	<b>Acreage</b>	<b>Standards for Jobs/Acres</b>	<b>Job Growth Potential (Maximum)</b>
Commercial Retail	13.8	20	274
Office	1.4	42	61
Service	1.8	160	292
Industrial	8.8	4.6	41
Other	.2	114	20
<b>Total</b>	<b>26</b>		<b>688</b>
Existing Number of Jobs			4,866
2040 Business As Usual Job Target			688
2040 Business as Usual Job Need			688
Total Additional Jobs Accommodated by 2040			688
<b>Jobs Still Needed to Meet Target</b>			<b>0</b>

## Key Growth Areas

Clearlake has plenty of vacant land to accommodate future growth; therefore, there is no compelling reason why new development would concentrate in specific growth areas. There is no indication from past development trends that new residential development would be centered within the downtown corridor instead of along the periphery of the City. The abundance of vacant land bordering existing residential areas presumes future residential development would most likely locate in the northwest near Borax Lake, and within the eastern portion of the City in the Avenues. Commercial development would be scattered in commercial zones, with some new businesses occupying vacant buildings along Lakeshore Drive and Olympic Drive. Following existing trends, the commercial development along Lakeshore Drive would be a combination of office, service, and commercial retail, without any specific focus on tourism or visitor serving uses. The Business as Usual Scenario does not propose new development centered in the downtown and does not cluster new residential development near existing public facilities or service amenities. Under this scenario, the City would largely remain as it is today; spread out without a main regional identity or commercial center.

The following sections discuss the implications of Business as Usual Scenario on land use patterns. Illustrations enable comparisons of existing and potential future patterns of land development.

### Old Highway 53 to State Route 53

Figure 4.4 and Figure 4.5 shows Lakeshore Drive between Old Highway 53 and State Route 53. The exiting IGA supermarket is located to the left of Figure 4.4. Existing land to the right of the IGA area is primarily vacant with a few scattered commercial properties.

**Figure 4.4 Lakeshore Drive -Old Highway 53 to State Route 53- Existing Pattern**



*Cal Poly Planning Team (2013)*

Figure 4.5 shows what this area might look like in the future. Under the Business as Usual Scenario, the future of this area may have more commercial and residential development. Additional retail and service establishments would be developed along Lakeshore Drive, with some visitor serving uses at the intersection with State Route 53. The larger vacant lots have potential to house light industrial uses bordering existing commercial spaces. The vacant residential properties could house more low-density residential uses scattered over the landscape.

**Figure 4.5 Lakeshore Drive- Old Highway 53 to State Route 53- Potential Future Pattern**



*Cal Poly Planning Team (2013)*

## The Avenues

The eastern residential part of the city, here referred to as “the Avenues” is made up primarily of low-density residential housing and vacant land as shown in Figure 4.6.

In the future, this area could have more housing, but following existing patterns of growth means that development will not be concentrated in any one particular area. The undeveloped land on the border of the City could be converted into low density residential use, represented in yellow on Figure 4.7.



**Figure 4.6 The Avenues- Existing Pattern**



*Cal Poly Planning Team (2013)*

**Figure 4.7 The Avenues- Potential Future Pattern**



*Cal Poly Planning Team (2013)*



## Austin Park

Figure 4.8 shows an aerial view of the Austin Park area and surrounding commercial and public uses. This is one of the few designated open space areas with civic buildings and recreational opportunities. It is home to City Hall, the police station, and some commercial buildings.

Shown in Figure 4.9, the Business as Usual Scenario does not envision any additional downtown improvements, either in civic or commercial uses. The existing open space and recreation areas would remain unchanged. However, this scenario does have the potential to lead to further privatization of the waterfront, with residential development occurring on private parcels along the Lake. As noted earlier, most of the residential development would take place on the border of the City, leaving the City center mostly untouched.

**Figure 4.8 Austin Park- Existing Pattern**



*Cal Poly Planning Team (2013)*

**Figure 4.9 Austin Park- Potential Future Pattern**



*Cal Poly Planning Team (2013)*

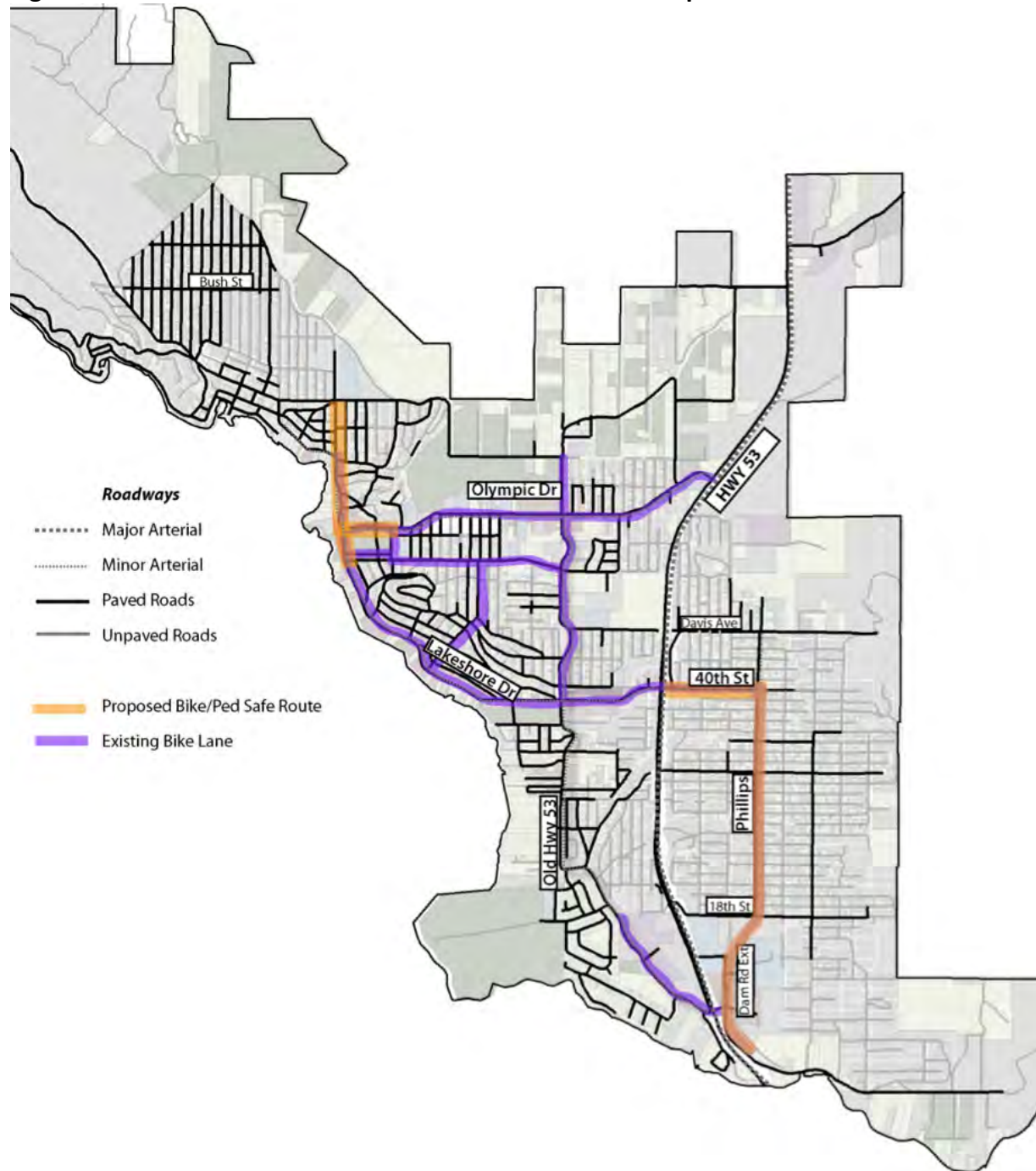
## Circulation

The Business as Usual Scenario does not envision significant changes to Clearlake's circulation system. Under this growth model, circulation would remain auto-oriented with minimal expansion of pedestrian and bicycle facilities. This scenario, however, includes those improvements that are already in the pipeline. Proposed transportation improvements include some additional bicycle and pedestrian enhancements for connectivity and safety purposes. The Lake County bike plan will be implemented in the Business as Usual Scenario. The Bike Plan proposes completing the network of bike lanes throughout the City. The Safe Routes to School project is also included in the Business as Usual Scenario in an attempt to increase pedestrian safety and improve sidewalk conditions. Main areas of focus for pedestrian improvements include heavy traffic routes such as Lakeshore Drive and 40<sup>th</sup> Ave as depicted in Figure 4.10.

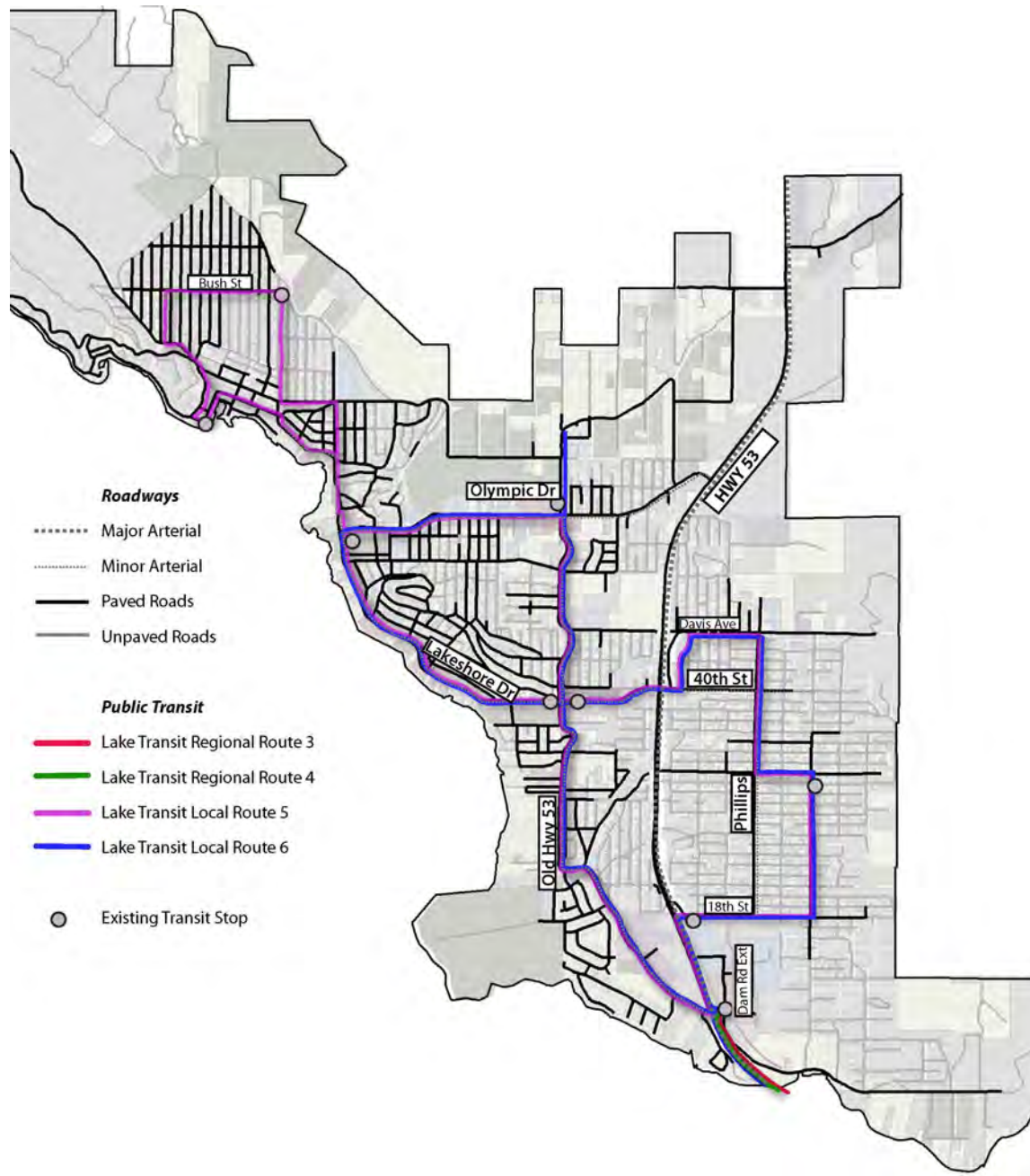
Figure 4.11 shows a map of the future motorized circulation network under the Business as Usual Scenario. No additional transit routes, circulation improvements, or transit amenities are envisioned. The circulation system would remain as it is today. The only improvement included is the Dam Road extension project which will extend Dam Road to 18<sup>th</sup> street.



**Figure 4.10 Business as Usual Non-motorized Circulation Map**



**Figure 4.11 Business as Usual Motorized Circulation Map**



## Outcomes

The possible outcomes of the Business as Usual Scenario include conversion of vacant land to low-density residential development, scattered commercial buildings, and no additional public improvements. The waterfront will continue to be developed and privatized. Residential development will continue to be scattered throughout the City and will lead to building within high-risk fire and flood zones. Residents, especially those on the outskirts of the City, will



remain isolated from key city services and amenities. The path of auto-oriented growth will be maintained with no additional pedestrian, bicycle, or transit improvements.

## C. INFILL AND REDEVELOPMENT

### Growth Assumptions

The Infill and Redevelopment Alternative emphasizes the utilization of vacant parcels in order to transform the City of Clearlake's traditional growth pattern into one which emphasizes an efficient use of the land. In contrast to Business as Usual, Infill and Redevelopment envisions a purposeful approach to development through concentrated growth around the following strategic areas:

1. Lakeshore Drive between Old Hwy 53 and State Route 53 (SR 53) (Gateway at Lakeshore Drive and SR 53).
2. Lakeshore Drive from Old Hwy 53 to Austin Park (Lakeshore Drive Corridor)
3. Austin Park
4. Olympic Drive from Austin Park to SR 53 (Olympic Drive Corridor)

Infill and Redevelopment in these specific areas can help Clearlake meet its future commercial and residential needs more efficiently than business as usual. Community feedback emphasized the importance of encouraging commercial growth that would support residential service needs as well as enable a balanced approach to economic development. The provision of diverse housing and job options aims to bring balance to the community.

Growth assumptions for this alternative include:

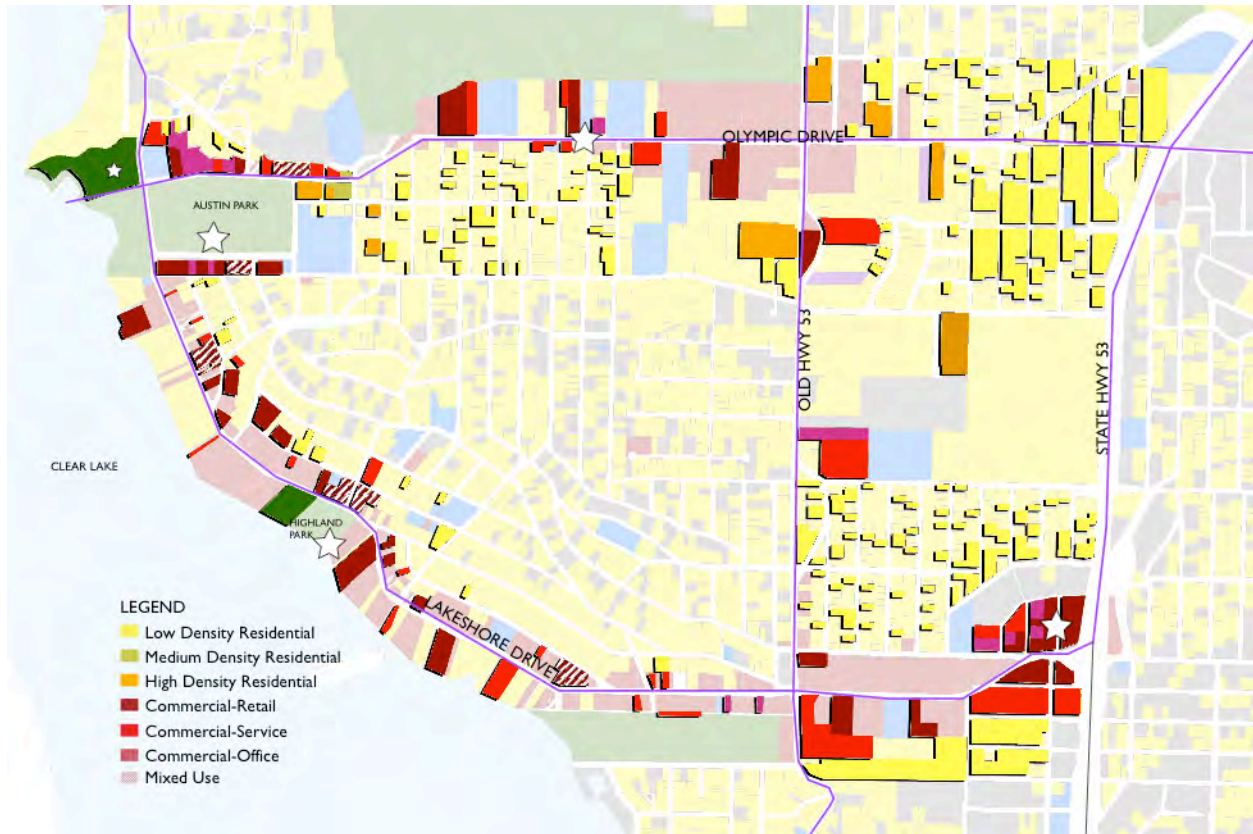
1. Infill and redevelop vacant and underutilized parcels, respectively
2. Create an economically vibrant downtown atmosphere along Lakeshore Drive.
3. Generate opportunities for more commercial, civic, and recreational activity within proximity to residents, such as mixed-use development at Austin Park and along Lakeshore Drive.
4. Welcome visitors and residents to Clearlake with Gateway development at Lakeshore Drive and SR 53.
5. Maximize the safety of arterial streets, Lakeshore Drive and Olympic Drive, for pedestrians, bicycles, and automobiles.
6. Build capacity in Clearlake for economic growth and vibrant social interaction.
7. Instill a sense of community pride.

### Conceptual Land Uses

Low-density residential housing with some higher density housing options is proposed under this alternative in order to maintain Clearlake's small-town feel while anticipating future growth. Commercial retail, service, and some office uses are proposed to foster additional economic activity around Clearlake's existing commercial hubs. Mixed-use development along Lakeshore Drive and Austin Park is another strategy to bring people closer to commercial and

social needs while simultaneously contributing to a stronger sense of community. Figure 4.12 shows the conceptual land use designations under the Infill and Redevelopment alternative.

**Figure 4.12 Infill and Redevelopment Conceptual Land Use Map**

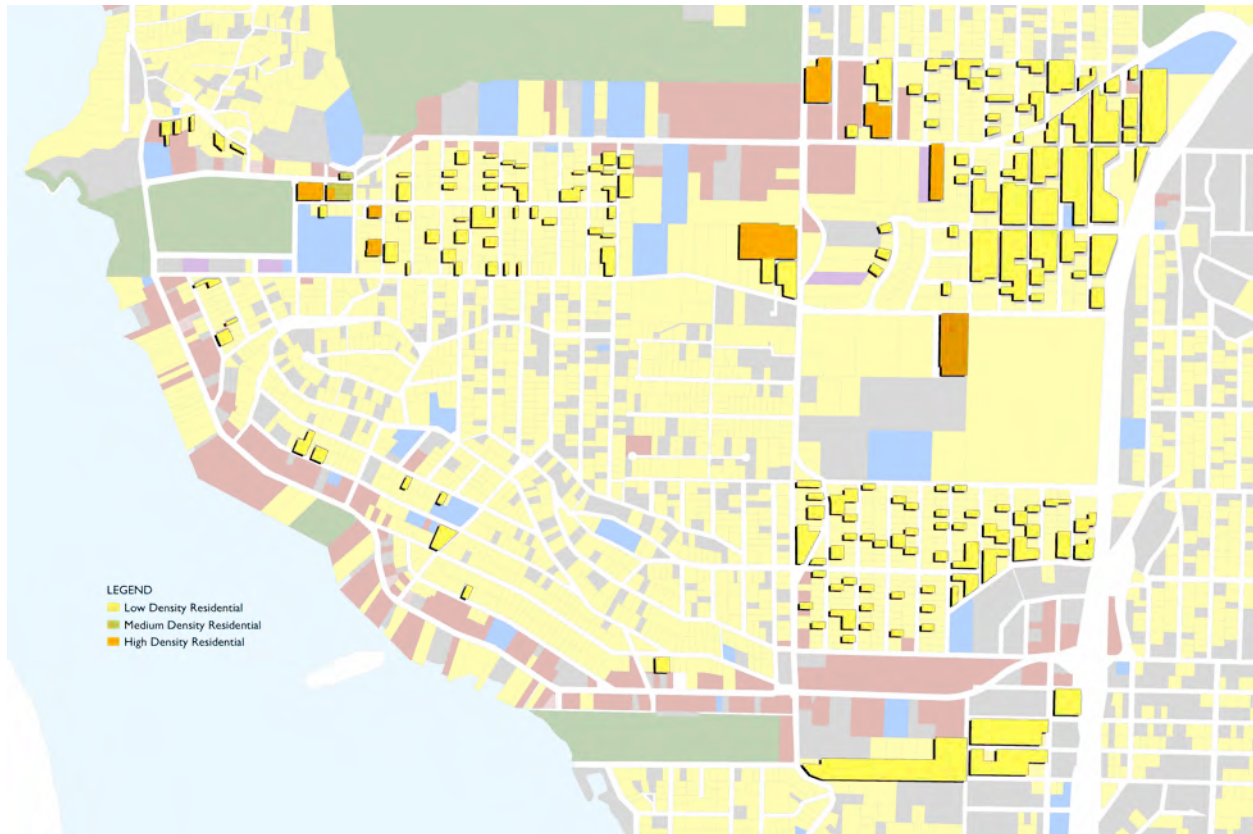


*Cal Poly Planning Team (2013)*

## Housing

The Infill and Redevelopment alternative concentrates residential and commercial growth in select areas of the City. While single-family housing will continue to dominate the market in Clearlake in this alternative, it differs from Business as Usual by concentrating within the boundaries of the above-mentioned areas of focus. A variety of housing that provides affordable and multi-family options is proposed in this Alternative. Medium-density housing, similar to the multi-family housing found along Olympic Drive, will continue to be developed. Additionally, Mixed-Use housing is proposed at strategic areas along Lakeshore Drive and in proximity to Austin Park in order to diversify housing options as well as bring economic and pedestrian activity to the street. Residential options in a vibrant shopping downtown area can be marketable to tourists and potential income-property investors who are interested in property near the lake and downtown core. Figure 4.13 highlights the housing plan under the Infill and Redevelopment Scenario alternative.

**Figure 4.13 Infill and Redevelopment Conceptual Housing Map**



*Cal Poly Planning Team (2013)*

## Commercial

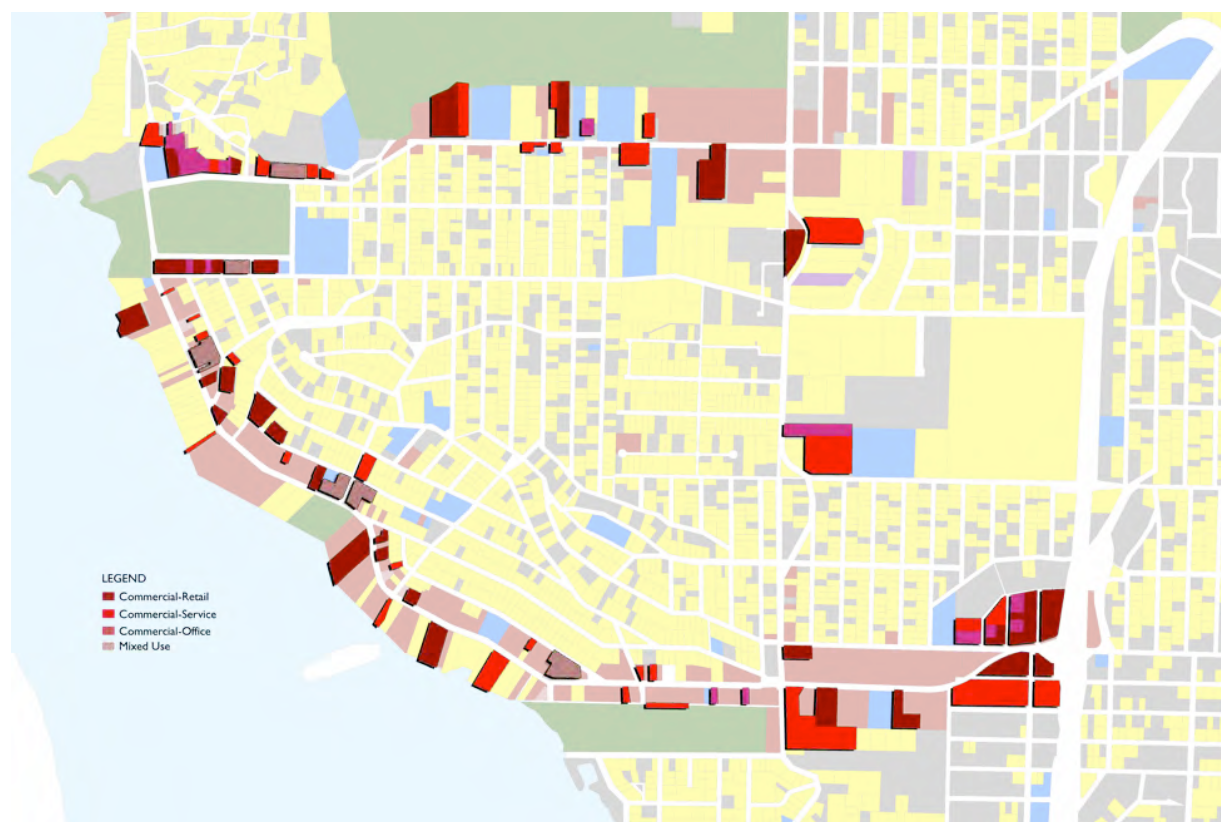
Community members emphasized how important fostering job growth and economic development was for Clearlake. This Alternative bolsters commercial development at the gateway of Lakeshore Drive, throughout Lakeshore Drive, and along Olympic Drive. These commercial centers differ significantly, and are addressed in a subsequent section entitled Key Growth Areas.

## Mixed-Use

Mixed-Use development integrates residential and commercial land uses to provide numerous social and economic benefits. Reducing the distance between housing, workplaces, retail businesses, and other destinations makes for more transportation efficient, compact, and safe neighborhoods for automobiles, pedestrians, and bicyclists. Increased pedestrian activity encourages social interaction and contributes to strong neighborhood character. Greater housing variety and density are characteristic of mixed-use development which gives potential

residents flexible housing options. The distribution of commercial retail, service, office, and mixed-use land uses is shown in Figure 4.14.

**Figure 4.14 Infill and Redevelopment Conceptual Commercial Map**



*Cal Poly Planning Team (2013)*

## Key Growth Areas

### Lakeshore Drive

Following guidance from the 2007 Vision Task Force document, a primary goal identified by the community is to improve the atmosphere along Lakeshore Drive. The Infill and Redevelopment scenario pursues this goal by emphasizing commercial and residential uses and improved circulation for different users, such as pedestrians, bicyclists, and automobiles. This strategy encourages mixed-use development and multi-modal circulation patterns in order for Lakeshore Drive to become vibrant, possess characteristics of a main downtown corridor, and act a center of civic activity. To achieve this, the alternative envisions the expansion of Highland Park and the creation of activity nodes along Lakeshore Drive. In an effort to maintain the scenic benefits of Clear Lake from Lakeshore Drive, this alternative proposes lower density development along the lakefront side of Lakeshore Drive, limiting buildings to one or two stories with a maximum density of 15 dwelling units per acre. On the land side however, a slightly higher density allowing one to four stories and a maximum density of 25 dwelling units per acre can enable even more people to receive the benefits of lake views and access afforded



by the lower density development along the Lake. Figures 4.15 and 4.16 show Lakeshore Drive as it exists today and how it might look based on the growth assumptions for the Infill and Redevelopment Scenario.

**Figure 4.15 Lakeshore Drive Existing Pattern**



*Cal Poly Planning Team (2013)*

**Figure 4.16 Lakeshore Drive Proposed Pattern under Infill and Redevelopment**



## Austin Park

The scenario proposes the expansion of Austin Park and the introduction of new commercial, mixed-use, and medium-density residential uses. The objective is to create more opportunities for civic, recreational, and commercial activities. Figures 4.17 and 4.18 show the existing development pattern and proposed changes to the Austin Park area. The Austin Park area will be a resident and tourist destination that instills a sense of community pride in Clearlake. The plan for Austin Park under this scenario considers the development obstacle of a natural gas leak located at the Southern end of the park. This scenario is proposed under the key assumption that the leak would be remediated in order to pursue further development of this area.

**Figure 4.17 Austin Park Existing Pattern**



*Cal Poly Planning Team (2013)*



**Figure 4.18 Austin Park Proposed Pattern under Infill and Redevelopment**



*Cal Poly Planning Team (2013)*

### Olympic Drive Corridor and the Gateway at Lakeshore Drive and State Route 53

Olympic Drive Corridor and the Gateway at Lakeshore Drive and SR 53 are areas designated to meet Clearlake's commercial needs and support a good number of jobs. These areas are well suited to accommodate service and retail uses as well as some medium-density residential development. The intersections of Lakeshore Drive and Olympic Drive at SR 53 represent strategic locations for Gateway development to welcome visitors and residents to the City. More service-type retail is envisioned for Olympic Drive to serve the needs of residents. As shown in Figure 4.20, the Gateway at Lakeshore and SR 53 is more focused on welcoming and accommodating the commercial needs of visitors. A significant number of office jobs are proposed in this area, providing an opportunity for head-of-household and income sustaining type jobs that are needed to support residents and families in Clearlake. See Table 4.5 for a discussion of the allocation of jobs among key growth areas.

**Figure 4.19 Gateway at Lakeshore Drive and SR 53 Existing Pattern**



*Cal Poly Planning Team (2013)*

**Figure 4.20 Gateway at Lakeshore Drive and SR 53 Proposed Pattern under Infill and Redevelopment**



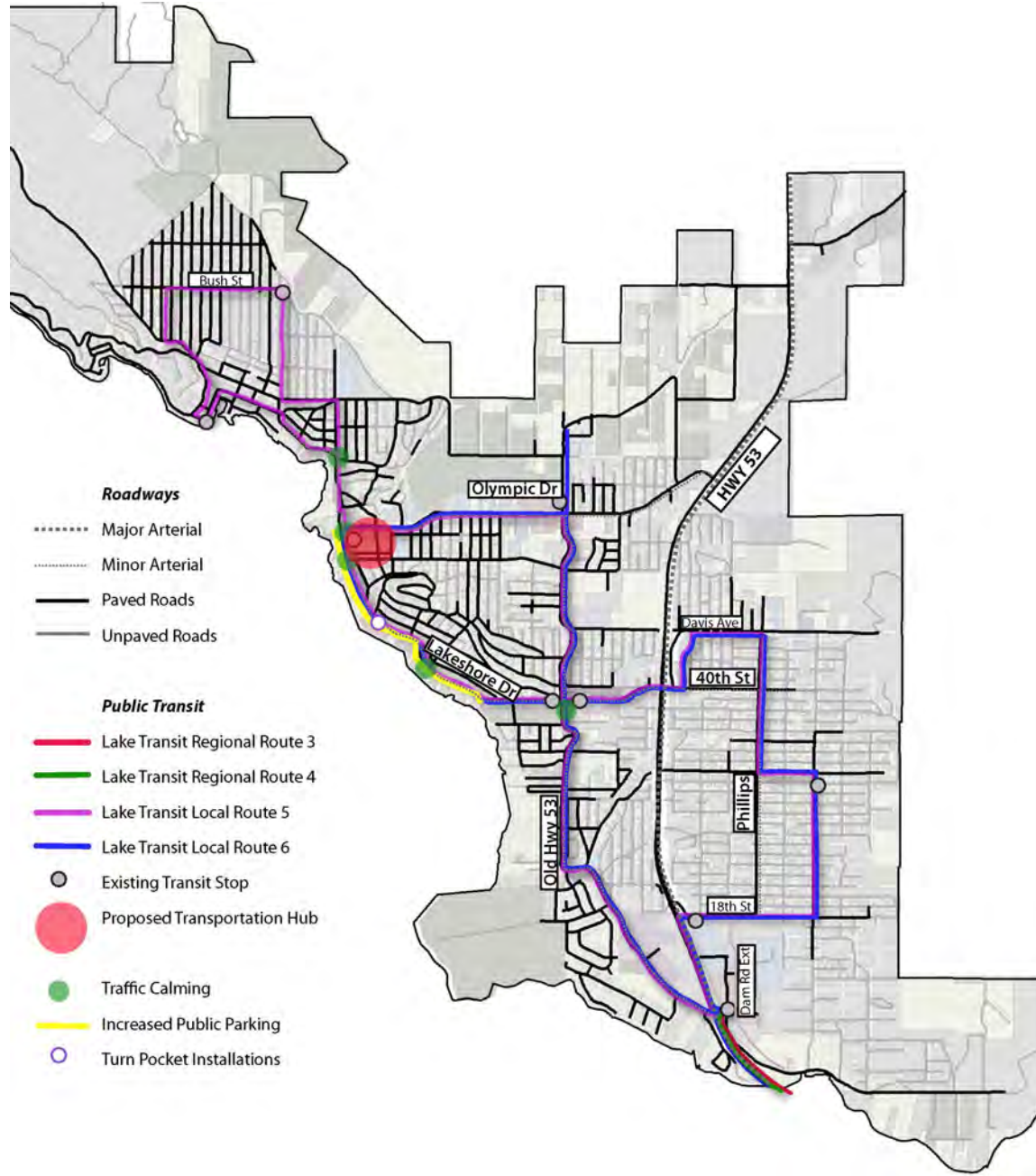
*Cal Poly Planning Team (2013)*



# Circulation

The Infill and Redevelopment Alternative proposes a multimodal circulation plan that reduces automobile dependency and promotes multiple modes of transportation. Illustrated in Figure 4.21, a multimodal circulation plan is an essential component to support the mixed-use and infill development proposed in this growth scenario. The objective is to improve the condition and safety of Clearlake's main arterials, Lakeshore Drive and Olympic Drive, for pedestrians, bicyclists, and motorists.

**Figure 4.21 Infill and Redevelopment Motorized Circulation Map**

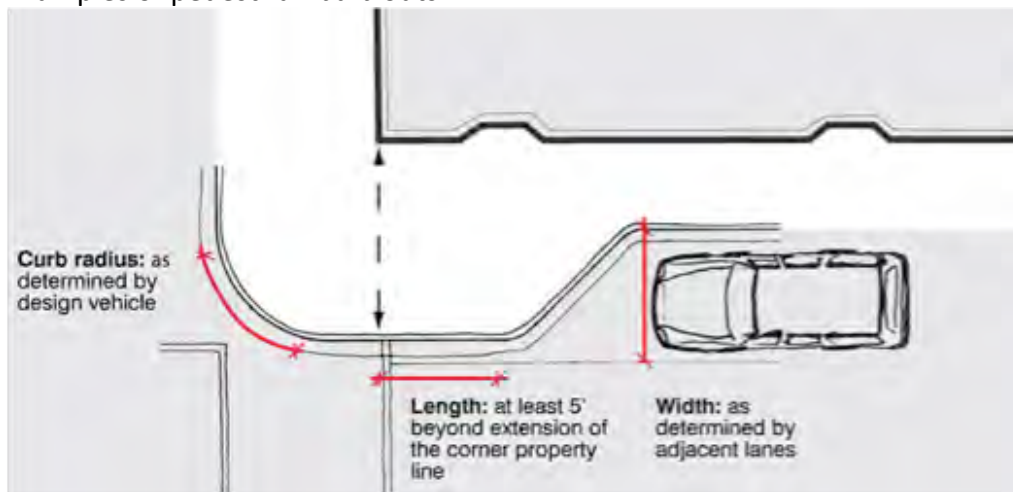


Cal Poly Planning Team (2013)

## Pedestrian and Bicycles

The scenario proposes an extensive network of mobility options for pedestrians and bicyclists through the provision of walkways and bicycle routes that would enable connectivity and access to Clearlake's commercial, recreational and civic activities. Key mixed-use and pedestrian-oriented areas such as Austin Park and Lakeshore Drive are priority areas for pedestrian and bicycle infrastructure improvements, shown in Figure 4.22. Sidewalks, bike lanes, seating, trashcans, and tree-canopies are some of the amenities anticipated in this alternative to create a more walkable community. Multiple traffic calming methods can create a safe environment for non-motorized modes of transportation. These measures include, but are not limited to, crosswalks, bulb-outs and crossing islands. Improving road conditions for multi-modal users helps achieve the desired vibrant downtown Lakeshore Drive atmosphere and increases level of access between residential neighborhoods and commercial corridors. Additional bike lanes and sidewalks provide the necessary infrastructure needed to facilitate the increase in these alternative modes of transportation. A wide array of options redistributes the trips among modes, increasing the number of trips made by bicycle or walking and acting as a disincentive for single occupancy automobile use, in particular for short trips.

Examples of pedestrian bulb outs:



Examples of bike lanes:



## Automobiles

Road improvements are a priority for the City of Clearlake. This alternative focuses improvements along Lakeshore Drive and Olympic Drive. Community feedback emphasized the need for additional and more convenient parking opportunities along these arterial commercial corridors. This scenario addresses Clearlake's parking needs with increased public parking along Lakeshore Drive, a parking facility north of Austin Park, as well as the addition of on street parking. Along the main corridors of Lakeshore Drive and Olympic Drive, on street parking is suggested in the form of parallel and angled parking. This addition slows traffic to create more of a small town Main Street atmosphere while also increasing motorist safety.

*Example of angled parking along downtown corridor*

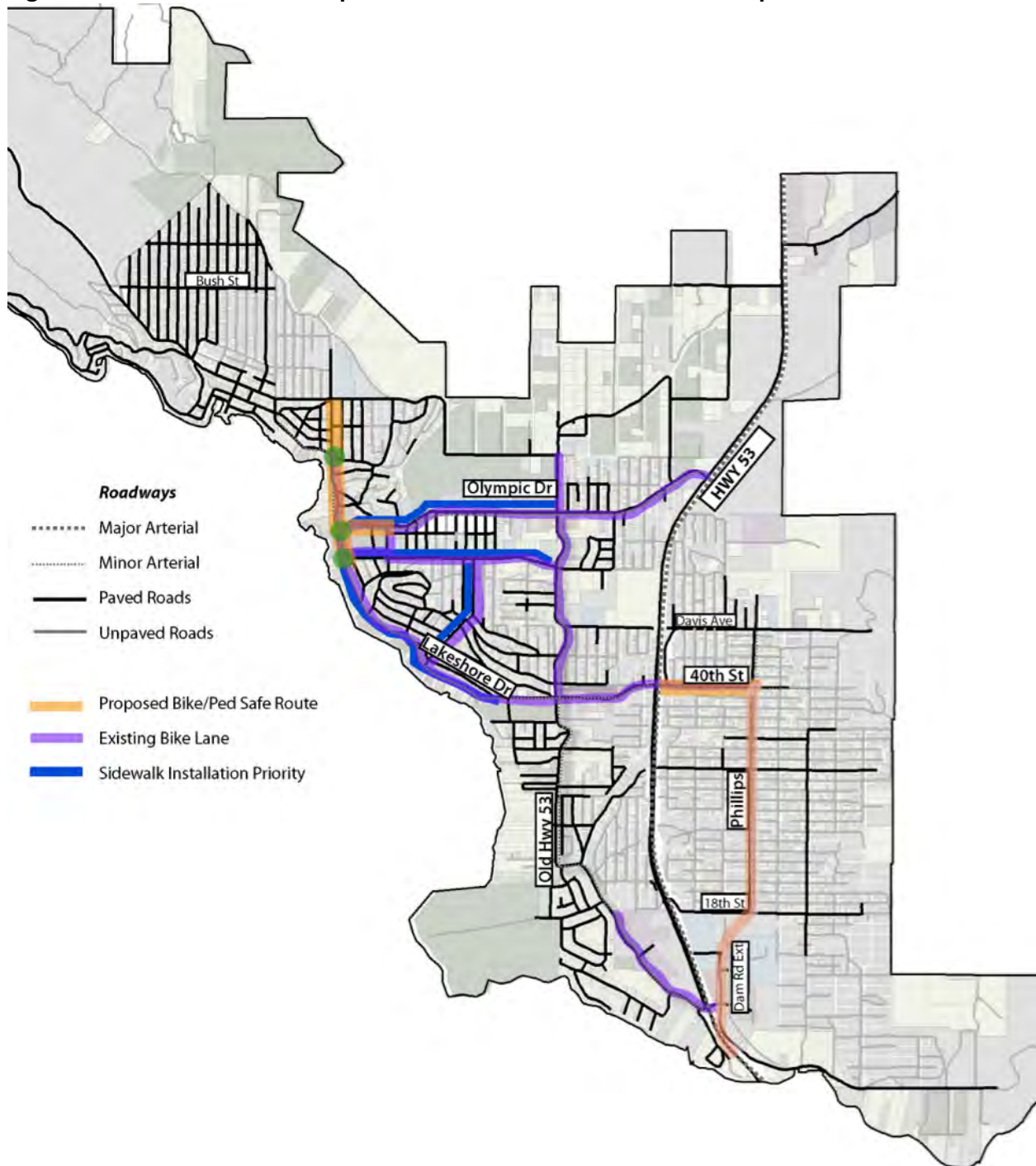


## Transit

A transit hub is suggested at Austin Park to support users of the park and surrounding facilities. This Alternative proposes increases in frequency of service. Increases in bus arrival frequency gives residents options when choosing how to get from one point to another. Increased use of transit can alleviate a portion of short distance automobile trips within the City.



**Figure 4.22 Infill and Redevelopment Non- Motorized Circulation Map**



Cal Poly Planning Team (2013)

## Outcomes

The Infill and Redevelopment Alternative proposes job and housing growth focused around Clearlake's arterial corridors Lakeshore Drive and Olympic Drive. The objective is to make good use of property surrounding the major circulation corridors. A major outcome from this alternative is the proposed use of vacant and underutilized parcels. Putting these places to efficient and productive commercial use should lead to a strengthening of the tourism economy and the production of retail and service sector jobs. Additionally, the focus of development in this area could lead to smaller infrastructure costs, delivering needed public services to a smaller radius of customers than patterns under Business as Usual.

Table 4.3 outlines the proposed land use designations for each of the development focus areas and their proposed densities. These proposed densities reflect the desire of the community to see strategically planned areas for development. The community will find that maximum stories proposed in these land uses are greater than those that exist in these areas. The planning team determined that both strategic and compact development were needed in order to encourage the kind of economic growth and activity desired by the community.

<b>Table 4.3 Proposed Densities, Infill and Redevelopment</b>			
<b>Key Growth Areas</b>	<b>Proposed Land-Use Designation</b>	<b>Number of Stories (Max)</b>	<b>Residential Density (Max Dwelling Units/Acre)</b>
Lakeshore Drive	Medium Density Residential	1-3	15DU/Acre
	Residential-Commercial Mixed-use	2-4	25DU/Acre
	Commercial Retail (lake side)	1-2	-
	Commercial Retail (land side)	1-4	-
Austin Park	Medium Density Residential	2-3	15DU/Acre
	Residential-Commercial Mixed-use	2-3	25DU/Acre
	Commercial Retail/Service	1-2	-
	Commercial Office	1-3	-
Olympic Drive	Low Density Residential	2	5DU/Acre
	Medium Density Residential	3	15DU/Acre
	Commercial Retail/Service	2	-
	Commercial Office	2	-
Gateway at State Route 53	Low Density Residential	2	5DU/Acre
	Medium Density Residential	2-3	15DU/Acre
	Commercial Retail/Service	1-3	-
	Commercial Office	1-3	-

## Residential Land Uses

Future residential development is concentrated in four distinct areas. The objective is to encourage mixed-use development, increase medium density or multi-family housing, and steady the development of low density or single-family housing. Additionally, redevelopment in these areas is suggested to accommodate future residential needs within existing residential areas and improve the quality of housing and community character. Table 4.4 shows needed acreage and proposed residential density to accommodate the City's future residential need up until 2040.

<b>Table 4.4 Proposed Residential Acreage and Housing Potential, Infill and Redevelopment</b>				
<b>Housing Sites</b>	<b>Approximate Acreage</b>	<b>Residential Density</b>	<b>Expected DU/Acre</b>	<b>Estimate Residential DU</b>
Austin Park	4	Medium and High	15 and 25DU/Acre	60
Lakeshore Drive	11	High	25DU/Acre	60
Gateway	18	Medium and Low	15 and 10DU/Acre	140
Olympic Drive	10	Medium and Low	15 and 10DU/Acre	290
Estimate Residential Dwelling Units added under Infill and Redevelopment Alternative				550
Existing Number of Dwelling Units (2010)				1,000
Maximum Total Dwelling Units under Infill and Redevelopment Alternative (2040)				1,550
Projected Number of Dwelling Units Needed (2040)				500
Dwelling Units beyond 2040 Projection				50

## Commercial Land Uses

Commercial land uses are also proposed in these four focus areas to support service, retail, and office jobs. Table 4.5 shows the distribution of jobs and corresponding land needed to accommodate the jobs needed in each employment sector. The proposed allocation by type of employment exceeds the estimated number of jobs needed by 2040 based on business as usual assumptions. This increase of types of jobs will provide job sector and job location options to the City and future business investors. Focusing and enabling development in each of these key growth areas will rely heavily on the standards that are set under each of these land uses.

<b>Table 4.5 Proposed Commercial Acreages and Employment Potential, Infill and Redevelopment</b>				
<b>Key Growth Areas</b>	<b>Approximate Acreage</b>	<b>Land Use Designation</b>	<b>Standard for Jobs/Acre</b>	<b>Job Growth Potential</b>
Austin Park	4	Service/Retail and Office	15 and 40 Jobs/Acre	80
Lakeshore Drive	11	Service/Retail and Office	15 and 40 Jobs/Acre	170
Gateway	18	Service/Retail and Office	15 and 40 Jobs/Acre	305
Olympic Drive	10	Service/Retail and Office	15 and 40 Jobs/Acre	230
Maximum Jobs added under Infill and Redevelopment Alternative				785
Existing Number of Jobs				1,000
Maximum Jobs under Infill and Redevelopment Alternative				1,785
2040 Job Growth Target				688
Difference				97
Estimated Growth in Service/Retail Jobs				600
Estimated Growth in Office Jobs				150
Estimate Jobs in Other Category				35

## D. CLUSTERED GROWTH DEVELOPMENT

The Clustered Growth Development Scenario accommodates housing and job growth within a number of key areas in the City. In this alternative, the City can preserve existing low-density neighborhoods while accommodating future housing and employment needs through concentrated development. Presenting potential growth through clustered development provides tools to enhance conditions in the City and stimulate activity in underutilized areas. Clustered development has the potential to make vibrant neighborhood centers.

This alternative accommodates increases in housing and job need in five clusters within Clearlake. This scenario assumes that by 2040, there will be a need for an additional 500 housing units as well as 756 additional jobs. Circulation improvements will also be provided to increase access throughout the City.

### Growth Assumptions

The Clustered Growth Development Scenario is based on the following objectives:

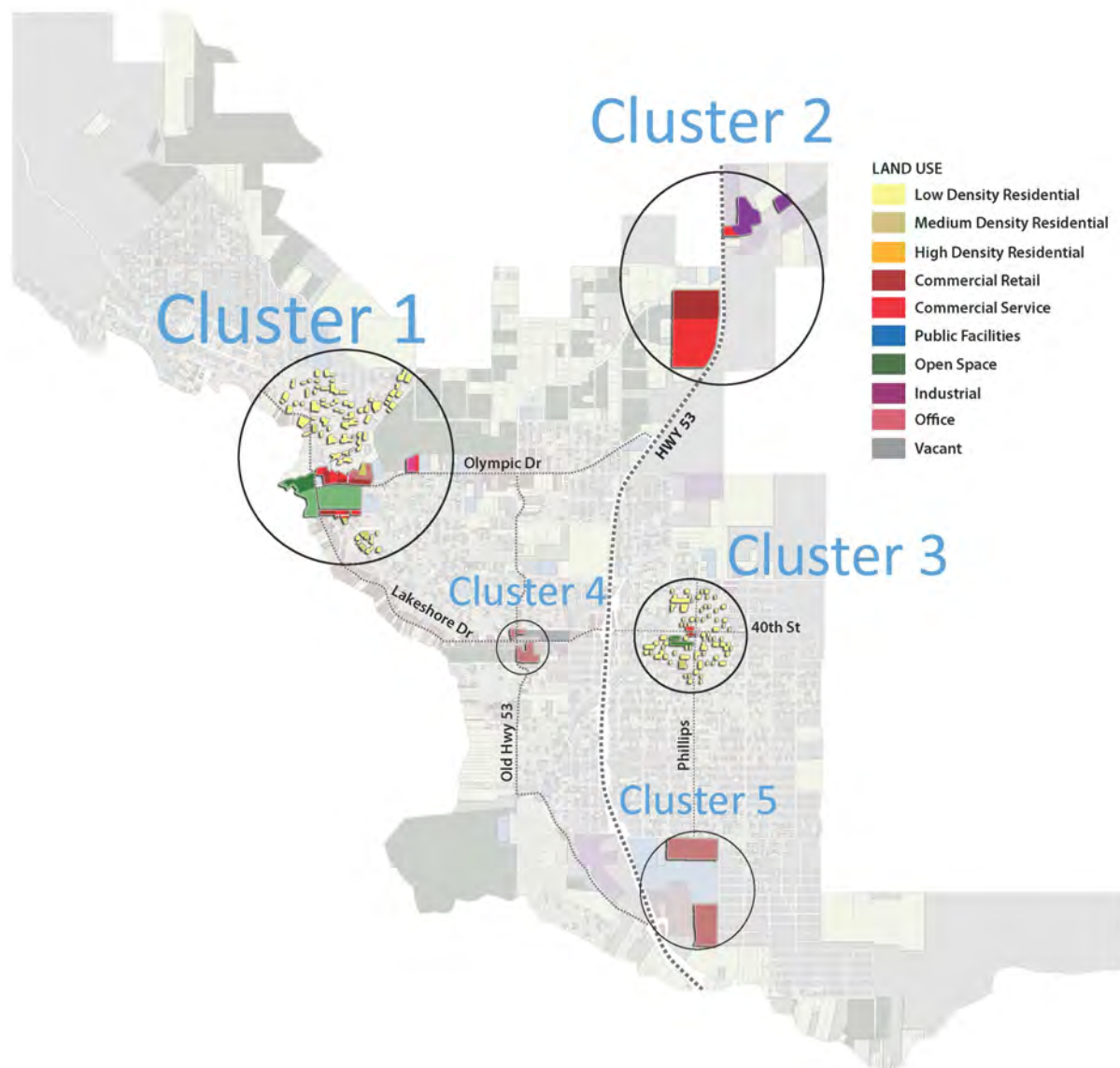
- Meeting the need for cultural activity centers
- Enhancing connectivity throughout the clusters
- Improving quality of single family housing
- Expanding low to medium density housing
- Allowing multi-family housing
- Preserved open space

### Conceptual Land Uses

The Clustered Growth Development Scenario plans for the future of Clearlake through 2040 to meet population growth and employment and housing needs. This alternative does this by: (1) providing a mix of uses, including commercial, office, and industrial to increase job opportunities in neighborhoods; (2) proposing enhanced civic and public spaces in Clusters 1 and 3; and (3) designating adequate housing opportunities to meet a variety of needs.

Conceptual land uses are illustrated in Figure 4.23 and are based on a number of factors, including the 2007 Vision Task Force Report, the 2012 City of Clearlake Background Report, community feedback, and the 2012 Land Use Inventory. Proposed land uses and densities in each of the Key Cluster areas are presented in Table 4.6.

**Figure 4.23 Clustered Growth Development Conceptual Land Use Map**



*Cal Poly Planning Team (2013)*

The Clustered Growth Development Scenario uses mixed-use designations, centralized open and public space planning, and established central areas to create a cohesive and connected city, while concentrating growth at specific locations. Potential land use designations for establishing these goals are shown in Table 4.6. While densities will slightly increase from existing conditions, changes will still maintain the City's small town character. Buildings will reach no more than a maximum of three stories; which is proposed in only two of the clusters: Cluster 1 and Cluster 5. Residential densities will be highest in these clusters as well, with a maximum of 7-15 du/acre.



<b>Table 4.6 Proposed Land Use and Density</b>			
<b>Key Growth Areas</b>	<b>Proposed Land Use Designations</b>	<b>Maximum Number of Stories</b>	<b>Residential Density</b>
Cluster 1: Austin Park	Residential, Commercial, Civic, Mixed-use, Office	3	7-15 du/acre
Cluster 2: Ogulin Canyon/ North Entrance	Light Industry, B&B	1	N/A
Cluster 3: The Avenues	Residential, Service, Retail, Open Space	2	7 du/acre
Cluster 4: Lower Lakeshore	Mixed-use, Retail, Service, Residential	2	7-15 du/acre
Cluster 5: Regional Shopping	Residential, Retail	3	15-25 du/acre

Clustered Growth Development concentrates development in the following key areas:

1. Austin Park
  - New residential, commercial, office, mixed-use, and Civic development, with a focus on civic uses and public space.
2. Ogulin Canyon/North Entrance
  - New light industrial and tourist-commercial use.
3. The Avenues
  - New clustered single-family residential development, accounting for green space and pocket parks at the neighborhood surrounding Phillips Avenue and 40th Avenue. Includes neighborhood- commercial uses and centralized multi-family housing.
4. Lakeshore Drive at Old Highway 53
  - New mixed-use residential/commercial development and new single-family residential development. Additional retail and service development.
5. Regional Shopping Center
  - New higher-density residential development, including mixed-use and multi-family housing development at the neighborhood

Cal Poly Planning Team's population projection indicates that Clearlake's population growth patterns suggest the City will house an additional 3,452 people by 2040, for a total population of 18,702 residents. The Clustered Growth Development Scenario allows for low to medium density housing throughout the clusters in the City to accommodate this growth.

## Key Growth Areas

The Clustered Growth Development Scenario focuses development on five key areas in the City. These areas, identified in Figure 4.23, were chosen based on previous plans as well as public opinion. The Lakeshore Drive Corridor Plan and the 2007 Vision Task Force Report had previously identified several of these areas for future development. Cluster 1 and Cluster 4 were identified in the Lakeshore Drive Corridor Plan, while the Vision Task Force Report recognized Cluster 2 as a key area for light industrial use and tourism growth. Cluster 3 and

Cluster 5 recognize the need for improvements to impoverished residential areas, ease of access between residential and commercial uses, and increase of choice in housing options, as identified in community meetings.

## Cluster 1 – Austin Park

Cluster 1 is located in the area surrounding Austin Park in the northwest section of the City. This area can act as the central hub of Clearlake; and can accommodate single family, multi-family, and mixed-use housing; as well as service, retail office, and other jobs as shown in Figure 4.24. The goal of this cluster is to provide a cultural activity center for all of Clearlake and promote visitor access to the lake. Cluster 1 promotes connectivity to and from all other clusters, provides amenities to assure accessibility, and promotes a healthy pedestrian - friendly environment.

Two unique amenities proposed in this cluster are the pedestrian only street along Austin Road, referred to here as “Lake Promenade”, and a one-way street connecting downtown Clearlake to Pomo Elementary School via Pomo Road. (The one-way street is discussed in greater detail in the Circulation section on page 101.) The City owned open space lot along the waterfront would act as a leisure park with public docks open to visitors. To promote community relations and health, an enhanced public library, community center, and recreation center are located in this cluster. Community feedback confirmed the desire to preserve low-density housing. Although this would be the most developed cluster in Clearlake, only low and medium density housing would be located in Cluster 1. The conceptual land use for Cluster 1 is depicted in Figure 4.24.

As shown in the Figure 4.24 as well as Figure 4.25, the majority of housing will remain single family (69%), with some multi-family (19%) and mixed-use (12%) development. Figure 4.26 shows the job breakdown in Cluster 1. The majority of jobs offered will be service (40%) as well as retail (38%), with some office (19%) and other (3%).

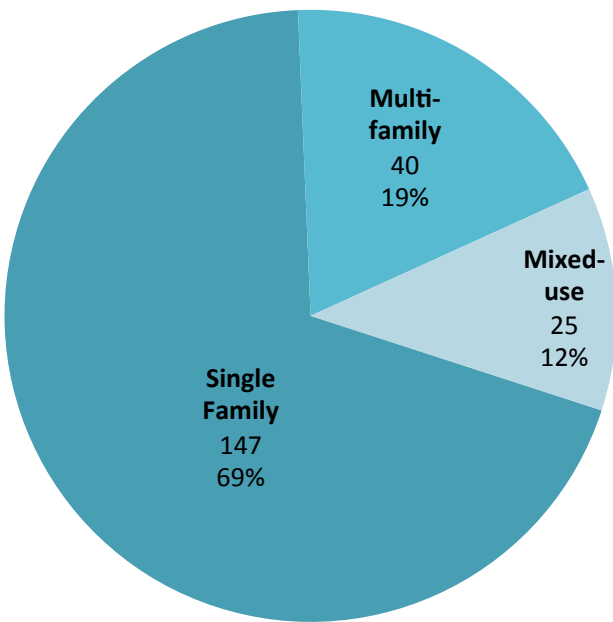
Figure 4.27 shows Austin Park and the surrounding area and Figure 4.28 illustrates what Cluster 1 could look like in 2040. Proposed development for commercial use is shown in red, and the purple building in the east could be a mixed-use building, a community center, or public library. Austin Road, located perpendicular to Lakeshore Drive, is the site of the proposed pedestrian only street, “Lakeside Promenade”.

**Figure 4.24 Clustered Growth Development Conceptual Land Use Map, Cluster 1**



*Cal Poly Planning Team (2013)*

**Figure 4.25 Cluster 1, Austin Park Housing**



**Figure 4.26 Cluster 1, Austin Park Jobs**

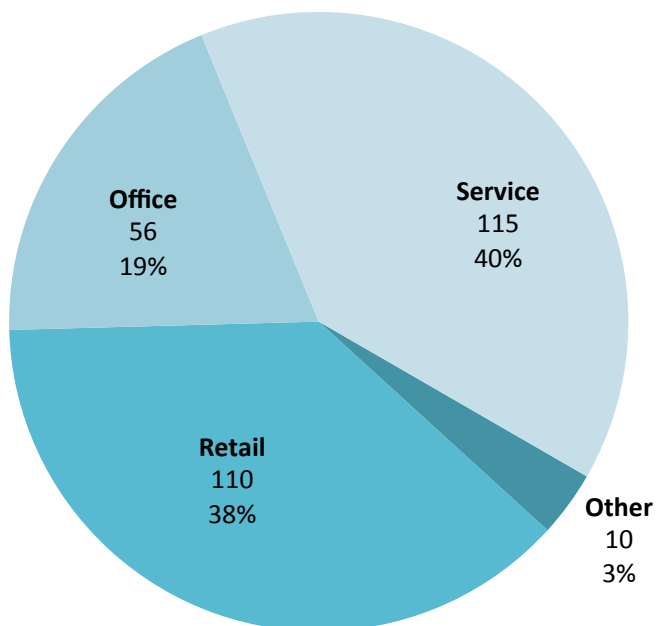




Figure 4.27 shows Austin Park as it exists today. In the future, green space, as shown in Figure 4.28, represents the additional open space on the waterfront side of Austin Park that can be turned into a waterfront leisure park complete with picnic tables and a recreational trail. In community meetings, public access from the lake to the City was mentioned as a topic of concern. To address this issue, the Clustered Growth Development Scenario proposes public boat docks in these areas.

**Figure 4.27 Cluster 1, Austin Park Existing Pattern**



**Figure 4.28 Cluster 1, Austin Park Proposed Pattern**



## Cluster 2: Ogulin Canyon/Northern Entrance

Cluster 2 is located at the northern entrance to the City. The purpose of this cluster is to provide an attractive entrance to Clearlake for residents, visitors, and those traveling through the City. This cluster will promote tourism with the addition of a bed and breakfast, a winery, and food services. It will also promote job growth in light industry, retail, service and other employment sectors. Along with tourism and job growth, another goal of Cluster 2 is to encourage physical health through the implementation of a meandering pedestrian trail, which connects to Cluster 1. These land uses are depicted in Figure 4.29.

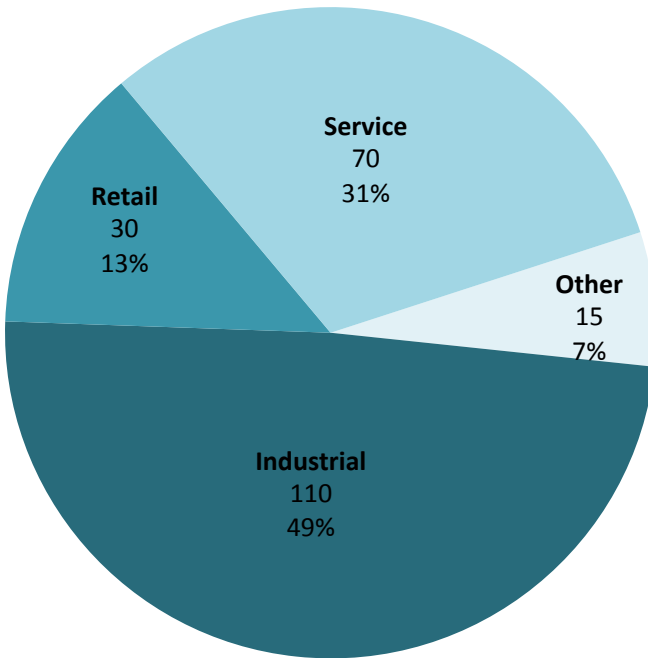
**Figure 4.29 Clustered Growth Development Conceptual Land Use Map, Cluster 2**



Cal Poly Planning Team (2013)

Housing is not proposed in Cluster 2 due to the availability of land and other locations more appropriate for residential development within the City. Industrial employment opportunities were mentioned several times during community meetings, and Cluster 2 will accommodate job growth through industrial (49%), retail (13%), service (31%) and other commercial activities (7%), as shown in Figure 4.30.

**Figure 4.30 Cluster 2, Ogulin Canyon/Northern Entrance Jobs**

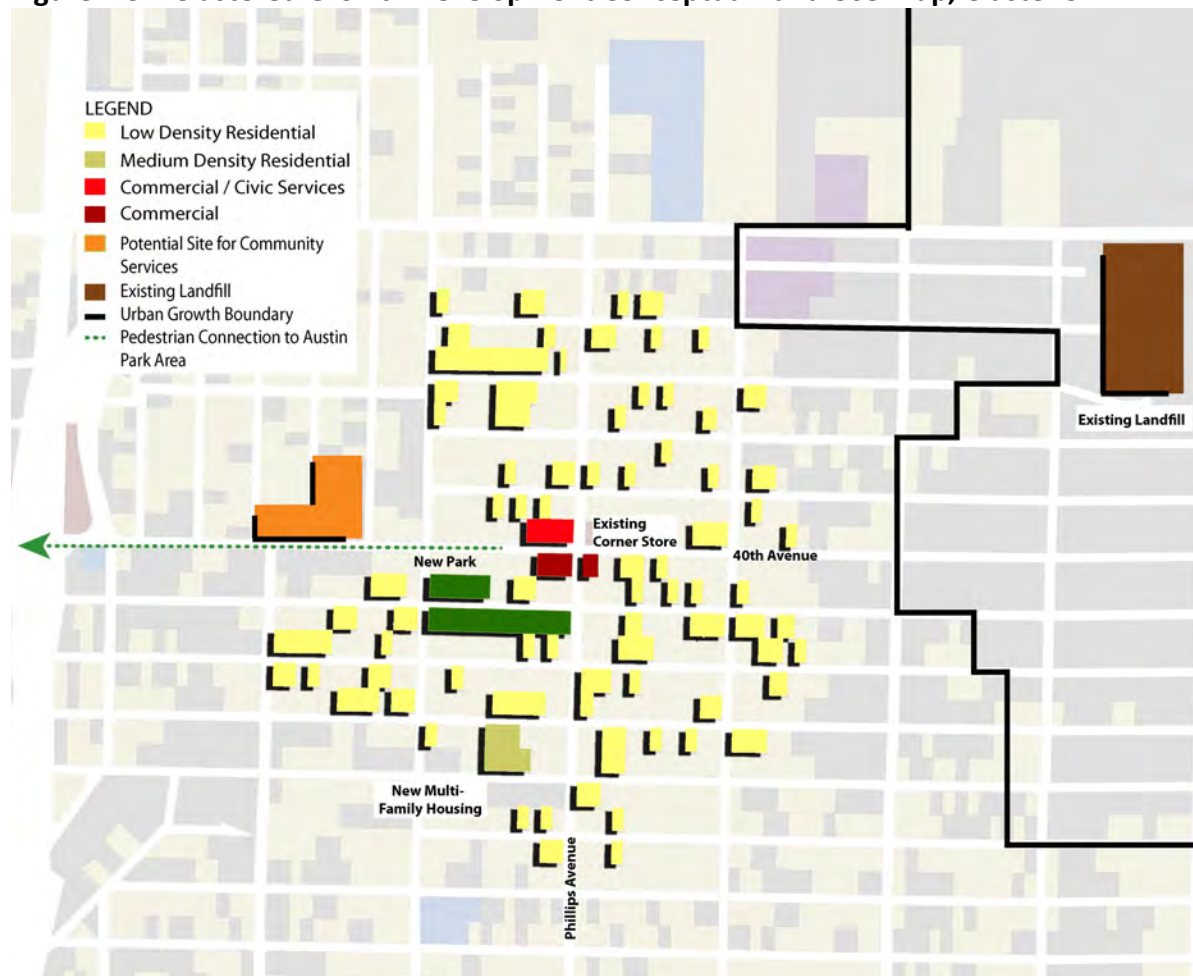


### Cluster 3: The Avenues

Cluster 3 is located in the residential blocks surrounding the intersection of Phillips Avenue and 40th Avenue. Based on the 2012 Land Use Inventory and community feedback, this area is identified as one of the least desirable residential areas due to a lack of community cohesion, poor aesthetics and housing conditions, and a shortage of community services and amenities. The Avenues Cluster will accommodate residents by proposing more strategic housing growth, centered around pocket parks, a neighborhood park, a small retail neighborhood center to accommodate daily needs of residents and provide a centralized community space, and the inclusion of multi-family housing units. The goal of this cluster is to provide residents with a safe community-oriented neighborhood with recreational and retail opportunities. Figure 4.31 shows a conceptual overview of the Avenues cluster and illustrates the proposed land uses in Cluster 3 including a proposed neighborhood center and concentrated single-family homes. The orange buildings shown on the map are located on city-owned property lots which can be utilized for health service offices, a small community center, or any other civic use. The green spaces are proposed parks and pocket parks, which can serve the community by providing places to sit, community gardens, or small playgrounds for children.



**Figure 4.31 Clustered Growth Development Conceptual Land Use Map, Cluster 3**



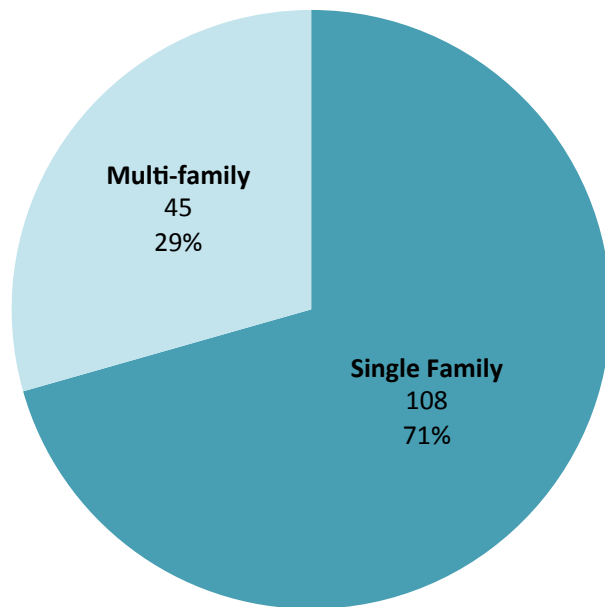
*Cal Poly Planning Team (2013)*

As shown in Figure 4.32, this cluster provides 45 (29%) new multi-family housing units and 108 (71%) new single-family units, while maintaining a low-density residential standard of 7 du/acre. A majority of neighborhood blocks are strategically clustered around small open spaces, designated for pocket parks or community gardens. The intention of this is to provide residents with a more scenic atmosphere while providing shared community spaces to promote neighbor-to-neighbor interactions and recreational activity. Multi-family housing is centralized near the neighborhood center at Phillips and 40th Avenues, in order to establish a center of activity.

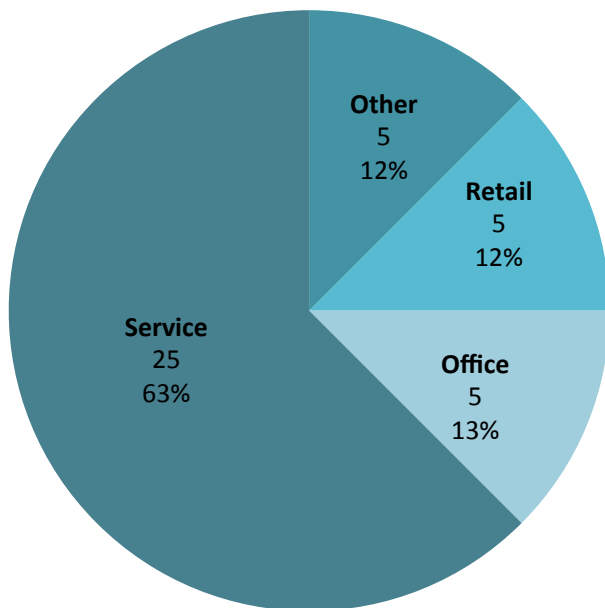
Figure 4.33 depicts the allocation of jobs in Cluster 3. A neighborhood center at Phillips Avenue and 40th Avenue will include 25 (63%) service, 5 (12%) office, 5 (12%) retail, and 5 (12%) additional jobs, providing a small retail and service center, accommodating needs of residents. Although this area will be higher in density, building heights will not reach more than 2 stories. A public plaza area is proposed at the center of this space, promoting pedestrian activity.



**Figure 4.32 Cluster 3, The Avenues, Housing**



**Figure 4.33 Cluster 3, The Avenues, Jobs**



Figures 4.34 and 4.35 show a before and after view of Austin Park if the concepts outlined in the Clustered Development Scenario were implemented. As shown in Figure 4.35, a larger community park is proposed in the southwest area of the cluster, providing a place for children to participate in sports and play on a playground. Community meeting input identified a large concern for the inadequate provision of recreational opportunities for children living in the Avenues. The combination of the public park and smaller pocket parks would provide residents

with recreational opportunities, community interaction, and a more aesthetically appealing place to live. Additionally, a growth management boundary will be applied at the eastern edge of the neighborhood, primarily to prevent residential development from approaching a landfill area, but also to retain surrounding scenic views and open space. A potential site for a community center is also cited on the map in Figure 4.35 in orange, which could promote youth and senior development services, and a centralized community space for gathering and participating in activities and events.

**Figure 4.34 Cluster 3, The Avenues Existing Pattern**



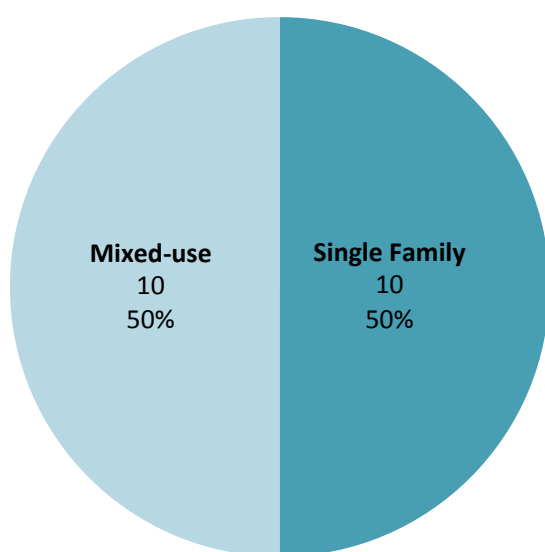
**Figure 4.35 Cluster 3, The Avenues Proposed Pattern**



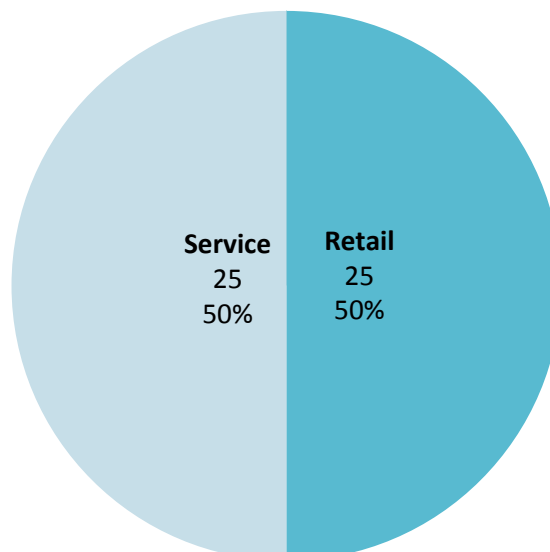
## Cluster 4: Lower Lakeshore at Old Highway 53

Cluster 4 builds on an existing cluster of development located at the intersection of Lakeshore Drive and Old Highway 53. As shown in Figure 4.36 and Figure 4.37, this cluster can accommodate ten mixed-use and ten single-family homes, as well as 25 service jobs and 25 retail jobs. The purpose of Cluster 4 is to absorb the remainder of job and housing need remaining after development of Clusters 1, 2, and 3.

**Figure 4.36 Cluster 4, Lakeshore Drive Housing**



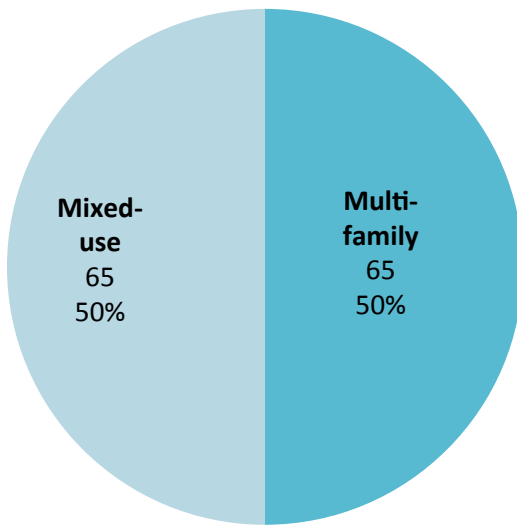
**Figure 4.37 Cluster 4, Lakeshore Drive Jobs**



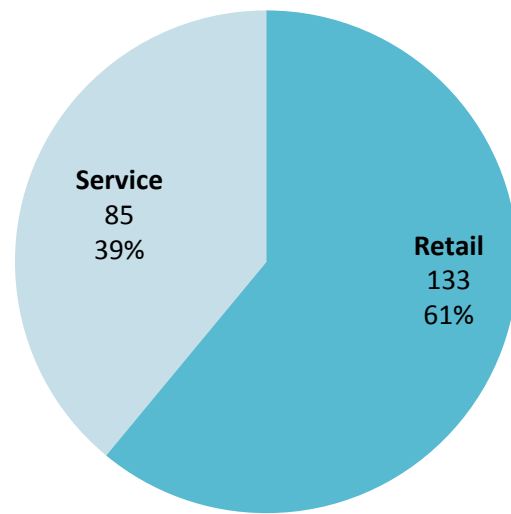
## Cluster 5: Regional Shopping Center

Cluster 5 is also an existing cluster of development that neighbors the Wal-Mart shopping center. As shown in Figure 4.38, this cluster can accommodate 65 mixed-use and 65 multi-family homes. Development in this area can accommodate job growth by providing 85 service jobs and 133 retail jobs, as shown in Figure 4.39. Increasing commercial development in this cluster also contributes to promoting the City as a regional shopping destination.

**Figure 4.38 Cluster 5, Regional Shopping Center, Housing**



**Figure 4.39 Cluster 5, Regional Shopping Center, Jobs**



## Circulation

To address the circulation needs of Clearlake, the Clustered Growth Development Scenario proposes a robust network of roads and paths to accommodate all users. This alternative provides opportunities for walking and biking, as well as a shuttle and enhanced bus system to better serve local public transit needs within the City as well as to other areas within the region.

### Non-motorized Circulation

Figure 4.38 depicts non-motorized oriented circulation proposals. To reflect ideas from the Vision Task Force Report, the Clustered Growth Development Scenario proposes various target areas to implement traffic calming.

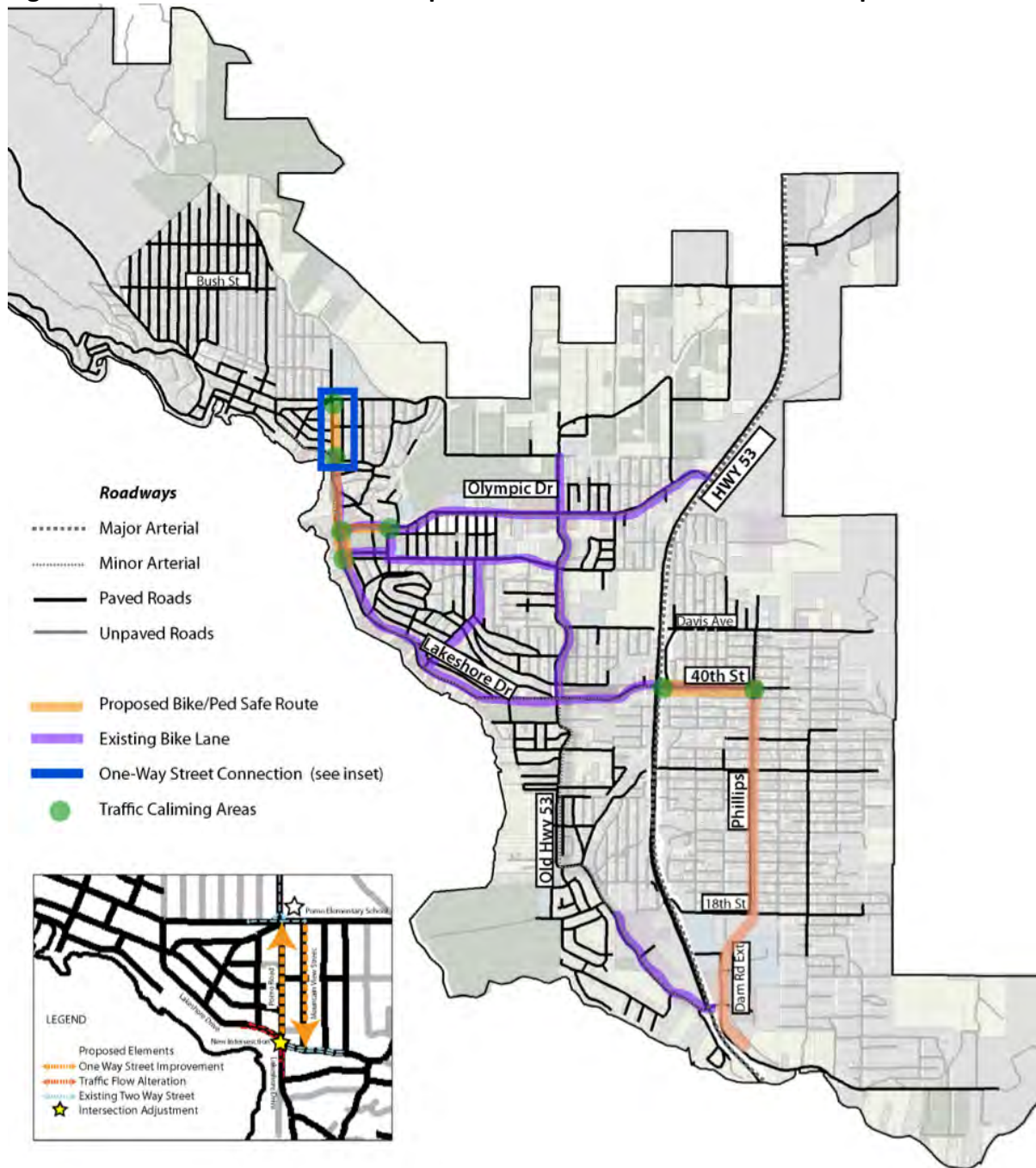
One traffic-calming strategy proposed is the use of raised crosswalks, which provide for safe crossings and restrict car speeds. Implementation is proposed near a) Pomo Elementary School towards Austin Park, b) near Burns Valley Elementary School at the crossings between Austin Park and Lakeshore Drive, and c) on 40th Avenue crossing State Route 53.

To provide a safe pedestrian environment and walkable community, this alternative also proposes establishing safe routes to school. One implementation measure is to turn the segment of Pomo Road from the intersection at Lakeshore Drive to Arrowhead Road at Pomo Elementary School into a one-way street that can accommodate a pedestrian sidewalk and bike lanes that will serve the commute from the Austin Park neighborhood to the school. This proposal supports the City's aggressive Safe Routes to Schools Program (Safe Routes to School Study, 2009). To allow for uninterrupted flow of traffic, a complimentary one-way street from

Arrowhead Road to Woodland Drive along Mountain View Street is also suggested. The inset box in Figure 4.40 illustrates the functioning of a one-way street system, allowing for multiple outlets and vehicular connections on adjacent arterial streets. To facilitate a connection from the Avenues to the waterfront, a bike and pedestrian safe route along 40th Avenue is also proposed. This route would connect the new development at the Avenues to the existing bike path along Lakeshore Drive at State Route 53. The bike lanes, shown in blue on Figure 4.40 represent a combination of the existing and proposed bike lanes from the Lake County Bike Plan.



**Figure 4.40 Clustered Growth Development Non-Motorized Circulation Map**



## Motorized Circulation and Public Transportation

Figure 4.41 shows two proposed transportation hubs that can accommodate multiple users, including transit riders and bicyclists. One is proposed to serve the local community located near Austin Park and the other is proposed to serve as a regional transportation hub that serves regional travel near the Dam Road Extension.



Figure 4.41 also depicts motorized-oriented circulation proposals. This map shows the existing Lake Transit Routes 3, 4, 5, and 6. The Clustered Growth Development Scenario introduces a shuttle service between the bed and breakfast/winery cluster and the Austin Park cluster.

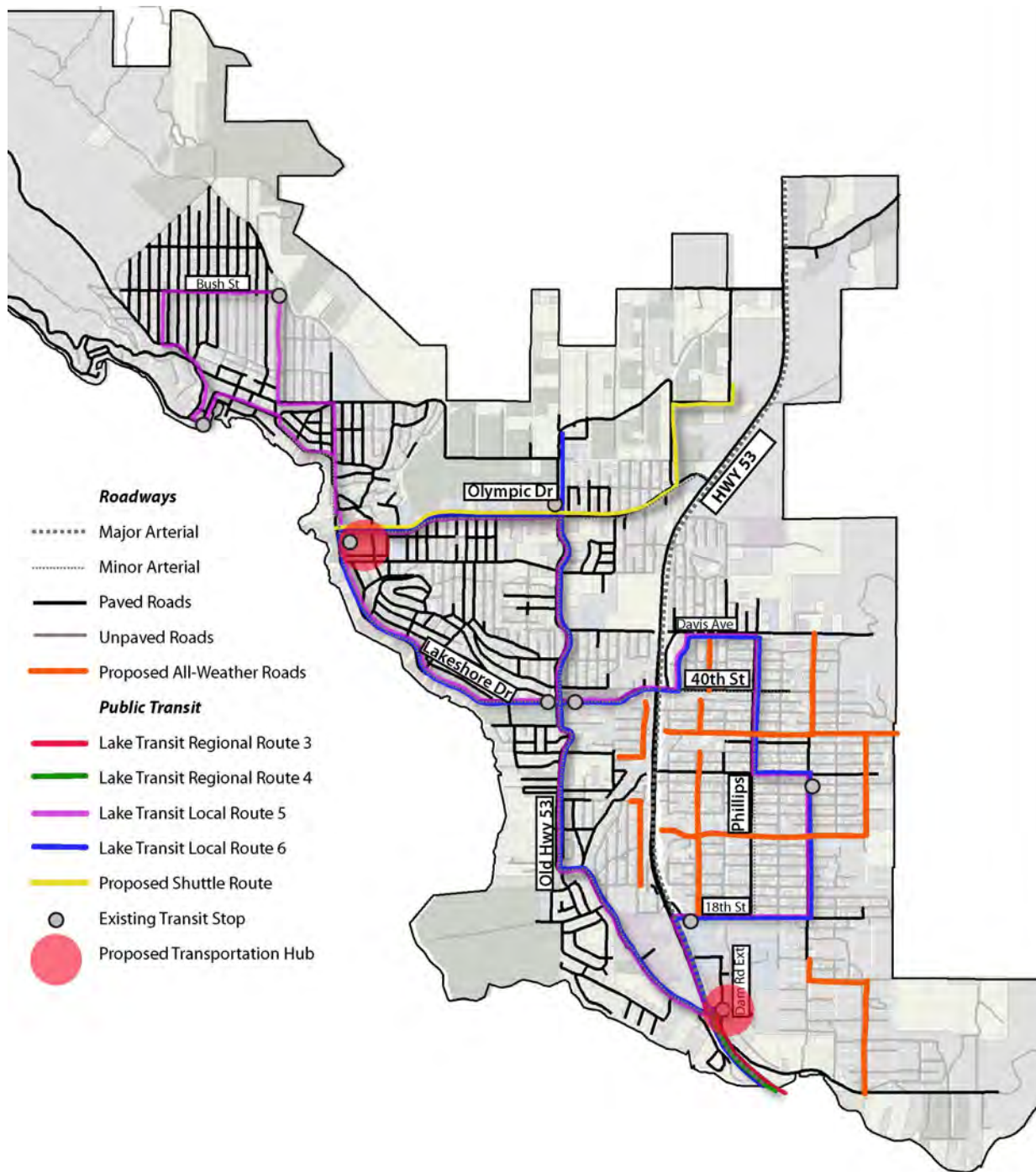
In order to address road paving issues, this alternative proposes establishing all-weather roads within the Avenues where streets are more than a half mile from each other and are not yet paved. All-weather roads prevent dust, mud, and erosion of roads. This is important for safety reasons because these roads will be roads that emergency response vehicles can traverse without problems in any weather.

## Outcomes

The Clustered Growth Development Scenario can accommodate 500 additional housing units and 756 additional jobs by 2040. The plan calls for strategic growth while maintaining the small town character that community members value. Outcomes from the Clustered Growth Development Scenario include:

- Vibrant community through job and housing growth
- Enhanced connectivity throughout the clusters and city
- Increased tourism and recreational amenities
- Increased public spaces
- Healthier residential neighborhoods in the Avenues and Austin Park clusters

**Figure 4.41 Clustered Growth Development Motorized Circulation Map**



# 5. PREFERRED GROWTH SCENARIO

---

## CONTENTS

<b>A. INTRODUCTION .....</b>	<b>109</b>
<b>B. CONCEPT AND PROPOSAL .....</b>	<b>110</b>
GROWTH ASSUMPTIONS .....	110
<i>Housing</i> .....	110
<i>Employment</i> .....	110
CONCEPTUAL LAND USES.....	111
<i>Housing</i> .....	114
<i>Commercial</i> .....	116
<i>Mixed-Use</i> .....	117
KEY GROWTH AREAS .....	117
<i>Lakeshore Drive</i> .....	117
<i>Austin Park</i> .....	120
<i>Ogulin Canyon</i> .....	121
<i>The Avenues</i> .....	122
<i>Regional Shopping Center</i> .....	124
<i>Olympic Drive and Gateway at Lakeshore Drive and SR 53</i> .....	126
<i>Public Parks</i> .....	128
CIRCULATION .....	128
<i>Motorized Circulation</i> .....	128
<i>Non-Motorized Circulation</i> .....	130
<i>Roadways</i> .....	132
LAND USE OUTCOMES .....	132
<i>Residential Potential</i> .....	133
<i>Commercial and Industrial Potential</i> .....	135
<b>C. EFFECTS ON COMMUNITY NEEDS .....</b>	<b>136</b>
1. LAND USE .....	136
2. CIRCULATION.....	139
3. HOUSING .....	140
4. CONSERVATION.....	142
<i>Water Supply</i> .....	142
<i>Water Quality</i> .....	143
<i>Air</i> .....	143
<i>Biological Resources</i> .....	143
5. OPEN SPACE.....	143
6. NOISE .....	145
7. SAFETY .....	146
<i>Flooding</i> .....	146
<i>Fire</i> .....	146
<i>Emergency Response</i> .....	146
8. PUBLIC FACILITIES.....	146
<i>Public Education</i> .....	147
<i>Public Library</i> .....	148
<i>Police and Fire Protection</i> .....	148
<i>Water</i> .....	148
<i>Storm water</i> .....	149

Wastewater.....	149
Solid Waste Management.....	150
Energy.....	150
9. ECONOMIC DEVELOPMENT.....	150
10. COMMUNITY DESIGN.....	151
<i>Building Design and Quality</i> .....	151
11. HEALTH.....	152

## LIST OF FIGURES

FIGURE 5.1 PREFERRED GROWTH SCENARIO CONCEPTUAL LAND USE MAP.....	112
FIGURE 5.2 PREFERRED SCENARIO, AUSTIN PARK CONCEPTUAL MAP.....	112
FIGURE 5.3 PREFERRED SCENARIO, LAKESHORE DRIVE CONCEPTUAL MAP.....	114
FIGURE 5.4 PREFERRED SCENARIO, FUTURE HOUSING ALLOCATION BY DENSITY.....	115
FIGURE 5.5 PREFERRED GROWTH SCENARIO LAND USE ALLOCATIONS .....	117
FIGURE 5.6 LAKESHORE DRIVE EXISTING CONDITION .....	118
FIGURE 5.7 LAKESHORE DRIVE, PREFERRED GROWTH SCENARIO.....	119
FIGURE 5.8 AUSTIN PARK EXISTING CONDITIONS .....	120
FIGURE 5.9 AUSTIN PARK, PREFERRED GROWTH SCENARIO .....	121
FIGURE 5.10 OGULIN CANYON CONCEPTUAL MAP, PREFERRED GROWTH SCENARIO .....	122
FIGURE 5.11 THE AVENUES EXISTING CONDITIONS.....	123
FIGURE 5.12 THE AVENUES, PREFERRED GROWTH SCENARIO.....	123
FIGURE 5.13 REGIONAL SHOPPING CENTER, PREFERRED SCENARIO.....	125
FIGURE 5.14 REGIONAL SHOPPING CENTER CONCEPTUAL DESIGN.....	126
FIGURE 5.15 THE GATEWAY AT LAKESHORE DRIVE AND SR 53 EXISTING CONDITIONS.....	127
FIGURE 5.16 THE GATEWAY, PREFERRED GROWTH SCENARIO.....	127
FIGURE 5.17 PREFERRED GROWTH SCENARIO MOTORIZED CIRCULATION MAP.....	129
FIGURE 5.18 PREFERRED GROWTH SCENARIO NON-MOTORIZED CIRCULATION MAP .....	131
FIGURE 5.19 REDEVELOPMENT MAP .....	137
FIGURE 5.20 CITY OF CLEARLAKE OVERALL LAND USE DISTRIBUTION, 2040 .....	138
FIGURE 5.21 NEW DEVELOPMENT 2040, BY LAND USE .....	139

## LIST OF TABLES

TABLE 5.1 NEW AND EXISTING RESIDENTIAL DENSITIES.....	115
TABLE 5.2 PREFERRED SCENARIO, EMPLOYMENT AND RESIDENTIAL DENSITIES BY GROWTH AREA .....	133
TABLE 5.3 PROPOSED RESIDENTIAL UNITS UNDER PREFERRED GROWTH SCENARIO .....	134
TABLE 5.4 PROPOSED COMMERCIAL ACREAGES UNDER PREFERRED GROWTH SCENARIO .....	135
TABLE 5.5 COMMERCIAL GROWTH AND PROPOSED REDEVELOPMENT .....	136
TABLE 5.6 LAND USE CHANGES- 2040 .....	137
TABLE 5.7 PROPOSED CHANGE IN ACREAGE BY LAND USE.....	139
TABLE. 5.8 PREFERRED GROWTH SCENARIO PARK ACREAGE .....	145
TABLE 5.9 AVERAGE CLASS SIZE FOR K-8 SCHOOLS, CLEARLAKE 2010.....	147

## A. INTRODUCTION

The Preferred Growth Scenario for 2040 reflects a combination of all of the proposed growth alternatives presented in Chapter 4, with an emphasis on design concepts from the Infill and

Redevelopment Alternative and the Clustered Growth Development Alternative. The following chapter discusses the concepts and growth assumptions which support the Preferred Growth Scenario. The Preferred Scenario directly influences future land use allocation with specific proposed circulation improvements and recommendations for distribution of future employment needs in each area of focused growth. Each key growth area is designed to meet future community needs and is proposed to act as one piece of a comprehensive plan, which, when combined, can work to achieve the community's desired long-term vision. The Preferred Scenario has implications on each element of the General Plan including circulation, housing, conservation, open space, noise, safety, economic development, public facilities, community design, and health, each of which is discussed toward the end of this chapter.

## B. CONCEPT AND PROPOSAL

Development is focused along Lakeshore Drive, Austin Park, an Industrial Center at the northeastern corner of the City, The Avenues, a Regional Shopping Center at the site of the old airport property, Olympic Drive, and a Gateway along Lakeshore Drive between State Route 53 (SR 53) and Old Highway 53. The scenario is based on public input from three community meetings, including the Alternatives Community Meeting #3 on February 9, 2013. The Preferred Growth Scenario is designed to provide a variety of residential densities, create a mixed-use retail core, diversify the economic base, increase physical and visual access to the lake through the strategic placement of parks and open space, and improve motorized and non-motorized circulation networks. The Preferred Growth Scenario is represented in the General Plan through a description of the conceptual land use plan and effects of the scenario, and can be achieved through recommendation and identification of specific goals, objectives, policies, and programs.

### Growth Assumptions

The Preferred Growth Scenario is based on the following growth assumptions for the City of Clearlake through the year 2040. Anticipated population growth results in the need to allocate adequate amounts of land to house and employ a growing population. A more detailed discussion of population, housing, and employment projections can be found in Chapter 3 of this report.

#### Housing

The Preferred Growth Scenario assumes Clearlake's population will grow by 3,452 to 18,702 between 2010 and 2040. Residential growth will be accommodated by a mixture of filling current housing vacancies and new home construction. To lower the non-seasonal housing vacancy rate from the less than ideal 14.4 percent to a more preferable 5.0 percent, 754 existing vacancies will need to be filled. An additional 271 new homes will need to be constructed to accommodate the remainder of the housing need.

#### Employment

In 2010, Clearlake had a job to resident ratio of 0.272. This ratio compares the number of residents in the labor force to the number of jobs available. The lower the number of jobs to

the available workforce, the less there are enough jobs available for the number of residents of working age, and the higher the rate of unemployment. Clearlake's job to labor force ratio is significantly lower than the State (0.588) and Lake County (0.320). Instead of following business as usual employment growth, the Preferred Scenario aims to achieve a more balanced jobs to workforce ratio. In order to identify a realistic target for employment growth, the Preferred Scenario references Lake County, the City of Lakeport, and the State of California's job to labor force ratios. The City of Lakeport and State have much higher jobs to workforce ratios, indicating higher job availability for the existing labor force. The City of Lakeport has a ratio presumed to be unattainable for the planning period for this General Plan. Lakeport is the seat of Lake County and thus has a disproportionate share of jobs. In the future higher job to labor force ratios should be target, yet for the purpose of this 2040 General Plan, the City should aim to achieve a job to workforce ratio which is at least 85 percent as high as the state ratio by 2040. If this higher ratio were achieved, the City will need to allocate enough space for approximately 3,110 new jobs. This assumed employment and housing growth provides opportunities for Clearlake to shape its downtown corridor and residential neighborhoods in a manner that accomplishes the City's many goals.

## Conceptual Land Uses

Conceptual land uses for the Preferred Growth Scenario are based on a combination of existing land uses, proposed land uses, and the community's preferred aspects of each growth alternative. The goal of the Preferred Growth Scenario is to transform a spatial imbalance into a city with well-balanced land uses (including residential, commercial, open space, and public facilities) by allocating appropriate densities of development. The scenario is aimed at supporting anticipated population growth while preserving the desired character and values of the community.

The intended outcome of the proposed uses is to create a place with adequate provision of a variety of jobs, suitable housing options for multiple income groups, and public spaces that afford access to the lake and provide a supply of space for community activities. This is achieved through designating a diversity of residential and commercial densities, the expansion and enhancement of public parks, and strategic and concentrated development.

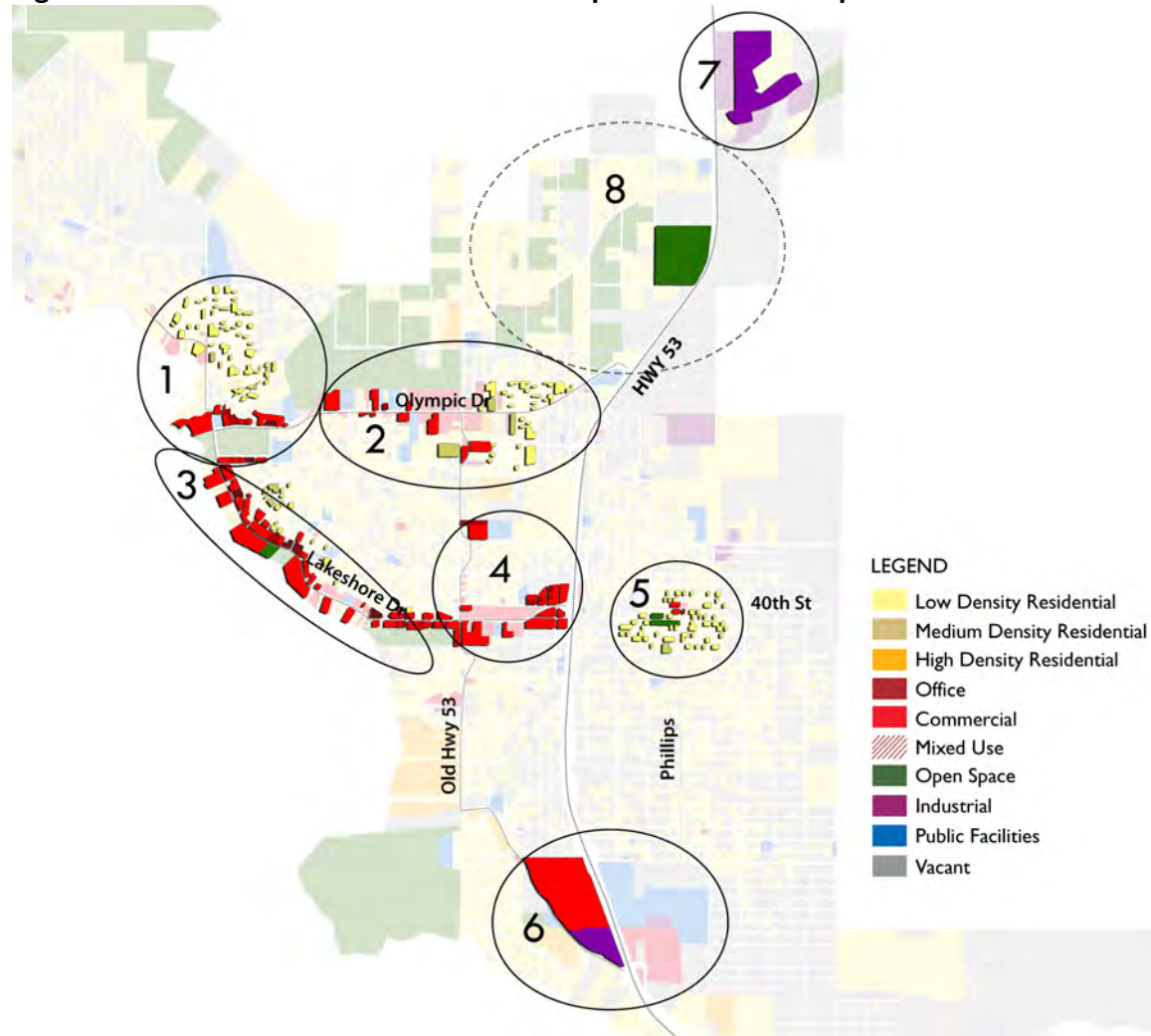
Other anticipated outcomes from this scenario include the continued development of low-density residential housing and some medium and high-density housing. The low-density housing is proposed to maintain Clearlake's small-town feel and character. Commercial retail, service, office, and industrial uses are proposed to encourage more economic activity around Clearlake's existing commercial hubs, while also aiming to add and diversify these uses and job types throughout the City. The introduction of mixed-use development along Lakeshore Drive and Austin Park aims to bring people closer to shopping amenities and public space. Figure 5.1 shows the conceptual land uses for Clearlake based on the Preferred Growth Scenario and the seven key growth areas. Figure 5.2 and 5.3 provide a closer look at two of these growth areas, Austin Park and Lakeshore Drive. The Preferred Scenario focuses the majority of commercial



development at these two locations, as these areas will act as the City core with commercial, residential, open space, public facility improvements serving visitors and residents. The seven areas selected to accommodate future growth needs are:

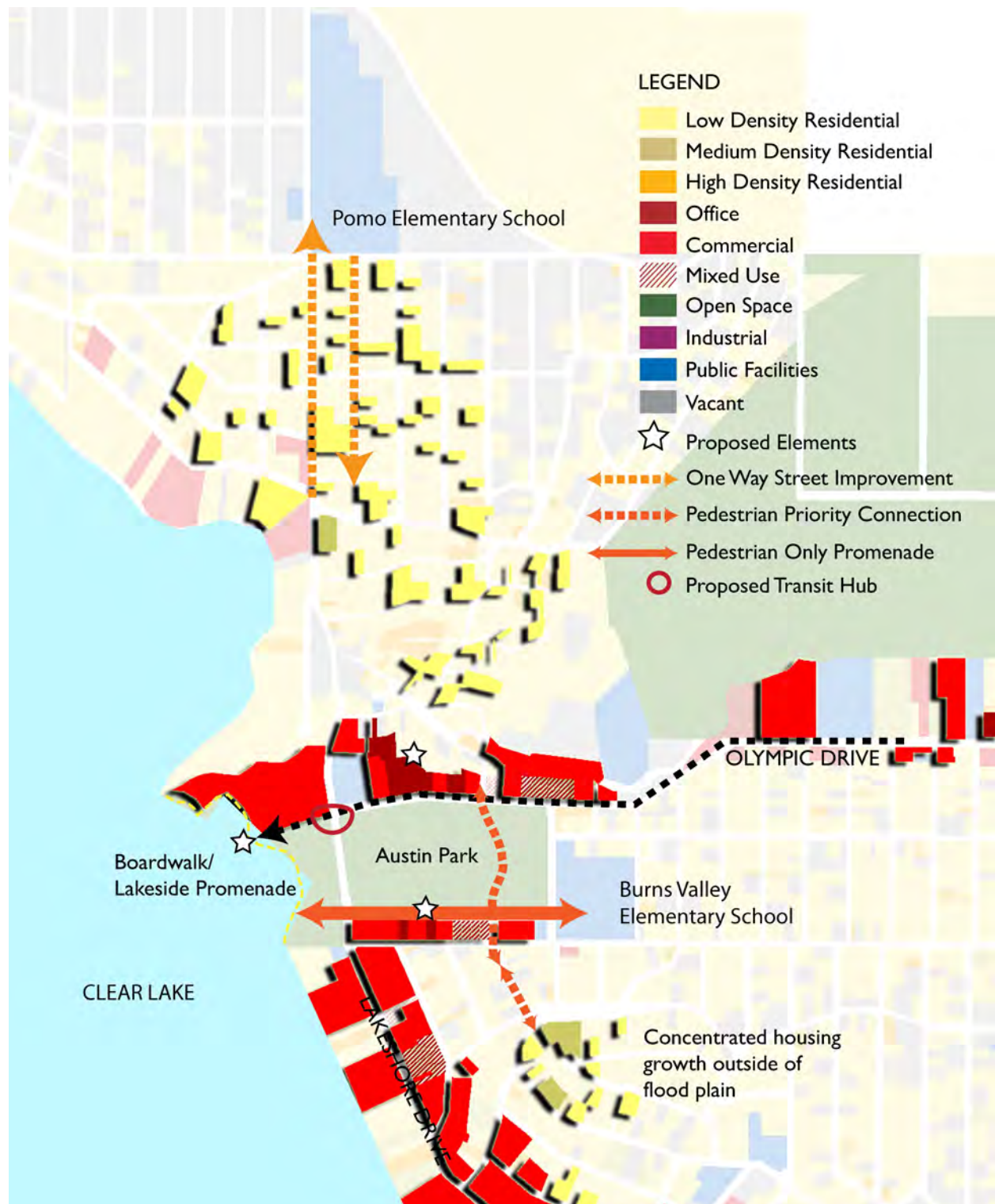
1. Austin Park
2. Olympic Drive Corridor (from Austin Park to State Route 53)
3. Lakeshore Drive Corridor (from Old Highway 53 to Austin Park)
4. Gateway at State Route 53 intersect with Lakeshore Drive
5. The Avenues
6. Regional Shopping Center (Wal-Mart/Airport Area)
7. Ogulin Canyon Industrial Center (northeastern corner of the City)
8. Agriculture Area

**Figure 5.1 Preferred Growth Scenario Conceptual Land Use Map**



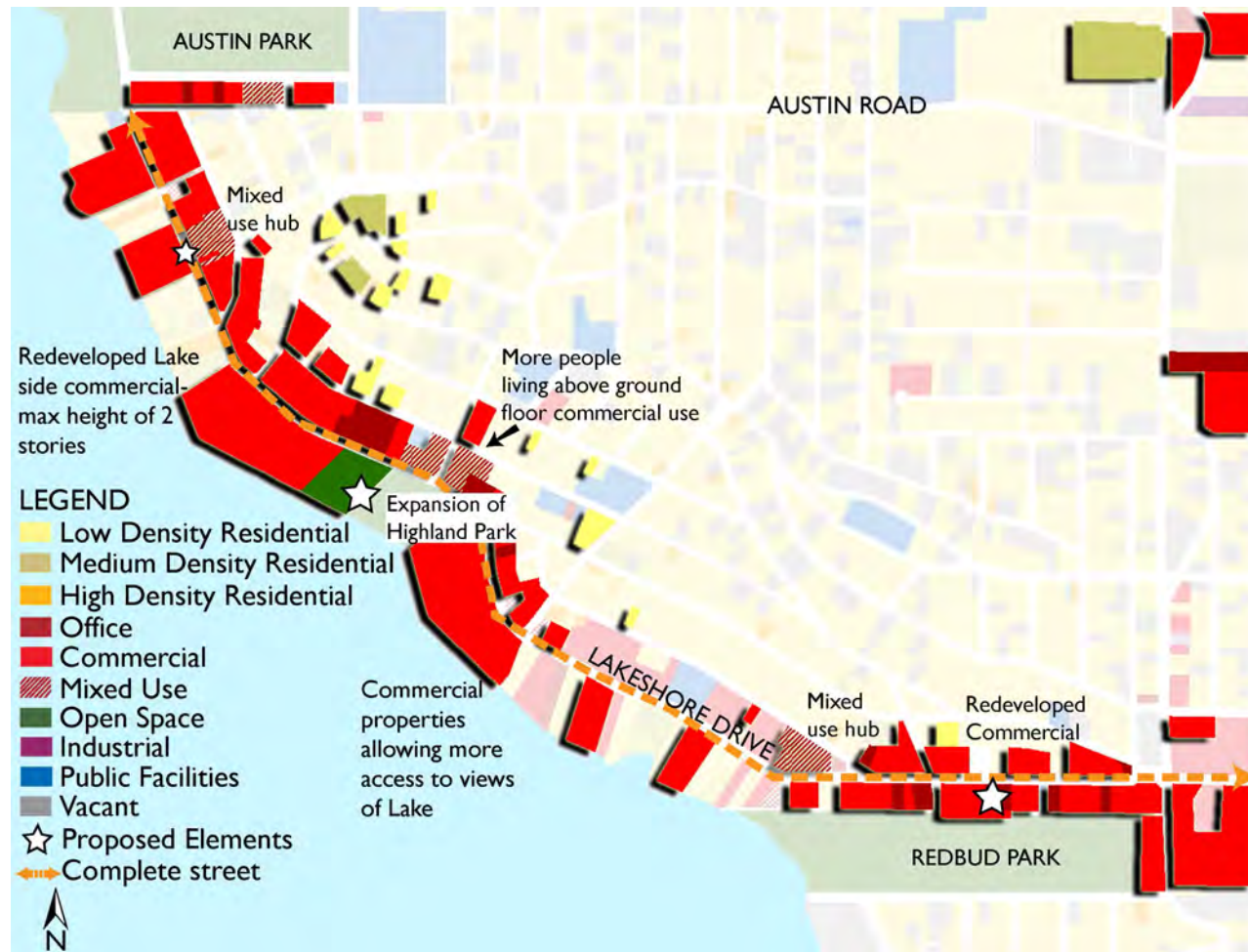
*Cal Poly Team (2013)*

**Figure 5.2 Preferred Scenario, Austin Park Conceptual Map**



Cal Poly Team (2013)

**Figure 5.3 Preferred Scenario, Lakeshore Drive Conceptual Map**



Cal Poly Team (2013)

## Housing

The Preferred Growth Scenario concentrates residential growth in select areas of the City. This growth takes place in four different Residential Centers:

- Lakeshore Drive Corridor
- Austin Park
- The Avenues
- Olympic Drive Corridor

The Preferred Growth Scenario suggests a simplification of residential density categories. As shown in Table 5.1, the existing zoning ordinance indicates five residential density categories where the Preferred Scenario has condensed these categories into three. The three densities; low, medium, and high- density, closely resemble the Business as Usual densities however, areas previously zoned for 'high-density' residential would be considered 'medium-density'. Multi-family residential as a density category was eliminated with the introduction of 'high-

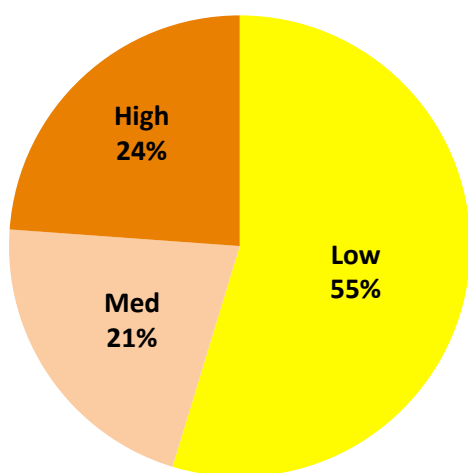


density' residential which allows residential densities greater than 20 units per acre. The Preferred Scenario recognizes that multi-family housing is a housing *type* which may be developed in multiple densities and should not be restricted to only 'multi-family' zones.

Table 5.1 New and Existing Residential Densities			
Preferred Scenario		Existing Standards	
Density Classification	Units Per Acre (DU/acre)	Density Classification	Units Per Acre (DU/acre)
Low	0-10 units per acre	Very Low	<1 unit per acre
		Low	1 to 9 units per acre
Medium	10 to 20 units per acre	Medium	9 to 11 units per acre
		High	11+ units per acre
High	20+ units per acre	Multi-Family	20 units per acre

The Preferred Scenario acknowledges that the main market driving force in residential development is the pursuit of single-family residential units. Clearlake residents have voiced their preference for low-density housing options, which are compatible with the small town rural character of the City. Therefore, the Preferred Scenario accommodates the majority of future housing need with low-density housing choices. Figure 5.4 shows the percent allocation of housing units by density. In addition to providing low-density housing options, meeting the other goals of the Preferred Scenario; such as a vibrant downtown, affordable housing options, and walkable neighborhoods within proximity to civic services and amenities, means that there will be a need for the development of additional medium-density or high-density multi-family housing, similar to what is seen along Olympic Drive today.

**Figure 5.4 Preferred Scenario, Future Housing Allocation by Density**



Mixed-Use housing is proposed at strategic areas along Lakeshore Drive and in proximity to Austin Park in order to diversify housing options as well as bring activity to popular areas.

Residential options in a vibrant shopping downtown area can be marketable to investors seeking to invest in rental property in this prime location near the lake and core retail and tourist-serving areas of the City.

## Commercial

Community members emphasized the importance of fostering job growth and diversification as well as a profound need for economic development. The Preferred Growth Scenario aims to achieve a balanced and sustainable economic climate. The three main economic sectors that are emphasized in this scenario include Tourism and Hospitality Services, Light Industrial, and Regional Service and Shopping.

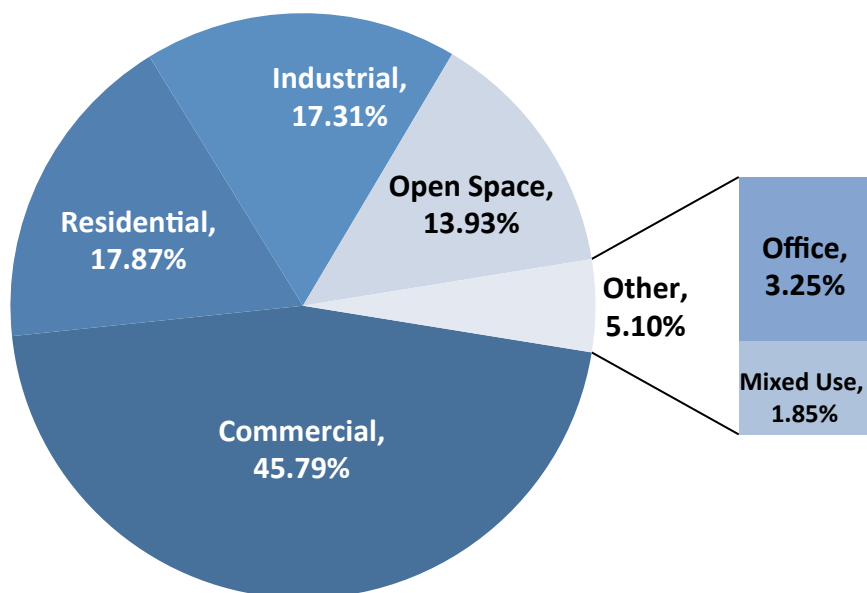
The Preferred Growth Scenario concentrates commercial growth in select areas of the City. This growth takes place in eight different Economic Centers:

- Lakeshore Drive Corridor
- Austin Park
- Ogulin Canyon
- The Avenues
- Regional Shopping Center
- Olympic Drive Corridor
- The Gateway

Figure 5.5 shows the Preferred Growth Scenario land use distribution, illustrating that the majority of land for additional development by 2040 is allocated to the commercial sector. It is important to note that the definition of “commercial” in the Preferred Scenario includes both retail, office, and service uses. The distinction between retail and service could not be clearly articulated during the land use inventory, which was a visual survey. Vacant commercial spaces especially could not be identified as service or retail. To avoid discrepancy between ‘commercial-retail’ and ‘commercial-service’ land uses as defined by the land use inventory (the basis for the employment need in the three alternatives) and the United States Census Bureau (the basis of the employment need estimate) the allocation of jobs and land to accommodate employment is combined in this final scenario. Commercial uses therefore include all resident and tourist serving retail industries such as hotels, restaurants, and retail shops. This term is also used for local services such as a barbershop, hair or nail salon, and auto body repair. Office uses are reserved for professional uses such as architectural, engineering, accounting, and law offices.

The planning team also identified the water quality of Clear Lake as a priority issue if sustainable economic development is to occur. The support of universities like UC Davis, as well as Yuba Community College, will be paramount in tackling this major issue. Without a clean lake, the tourism economy may continue to suffer. This prioritization is included in the Goals and Objectives outlined in the Conservation Element.

**Figure 5.5 Preferred Growth Scenario Land Use Allocations**



## Mixed-Use

Mixed-Use development, a less commonly understood land use type, is an underutilized development type throughout Clearlake. The benefits of mixed-use, when used strategically, can lead to vibrant, walkable, and active places. Reducing the distance between housing, workplaces, retail businesses, and other destinations creates compact and safe neighborhoods for pedestrians and bicyclists. Increased pedestrian activity encourages increased social interaction and contributes to neighborhood cohesion and strong community character. This land use type is introduced along Lakeshore Drive (3.175 acres) and adjacent to Austin Park (1.2 acres). Mixed-use under the Preferred Scenario consists of a combination of commercial uses, and high-density residential. The only high-density residential use under the Preferred Scenario is found in the form of mixed-use in these two main growth areas. Mixed-use is predominantly proposed under the conditions and assumptions that were established in the 2007 Vision Task Force Report. These areas are identified near parks, retail, Burns Valley Elementary School, and other key locations in order to generate a culture of walking and outdoor activity.

## Key Growth Areas

### Lakeshore Drive

Following guidance from the 2007 Vision Task Force Report, a primary community goal is to achieve a downtown atmosphere throughout the entirety of Lakeshore Drive. Commercial development along this long corridor is a priority for the community. Preferred land uses along



Lakeshore Drive were identified during Community Meetings 1, 2, and 3. The community responses informed the land use distribution along Lakeshore Drive as represented in the conceptual map, Figure 5.3, in the previous section.

The emphasis on commercial and mixed land uses is a key part of this strategy. An inventory of vacant and underutilized parcels revealed approximately 30 acres of land available for redevelopment in this area. The Lakeshore Corridor enhancement plan leverages parks as “hubs” of activity at which to focus development. Development patterns at these hubs include a mix of well-designed parks, shopping opportunities, and residences. Just as in the Infill and Redevelopment Scenario, the Preferred Growth Scenario envisions the expansion of Highland Park and the creation of activity nodes along Lakeshore Drive. In an effort to maintain the scenic benefits of Clear Lake from Lakeshore Drive, the Preferred Scenario proposes the same density types as in the Infill and Redevelopment Scenario; lower density (one to two stories and a maximum 15 du/acre) on the lakeside of Lakeshore Drive and slightly higher density (one to four stories and a maximum 25 du/acre) on the land side. The change in intensity of this development area can be seen in Figures 5.6 and 5.7.

Redevelopment is proposed throughout Lakeshore Drive with a focus on enhancing connection between local parks. This redevelopment takes place in vacant and underutilized parcels, or where aging infrastructure may pose a problem to business recruitment and retainment. An example of this redevelopment is at Highlands Park where, in addition to the expansion of the park from approximately one acre to 1.6 acres, the land across from the park is designated for mixed-use commercial and residential development. In addition to the 40 acres designated for commercial land use along Lakeshore Drive, developing Highlands Park would contribute to commercial and mixed land use growth.

Improved circulation for pedestrians, bicyclists, and automobiles is also proposed along Lakeshore Drive. This strategy works well with proposals for mixed-use development and multi-modal circulation in order to enable Lakeshore Drive to become a vibrant downtown area. For a more detailed discussion of the implications of development of the Lakeshore Drive growth area on circulation patterns, refer to the following section, Circulation.

#### **Figure 5.6 Lakeshore Drive Existing Condition**



**Figure 5.7 Lakeshore Drive, Preferred Growth Scenario**



## Austin Park

The Preferred Scenario proposes development around Austin Park, including consolidated public facilities and services, more commercial uses, mixed-use, and medium-density residential uses. The objective in this area is to create opportunities for civic, recreational, and commercial activities. For example, enhanced City administrative offices, adequate space for a police department, family services, senior services, and other civic services should be located in this area in order to identify this area as the main civic center of the City. Community gatherings, public meetings, and provision of services for families and seniors can occur at this location. The Austin Park area can be a destination that instills community pride in Clearlake. Figures 5.8 shows Austin Park as it is today and 5.9 shows what Austin Park could look like after the addition of a pedestrian plaza at Austin Drive. This feature provides a safe and inviting way to enjoy the park and provides safe crossing over to the lake. Farmers markets, outdoor events, and other community activities are envisioned to take place in this space.

Additionally, the lakefront, City-owned property to the west of the City administrative office, is identified as an area of opportunity for commercial development. Proposed previously as an area where Austin Park could expand, largely based on its location in the flood zone, feedback from the third community meeting informed the planning team that the development of this property was intended to be revenue-generating. Public access to the lake from this site was also identified as a priority. With this in mind, a commercial service and retail land use is proposed here, while also providing public access through a feature such as a boardwalk.

As noted in the other scenarios, the plan for Austin Park under the Preferred Growth Scenario considers the natural gas leak located at the southern end of the park. This scenario is proposed under the same key assumption; the leak should be remediated in order to pursue further development of this area.

**Figure 5.8 Austin Park Existing Conditions**





**Figure 5.9 Austin Park, Preferred Growth Scenario**



### Ogulin Canyon, Industrial, and Agricultural Open Space

Approximately 61 acres of land is allocated for industrial and agricultural land use under the Preferred Growth Scenario in growth areas #6, #7, and #8. These areas, shown along Ogulin Canyon and Highway 53 in Figure 5.10, work with existing industrial and agricultural lands to augment job opportunities and business recruitment. The intent behind this allocation is to capitalize on the City's growing viticulture and agriculture economy. Light processing of grapes and other foods could be an important part of the City's growing economy depending on business development and attraction of interested firms.

The community identified the need to support industrial land uses with the head of household employment and wages typically associated industrial job. Suitable land for an Industrial Center is identified in the northeastern part of the City at the intersection of SR 53 and Ogulin Canyon Road as well as redevelopment of 10 acres of industrial property adjacent to the airport (part of area #6). These areas, with existing industrial land uses and located far enough from the town center to avoid land use conflicts and nuisance (e.g. noise, odor, size of development associated with industrial land uses) make these locations ideal for business and employment growth. Based on the assumption that every acre of industrial land can accommodate 30 jobs, these areas could support up to 1,229 jobs. However, a more realistic assumption is approximately 85 percent of the land potential, for up to 850 industrial jobs.

**Figure 5.10 Ogulin Canyon Conceptual Map, Preferred Growth Scenario**



*Cal Poly Team (2013)*

## The Avenues

Development in The Avenues, located just east of SR 53, reflects a more traditional low-density residential development pattern similar to the development style presented in the Business as Usual Scenario. However, the addition of properly constructed road infrastructure, neighborhood serving commercial uses, as well as introduction of pocket parks as a condition in planned development zones, improves upon business as usual to further the community's vision for this area. The planning team observed a need to bring adequate City and community services to existing low-density neighborhoods. This area was determined most appropriate for additional development because of the large amount of full-time residents living here, increasing the number of residents benefiting from the improvements. Commercial services like a small market, deli, or café would be appropriate in this area, which allocates approximately ten acres of residential and one acre of commercial land and can accommodate approximately 20 jobs and 70 low-density housing units.

The addition of a small park, known as a linear park, could transform the area as illustrated in the change from Figure 5.11 in Figure 5.12. Although the Open Space Element outlines a sufficient amount of parks based on standards for acreage per capita, the main City parks are not accessible to the whole community. Their location and proximity to residential neighborhoods reduces their ability to be accessed through walking or cycling, particularly by residents of neighborhoods such as the Avenues. This type of additional park development would help to reach a standard for walkability and accessibility to parks. The Clustered Growth

Development Scenario in the previous chapter includes a detailed description of the Avenues growth area, which is carried forward in the Preferred Growth Scenario.

**Figure 5.11 The Avenues, Existing Conditions**



**Figure 5.12 The Avenues, Preferred Growth Scenario**





## Regional Shopping Center

A regional shopping center is emphasized in this growth scenario. The land across the street from the Wal-Mart is identified as an ideal place to situate large-scale commercial retail business and attract visitors from communities within and surrounding Lake County. Current proposals for large-scale retailers, such as Safeway or Starbucks, on adjacent non-City owned property can act as a main source of revenue for the City to help support and fund other infrastructure improvements or economic development projects proposed in the Preferred Scenario. The combination of development on the airport property and neighboring Wal-Mart shopping area can establish this section of the City as revenue generating and a main regional shopping center, which should also benefit the community by providing a variety of employment opportunities.

The SR53 Corridor study, completed in 2011, proposed a long-term goal for SR53 to become part of the future interregional traffic route between 1-5 and US 101 in the SR20 corridor. The City currently has an agreement with Caltrans for the ultimate conversion of this section of SR53 into a freeway, which would support the concept of a regional shopping center.

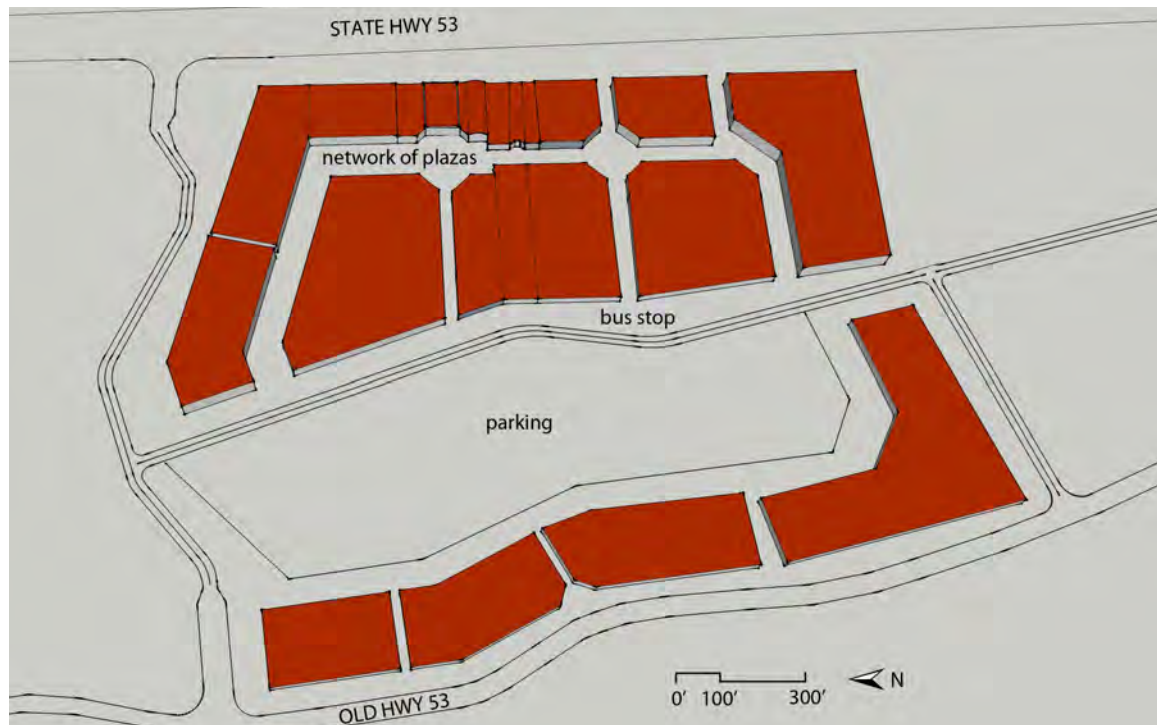
Figure 5.13 models the regional shopping center in this location. For a total of 38 acres identified in this area, 21.2 acres of which are suitable for redevelopment, this area could accommodate up to 700 commercial jobs. For a complete discussion of future employment need and growth assumptions, see the Land Use Outcomes section of this Chapter.

**Figure 5.13 Regional Shopping Center, Preferred Scenario**



Figure 5.14 shows a conceptual site plan for the regional shopping center. This area is envisioned to have commercial land uses and development that compliments the Wal-Mart shopping area. Uniquely, this site plan shows a layout which features a network of plazas, varying setbacks and building facades to create interest and places for outdoor dining, a parking area established in the center of the development, as well as a bus stop. The main access to and from the center is via the intersection of SR53 and Old Hwy 53 at Dam Road. A minor southbound right turn entry and southbound right turn exit is possible at 18<sup>th</sup> Avenue.

**Figure 5.14 Regional Shopping Center Conceptual Design**



### Olympic Drive and Gateway at Lakeshore Drive and SR 53

Olympic Drive and the Gateway at Lakeshore Drive and SR 53 are areas designated to meet Clearlake's commercial needs and support approximately 530 jobs. While commercial growth is more appropriate in the Gateway, the area along Olympic Drive is well suited to accommodate commercial as well as low and medium-density residential development. Medium-density residential uses are already located along Olympic Drive, providing multi-family options for City residents. Building from these uses, the addition of multi-family (medium-density) housing aims to provide affordability and diversity in housing types for potential renters and buyers.

Lakeshore Drive and Olympic Drive at SR 53 represent strategic locations for development of a gateway to welcome visitors and residents to the City. Additional retail development is envisioned for Olympic Drive to serve the needs of residents, while the "gateway" shown in Figure 5.15 and Figure 5.16 at Lakeshore and SR 53 is designed to welcome and accommodate commercial needs of visitors. The "gateway" concept was well received in the third community meeting, aiming to identify and brand the community for visitors and locals upon entering Lakeshore Drive.

**Figure 5.15 the Gateway at Lakeshore Drive and SR 53 Existing Conditions**



**Figure 5.16 The Gateway, Preferred Growth Scenario**





## Public Parks

Public parks attract new development and are a main contributing factor to the character and brand of Clearlake. These places are areas from which to enjoy vistas of nearby Mount Konocti and Clear Lake. A sense of pride and ownership can be fostered in these places if they are designed and maintained in a way that encourages visitors and residents to enjoy and maintain their environmental quality. The Lakeshore Corridor Enhancement Plan developed by Opticos Design, Inc., uses parks as hubs around which beautification efforts should be made. In addition to this strategy, development and redevelopment efforts are proposed around parks under the Preferred Growth Scenario. Redbud Park, Highlands Park, and Austin Park are major focal points for the City, a unique City quality emphasized and incorporated into the Preferred Scenario. A pedestrian plaza at Austin Park is proposed as part of the Preferred Scenario in order to establish this area as the City's Civic Center and support and enhance access to Clear Lake. This plaza acts to create a safe way to cross Lakeshore Drive. The combination of these changes can create active public places for City residents and visitors, a characteristic that is built into the Open Space, Community Design, and Circulation policies of this General Plan.

The addition of "pocket parks" is suggested as part of Planned Unit Developments, specifically for key growth areas such as The Avenues. These types of parks are preferable, as they are small enough to be located on small vacant or underutilized parcels, and can serve small residential clusters. The addition of these places are said to create impromptu public interaction and neighborhood pride.

Connection to all parks is an integral part of the community's future vision, and therefore a priority focus in the General Plan. A circulation plan, connecting neighborhoods and commercial areas to parks, is discussed in the following section. The Preferred Scenario introduces improvements to sidewalks and bicycle infrastructure to achieve the optimal transportation system and leverages connection to parks to emphasize these City features.

## Circulation

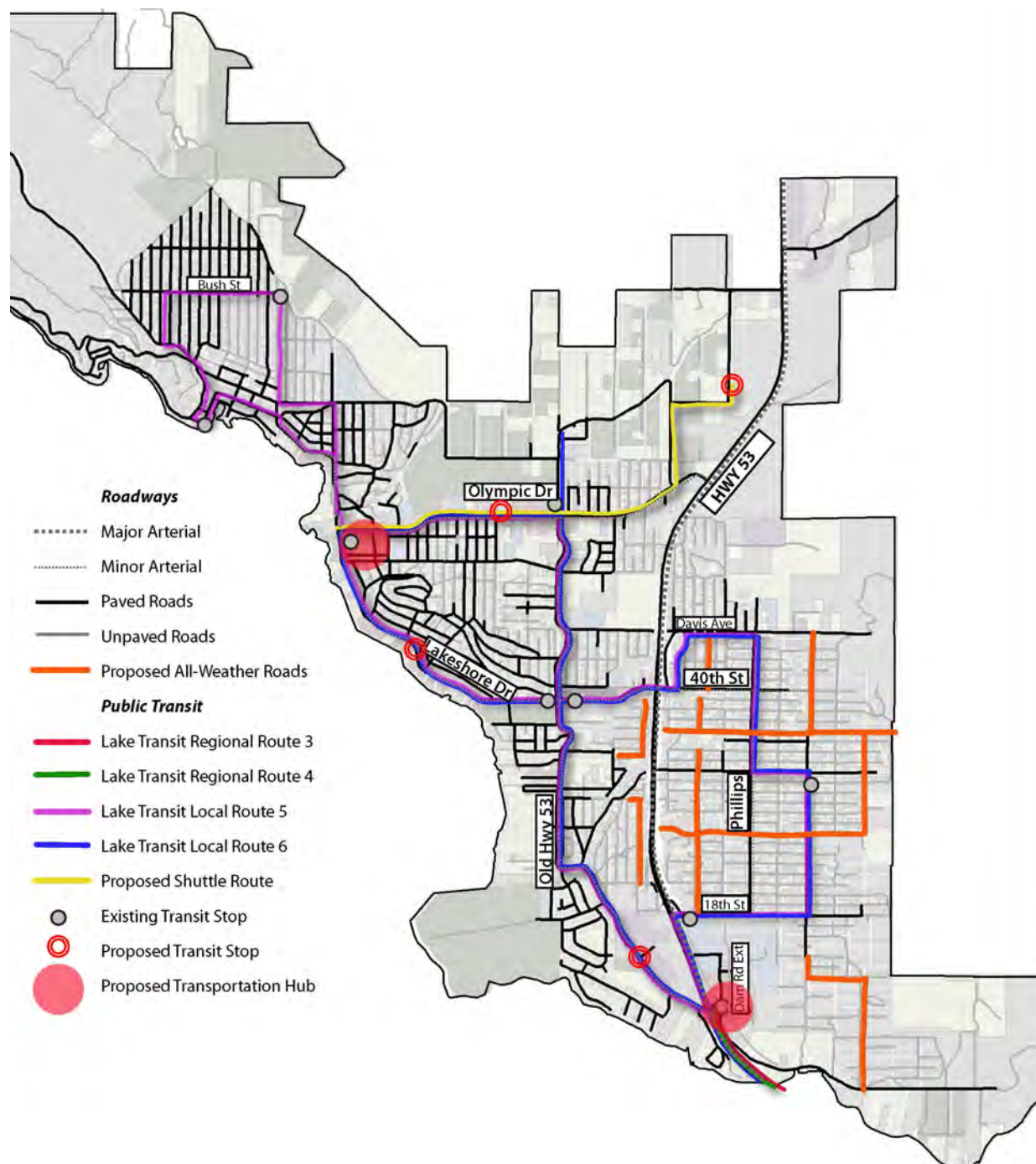
The Preferred Scenario circulation plan maintains the link between transportation and land use through a well-connected multi-modal system. It is compatible with key development areas around the City and connects the City to the region. The goal of this plan is to address the circulation needs of the City by working to establish connectivity throughout the City, to promote auto independency, to promote safety for all users of the right-of-way, and to increase the quality of road infrastructure.

### Motorized Circulation

Connectivity between developments can be established by making multiple modes of transportation available to a variety of users. Bus use has been increasing in Clearlake in the past year and is expected to continue to increase. To supplement the local and regional bus lines, provided from the Lake Transit Authority, the implementation of an additional shuttle that connects the Ogulin Canyon development area and visitors to the Austin Park Civic Center

can be made, as shown in Figure 5.17. Amenities at transit locations such as improved signage (identifying bus schedule and routes), benches and shelters are some key components of improving the bus system throughout Clearlake.

**Figure 5.17 Preferred Growth Scenario Motorized Circulation Map**



*Cal Poly Planning Team (2013)*



Figure 5.17 also shows two proposed transportation hubs that can accommodate multiple users, including transit riders and bicyclists. One is proposed to serve the local community, located near Austin Park, and the other is proposed to act as a regional transportation hub that serves regional travel and is located near the Dam Road Extension. The regional transportation hub will serve the greater area for locals and visitors to connect to the regional shopping center. The transportation hubs will include transit hubs for public transportation, bike racks for bicycle parking, short- and long-term parking for motorists to park and then ride public transit, and a transportation information center. To accommodate bicyclists, this plan assumes a completion of the Lake County Bike Plan and extends routes to the Ogulin Canyon development area.

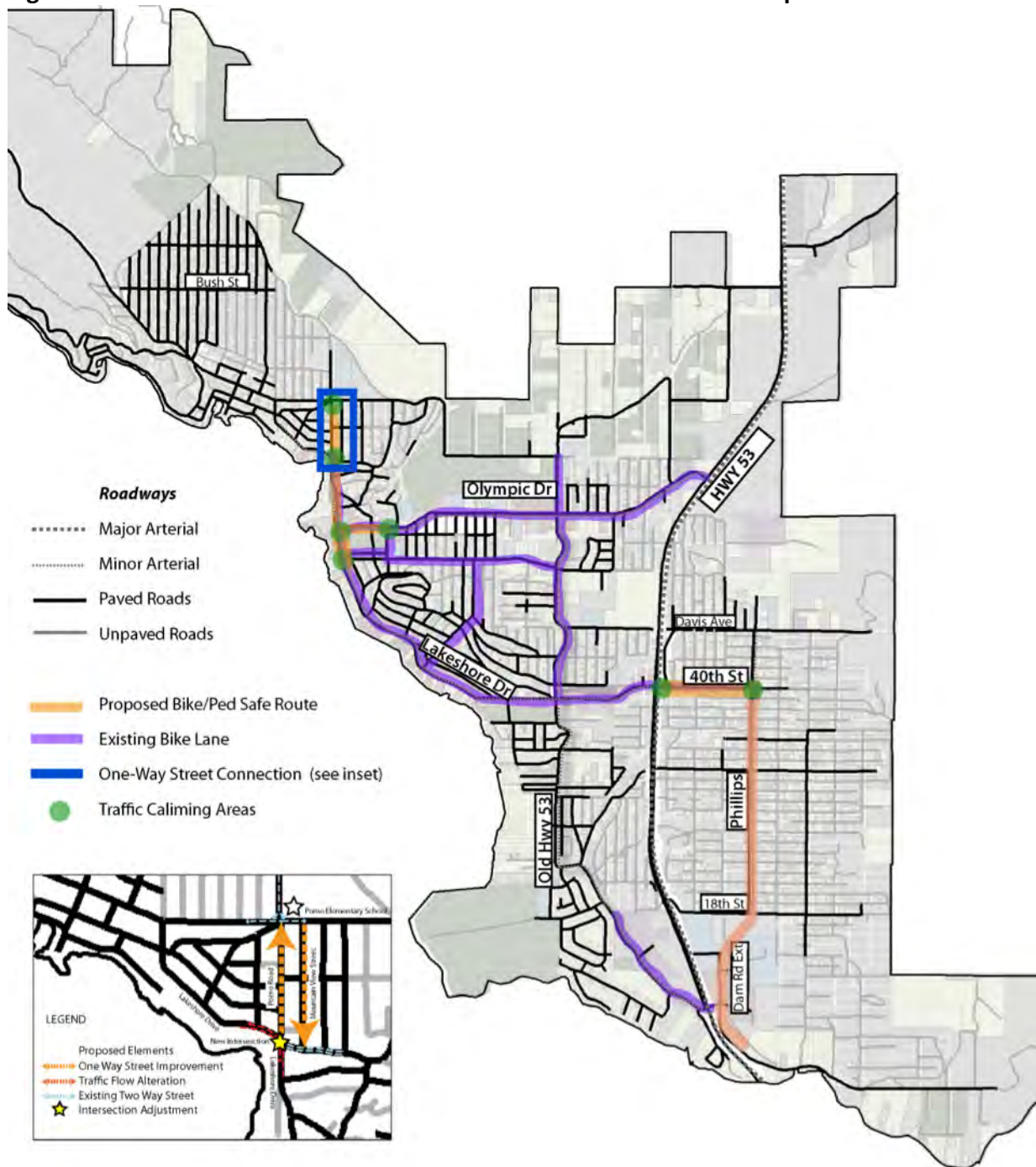
## Non-Motorized Circulation

The Preferred Growth Scenario aims to increase pedestrian activity levels and promote active lifestyles. Many places throughout the City do not have sidewalks. Sidewalks along Lakeshore and Olympic Drive are targeted for extension and improvement, with pedestrian marked crossings, on-street bicycle lanes, and sheltered transit stops to create a more attractive and vibrant walkable corridor. Pedestrian corridors promote the attractiveness of walking also with the availability public seating, buffers from traffic, and other public space amenities. Proposed boardwalks along the lake from Austin Park to Highlands Park will generate greater opportunities for recreation and leisure activities, which fosters healthy social behaviors and higher physical activity levels. These safety improvements are outlined in Figure 5.18.

To provide a safe community, this scenario also proposes established safe pedestrian routes. As presented in the Clustered Growth Development Scenario, the Preferred Scenario also proposes designating a segment of Pomo Road from the intersection at Lakeshore Drive to Arrowhead Road at Pomo Elementary School into a one-way street that can accommodate a pedestrian sidewalk and bike lanes that will serve the commute from the Austin Park neighborhood to the school. To allow for uninterrupted flow of traffic, a complimentary one-way street from Arrowhead Road to Woodland Drive along Mountain View Street is also suggested. To facilitate a connection from the Avenues to the waterfront, a bike and pedestrian safe route along 40th Avenue is also proposed.

To reflect ideas from the 2007 Vision Task Force Report, the Preferred Growth Scenario proposes various target areas to implement traffic calming strategies. One strategy proposed is the use of raised crosswalks, which provide for safe crossings and restrict car speeds. Implementation is proposed to be located near Pomo Elementary School towards Austin Park, near Burns Valley Elementary School at the crossings between Austin Park and Lakeshore Drive, and on 40th Avenue crossing State Route 53. Mid-block crossings, another implementation tool that provides for safe crossings and restrict car speeds. Also reflecting ideas from the Vision Task Force, an implementation of a roundabout at Lakeshore Drive and Pomo Street can be used to restrict traffic speeds along the curve in the road. Reflecting recommendations from the Final Report-SR 53 Corridor Study, done by TKJM Transportation Consultants, a roundabout should be implemented at Dam Road/Wal-Mart Driveway Extension.

**Figure 5.18 Preferred Growth Scenario Non-Motorized Circulation Map**



*Cal Poly Planning Team (2013)*

## Roadways

Road improvement was selected to be a priority for the circulation system. Many roads are not paved, mainly due to limited fiscal resources. This lack of paving causes many problems, including dust and erosion problems and inhibited access to roads for emergency response vehicles. This scenario proposes the construction and maintenance of all-weather roads, specifically prioritizing certain roads that are not paved. Priority roads to be constructed were chosen so that a grid of paved roads can be located through the City so that no road in Clearlake is more than a half-mile away from another paved road. Figure 5.17 above, shows that most roads that fit this description are within the Avenues.

All-weather roads prevent dust, mud, and erosion of roads. This is important for safety reasons because these roads will allow emergency response vehicles to traverse these neighborhoods without problems, regardless of inclement weather. The City is encouraged to seek alternative pavement options other than conventional concrete or asphalt. A preferred method to use would be a polymer pavement, as shown in the picture below. Polymer-based roads offer dust and erosion control, and are considerably less expensive to construct than conventional asphalt and requires minimal maintenance.

## Land Use Outcomes

The Preferred Growth Scenario has implications on allocation of land for commercial, residential, public facilities, industrial and open space uses. Although not a key growth area, it should be noted that approximately 30 acres of vacant land along State Route 53 as it approaches Ogulin Canyon is identified as Area # 8 on Figure 5.1, Conceptual Land Use Map. It consists of prime agricultural land and is an area which would complement the viticulture industry proposed in the Ogulin canyon area. This land is accounted for in Table 5.6 as Open Space. Reserving this area for agricultural use is consistent with State, County, and City policy to preserve prime agricultural soil for agricultural production and has the potential to attract visitors, diversify the City's economic base, and provide revenue for the City.

The Preferred Scenario sets a target to accommodate 5,785 total jobs (as compared to 2,675 total in 2010), and approximately 8,492 housing units by 2040. The jobs target differs greatly from the projection based on historical trends because the existing jobs to workforce employment rate in Clearlake is lower than regional and state averages. A major goal of this General Plan is to allow for employment growth and set a job target that increases the availability of jobs for Clearlake residents in the work force. The methodology behind this employment target is discussed under the 'growth assumptions' section. The following sections discuss the projections and analysis to reflect on the growth potential of designated key growth areas. The calculations reflect the difference between the targeted and existing number of dwelling units and jobs. Table 5.2 shows the recommended number of stories and range of densities proposed for each growth area.

**Table 5.2 Preferred Scenario, Employment and Residential Densities by Growth Area**

<b>Key Growth Areas</b>	<b>Proposed Land-Use Designation</b>	<b>Number of Stories</b>	<b>Residential Density (Maximum Dwelling Units/Acre)</b>
Lakeshore Drive	Medium Density Residential	1-3	15DU/Acre
	Residential-Commercial Mixed-use	2-4	30DU/Acre
	Commercial Retail (lake side)	1-2	-
	Commercial Retail (land side)	1-4	-
Austin Park	Residential-Commercial Mixed-use	2-3	30DU/Acre
	Medium Density Residential	2-3	15DU/Acre
	Commercial Retail/Service	1-2	-
	Commercial Office	1-3	-
Olympic Drive	Low Density Residential	2	7DU/Acre
	Medium Density Residential	3	15DU/Acre
	Commercial Retail/Service	2	-
	Commercial Office	2	-
Lakeshore Drive between Old 53 and SR 53	Low Density Residential	2	7DU/Acre
	Medium Density Residential	2-3	15DU/Acre
	Commercial Retail/Service	1-3	-
	Commercial Office	1-3	-

## Residential Potential

Residential growth under the Preferred Growth Scenario involves additional development only within the proposed growth areas. The Preferred Growth Scenario proposes an addition of 457 dwelling units by 2040 (186 units in addition to the needed 271 to accommodate growth), as shown in Table 5.3. This will allow for extra flexibility in the choice of type and placement of new residential development, including the allowance of mixed-use and affordable housing options. The total estimated number of residential dwelling units by 2040 under the Preferred Growth Scenario is approximately 8,496; with minimum 6,996 occupied, 909 seasonally vacant, and up to 587 vacant. The housing projection calculations discussed earlier allowed for 401 vacant units, for a 5 percent vacancy rate. Adjusting for the additional 186 units provided under the Preferred Scenario, the vacancy rate is approximately 7 percent. While the City has enough land to allow new construction to meet the future housing need, the Preferred Scenario targets infill and redevelopment in order to reduce vacancies and keep growth within proximity to existing services and commercial areas. This emphasis on infill is the reason why, although 1,280 units are needed, the Preferred Scenario proposes only an additional 457 new units.

Table 5.3 Proposed Residential Units Under Preferred Growth Scenario				
Key Growth Areas	Residential Density	Approximate Acreage	Proposed Dwelling Units Per Acre	Proposed Residential Dwelling Units
Lakeshore Corridor	Low	3.023	7	21
	Medium	1.066	15	16
	High	3.175	25	79
Austin Park	Low	13.19	7	92
	Medium	0.45	15	7
	High	1.2	25	30
Ogulin Canyon	-	-	-	-
The Avenues	Low	10.00	7	70
	Medium	0.15	15	2
Regional Shopping Center	-	-	-	-
Olympic Drive	Low	9.55	7	67
	Medium	4.86	15	73
Total New Dwelling Units Proposed Under the Preferred Growth Scenario				457
Housing Projection- Minimum Housing Need				
Total Number of Dwelling Units Needed (2040)*				8,306
Total Number of Occupied Dwelling Units in Clearlake (2040)**				6,996
Existing Number of Habitable Dwelling Units in Clearlake (2010)				5,716
Additional Housing Units Needed (2040)				1,280
Filled Vacant Units				754
Redeveloped Units				255
New construction				271
Future Number of Non-Seasonal Vacant Units (Reduced Vacancy Rate)				401
Future Number Seasonal Vacant Units				909
Total Housing Units Provided under Preferred Scenario***				8,492
Housing Accommodation- Preferred Scenario				
Dwelling Units Above the 2040 Housing Target (New Construction)				186
Number of New Low-Density Dwelling Units				250
Number of New Medium-Density Dwelling Units				98
Number of New High-Density Dwelling Units				109
* Includes 5% vacant homes, and removes seasonal units.				
** Based on headship housing projection used in Chapter 3, Conditions and Factors of Growth				
*** Includes an additional 186 above the 271 listed under 'new construction'. Preferred Scenario accounts for 457 new units although only 271 are needed to meet the 1,280 total housing needs. The Housing Element sets policy to support prioritizing filling vacant homes in key growth areas and improving the quality of homes in disrepair, as well as filling these homes before encouraging new construction.				

## Commercial and Industrial Potential

The Preferred Growth Scenario exceeds the baseline job target of 253 by 2,857 jobs. Table 5.4 shows job growth potential and designated acreage in key growth areas. To determine realistic commercial capacity and acreage estimates, a floor area ratio (FAR) was applied (according to the type of commercial land use), and job per acre of was multiplied by developable land per sector. In 2012, the unemployment rate in Clearlake was 20 percent, significantly higher than Lake County and the State. The Preferred Scenario aims to reduce this high percent by designating commercial land uses in targeted employment centers in order to reflect where new development might occur. By allocating enough commercial land to accommodate a larger increase in the number of available jobs, the Preferred Scenario aims to increase the number of jobs available to each resident within the workforce. All job growth values are net increases. Any jobs lost from re-development of existing commercial areas have been accounted for and will be absorbed by the projected growth of jobs in each of the key target areas.

<b>Table 5.4 Proposed Commercial Acreages Under Preferred Growth Scenario</b>					
<b>Key Growth Areas</b>	<b>Vacant Acres Utilized</b>		<b>Acres Designated for Commercial Growth</b>		<b>Job Growth Potential</b>
Lakeshore Corridor*	9.86		40.35		760
Austin Park*	6.77		10.47		250
Ogulin Canyon	30.96		30.96		600
The Avenues	0.91		0.91		20
Regional Shopping	16.61		37.83		700
Other Industrial	1.99		10.01		250
Olympic Drive*	9.66		10.55		185
Gateway*	17.01		20.35		345
<b>Sub-Total</b>	<b>93.77</b>		<b>161.43</b>		<b>3,110</b>
<b>Land Use</b>	<b>Acreage</b>	<b>Percentage</b>	<b>FAR</b>	<b>Max Jobs/Acre</b>	<b>Job Growth Potential</b>
Office	7.7	5%	0.5	40	230
Commercial	112.76	70%	.30 - .65	20	2,030
Industrial	40.97	25%	.30 - .50	30	850
<b>Total</b>	<b>161.431</b>	<b>100%</b>			<b>3,110</b>
Total Jobs accommodated under Preferred Growth Scenario					5,745
Existing number of jobs (2010)					2,675
Additional jobs under the Preferred Growth Scenario					3,110
Future Job Need (2040)**					253
Number of jobs allocated over baseline					2,857
§ Acres represent the sum of existing parcels affected by proposed changes					
§§ Acres represent the sum of commercial land use designations, does not account for residential acres					
*Accounted for jobs removed and replaced in redevelopment area					
** This is based on business as usual job growth. This was deemed inadequate by the planning team and a new target was set to be comparable to County and State average employment ratios.					



## C. EFFECTS ON COMMUNITY NEEDS

### 1. Land Use

A significant amount of land redevelopment is proposed in the Preferred Plan in each key growth area for both residential and commercial uses, as shown in Table 5.5. Redevelopment is proposed in these areas for several reasons: 1) in order to make land uses more compatible, 2) to support improving the condition of buildings in these parcels, and 3) to help rebrand areas of the City. Additionally, this redevelopment is proposed in order to augment densities in order to create more space for homes and jobs.

<b>Key Growth Areas</b>	<b>Acres Designated for Commercial Growth</b>	<b>Acreage redeveloped</b>	<b>New Development</b>
Lakeshore Corridor	40.35	30.49	9.86
Austin Park	10.47	3.696	6.77
Ogulin Canyon	30.96	0	30.96
The Avenues	0.91	0	0.91
Regional Shopping	37.83	21.224	16.61
Olympic Drive	10.01	8.019	1.99
Gateway	10.55	0.892	9.66
Other Industrial	20.35	3.336	17.01
<b>Total</b>	<b>161.43</b>	<b>67.66</b>	<b>93.77</b>

The Preferred Growth Scenario proposes the redevelopment of existing underutilized parcels to reach targeted community design and economic growth goals. The area with the highest concentration of redevelopment is the Lakeshore Corridor. This concentration emphasizes the need to change the building floor-area-ratios and massing to bring about the desired walkability factor. The redevelopment of parcels on Lakeshore Drive will activate the area by allowing more people to work and live there. Redevelopment was concentrated in parcels located directly south of Austin Park and surrounding Highland and Redbud Parks to heighten activity in these parks and to provide open space for the increased number of employees and residents in the area. The redeveloped commercial acreage at Austin Park will allow for the transformation of the existing commercial strip center into an active town center. Redevelopment of existing underutilized industrial acreage in the Airport area will allow for development of regional shopping that will augment the existing regional shopping draw on Dam Road. The redevelopment of existing commercial parcels at the “Gateway” (State Highway 53 at Lakeshore Drive) will allow for a more welcoming entrance into the city through an improved streetscape, building massing, and architectural details unique to Clearlake.

Figure 5.19 shows the areas designated for redevelopment to accommodate commercial growth. Parcels targeted for redevelopment are indicated in red on the map, not to be confused with red-labeled parcels in Figures 5.1 through 5.3. An implementation plan for these

areas of redevelopment is highly encouraged by the planning team, understanding the challenge cities face to fund redevelopment projects, particularly with the dissolution of Redevelopment Agencies in California

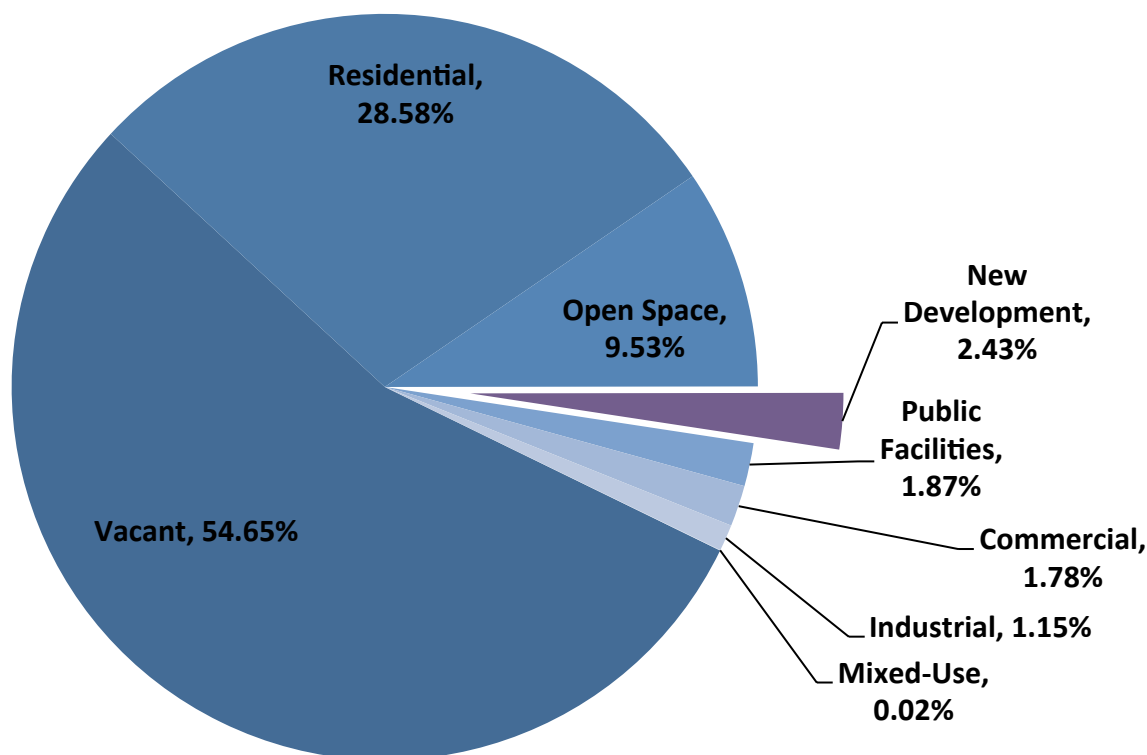
**Figure 5.19 Redevelopment Map**



Under the Preferred Plan, Figure 5.20 shows the potential land use distribution for the City as proposed under the General Plan 2040. The overall changes to the aggregate land uses (shown in Table 5.6) are relatively minor because new land uses are proposed for only 169.04 acres out of 6,952 acres observed in the land use inventor. Approximately 67.66 acres [59.64 commercial acres and 8.02 acres industrial] of the 236.69 acres proposed for development involve redevelopment of existing uses.

<b>Table 5.6 Land Use Changes- 2040</b>		
<b>Land Use</b>	<b>Acreage</b>	<b>%</b>
Vacant	3,799.24	54.65%
New Development	169.04	2.43%
Residential	1,986.74	28.58%
Commercial	123.55	1.78%
Mixed-Use	1.17	0.02%
Open Space	662.68	9.53%
Public Facilities	130.18	1.87%
Industrial	79.78	1.15%
<b>Total</b>	<b>6,952.392</b>	<b>100.00%</b>

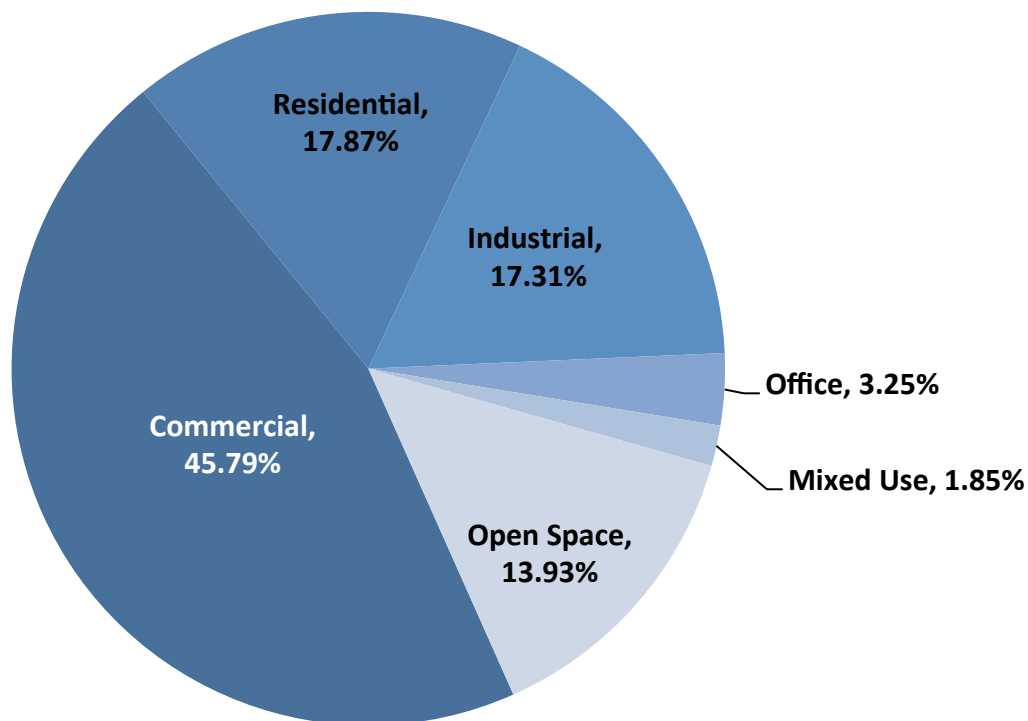
**Figure 5.20 City of Clearlake Overall Land Use Distribution, 2040**



While there are many constraints to development, the new totals discussed in the previous section in Tables 5.3 and 5.4 provide the acreage of each land use included within the 2.43 percent change. While not represented in Tables 5.3 or 5.4, 4.375 acres of commercial and residential land are designated mixed-use under the Preferred Scenario. Table 5.7 shows the land use allocation for the 236 acres of development, including the 67.66 acres of redevelopment. As Table 5.7 shows, nearly 33 acres of park and open space are proposed under the Preferred Scenario. Figure 5.21 shows the potential land use changes by acre and illustrates that the majority of proposed development (including redevelopment) will be in the form of commercial growth, 45.79 percent of total proposed development and residential development accounting for 17.87 percent of total land use change. Additionally, industrial land uses comprise 17.3 percent of the new plan, while office, mixed-use account for the smallest proportion of new development with 3.25 percent, 1.85 percent respectively.

Table 5.7 Proposed Change in Acreage by Land Use		
Land Use	Acres	Percent
Commercial	108.38	45.79%
Residential	42.29	17.87%
Industrial	40.97	17.31%
Office	7.7	3.25%
Mixed Use	4.37	1.85%
Open Space	32.97	13.93%
<b>Total</b>	<b>236.69</b>	<b>100.0%</b>
Redevelopment	67.66	
Net Change	169.03	

**Figure 5.21 New Development 2040, by Land Use**



## 2. Circulation

The multimodal circulation plan developed under the Preferred Growth Scenario aims to increase pedestrian, bicycle, and transit traffic as well as better accommodate vehicular traffic.

The additional population growth and tourism can in turn increase vehicular traffic throughout the City. The Preferred Scenario can increase the need for parking along Lakeshore Drive, as more intensive commercial and mixed-use land uses increase the number of visitors. An increase in traffic on State Route 53 is also anticipated as population increases. By improving

alternative transportation infrastructure; such as cycling, walking, and transit, and providing an intra-city shuttle, the need to drive in and around town is reduced and should compensate for the increase in City population and influx of additional tourists.

The absence of pavement on many City residential roads was identified as a community concern. The City should consider prioritizing paving these roads. Polymer roads, which are considerably less expensive than conventional asphalt roads, were identified as a feasible alternative while still achieving the same result as traditional pavement. Polymer paved roads are more cost efficient, allowing the City to improve more roads on a limited budget compared to conventional roads. More research would be needed to insure relative benefits versus costs.

Improved transit facilities were identified as a community need, which is addressed in the Preferred Scenario. While some areas have adequate transit facilities, like the Wal-Mart area, many places through the City do not have benches or signs at transit stops. The Preferred Scenario introduces additional transit hubs to increase transit accessibility, as well as improve amenities for transit riders.

Pedestrian and bicycle safety was an area of community concern. The Preferred Alternative identifies several key places for use of traffic calming measures, specifically along Lakeshore Drive and 40<sup>th</sup> Street. These changes will promote walkability throughout the City. The Preferred Scenario also proposes the addition of a pedestrian only road and a pair of one-way roads leading to and from Pomo Elementary and the residential neighborhoods surrounding Austin Park. These non-motorized circulation improvements can increase mobility, safety, and the choice of alternative modes of transportation.

### 3. Housing

The Preferred Growth Scenario has many implications for the future of housing development in Clearlake. The City needs an estimated additional 1,280 housing units by 2040 to accommodate the population growth and improve the housing stock. There is an adequate supply of land in the City to meet the City's future single family and multi-family residential need. The City's Housing Element clearly identified numerous sites for future single and multi-family residential development, reserving the majority of multi-family development for affordable housing. Based on the 2010-2015 Housing Element calculations, several multi-family residential sites identified in the City can provide more affordable housing units than required by RHNA. Though these parcels are ample and available, many of these identified residential parcels are not located within the Preferred Growth Scenario targeted areas.

Under the Preferred Growth Scenario, new housing should be concentrated through strategic infill of targeted growth areas. Majority of the housing should be located in the downtown area along Lakeshore Drive and Olympic Drive, while a small portion of new housing is suggested in the Avenues. By filling in residential areas, either increasing housing density or occupying vacant lots, infill under the Preferred Growth Scenario will bring more residents within close proximity to amenities and services such as retail shopping, recreation, entertainment, and

public services. Higher concentration of residences will also result in a more efficient circulation system; with transit services available to a larger portion of the population and increased proximity to daily destinations reducing the need to drive. This is part of a broader growth strategy to accommodate projected population growth while supporting the community's desire to have a walkable, vibrant downtown and meet the needs of an aging population with limited mobility.

The housing market is driven by demand. By 2040, Clearlake will experience a change in demographic composition. The elderly population above the age of 75 will increase approximately 200 percent, young adults between the ages of 25 and 34 will increase by 150 percent, and middle-aged residents, between the ages of 45 to 64, will decrease by almost 50 percent. This shift has significant implications on future housing needs. Mobility, access, and proximity will be key criteria in housing selection in the future. Elderly residents may have limited mobility and require closer proximity to essential services such as transit, health care, and recreational areas. Adults between the ages of 25 and 34 may be working locally, do not have big families and prefer the convenience of closer retail amenities afforded with mixed-use housing along Lakeshore Drive.

The Preferred Growth Scenario accounts for these various needs by allocating approximately 45 percent of future housing growth to medium and high-density development in downtown growth areas, including three acres of high-density mixed-use allocated along Lakeshore Drive corridor and approximately one acre of high-density mixed-use at Austin Park, providing 109 apartment units proposed above commercial businesses. Five acres of medium-density residential development can be accommodated along Olympic Drive near Old Highway 53 as well as approximately 2 acres throughout Lakeshore Drive, Austin Park, and the Avenues. Utilizing infill strategies, these areas can accommodate 98 additional medium-density units. Mixed-use apartments and medium density infill, such as apartments and townhomes allow for more housing types than is currently available. Additionally, this variety of housing offers a wider selection of homes at multiple price points, ranging from low-income affordable units to market rate units. These housing options can reduce the rate of cost-burdened households in Clearlake and provide desirable market rate options for other income groups. The remaining housing need is met with low-density housing.

Low-density housing may be distributed amongst all areas targeted for residential growth, including 13 acres surrounding Austin Park, 3 acres along Lakeshore Drive, 9.5 acres along Olympic Drive and 10 acres in the Avenues. The Preferred Growth Scenario identifies 35 acres total suitable for low-density housing, accommodating approximately 250 new housing units.

It is important to note that the proposed construction of low, medium, high-density and mixed-use housing only accounts for 457 of the 1,280 units needed by 2040. The remaining housing need is met by utilizing 754 vacant units, which would reduce the City's high non-seasonal vacancy rate from 14.4 percent to 5 percent and 255 units in bad condition would be redeveloped. The Preferred Growth Scenario is able to accommodate all future housing needs



in a compact manner in order to increase mobility, reduce auto-dependency, preserve open space, and increase housing affordability and housing choice.

## 4. Conservation

The preferred growth scenario acknowledges the future increase in population and subsequent residential, commercial, and industrial development. This growth, although concentrated in a few key growth areas, can have an impact on the water supply and quality, air quality, and biologic resources.

### Water Supply

Water supply is often a limiting factor for growth in most California cities. The City's water supply is able to meet the average year, dry year, and wet year water demand. However, future growth may place pressure on water purveyors to meet the increased demand for water. The 2006 Lake County Water Inventory and Analysis indicates that population and employment will increase water demand in Lake County, especially Clearlake's inventory area, the Shoreline Inventory Unit, where Clearlake acts as the largest urban water user in the County. This increase will not likely be met with an increase in surface water rights and must be supplemented by increased groundwater use. As groundwater extraction increases there will be a need for Lake County to ensure groundwater extraction permits are allocated appropriately to avoid negative impact on ground water supply for other municipal and agricultural users. Alternatively, increase in water conservation efforts may act to reduce demand more within range of existing supply. The 2006 Lake County Water Demand Forecast analyzed three scenarios for future agricultural production. If, as scenario one proposes, irrigation of water intensive crops such as walnuts and pears decreases and the agricultural land is alternatively used for less water intensive practices such as viticulture, water demand will also be reduced by 2 percent.

It is important to note that the Clearlake Background Report indicates a 2040 projected population of 18,702, whereas the Lake County 2006 water demand forecast estimated Clearlake's population at 20,196 in 2040. This 2,500 difference may indicate a slower rate of growth than estimated in 2006. Although water resources will be stressed as Clearlake continues to grow, the demand may not be as high as estimated in the 2006 Report.

The 2006 Lake County Water Inventory and Analysis Report also indicates that approximately 2 percent of water use in Lake County results from water lost during conveyance, either due to leaking infrastructure or groundwater extraction. The need to ensure that the condition of water conveyance infrastructure is suitable to meet the increased demand is addressed in the Public Facilities section of this chapter. While the City does not provide water services, the City can contribute to increasing the capacity of existing water transport infrastructure through development fees and exactions.

## Water Quality

The quality of water of Clear Lake may be impacted under the preferred scenario. The addition of new development along the waterfront can increase the percent of the property that is impervious to water infiltration. As more waterfront property is developed and paved, this will result in increased storm water runoff directly into the lake, carrying with it potential pollutants. Low impact development strategies are proposed to address the increases in storm water runoff into the lake to minimize negative impact on water quality.

The preferred scenario does have the potential to improve the quality of water in Clear Lake. As the City becomes more attractive as a tourist destination, City revenue will increase, providing additional funding for lake clean-up programs and projects. The increased focus on the lake as a commodity to increase regional draw will encourage quicker clean-up of the lake to ensure the poor quality of the water does not deter tourism.

## Air

Clearlake is in attainment for all federal and state air quality standards. The preferred scenario may result in increased amount of air pollution associated with population growth. However, Clearlake should be able to maintain its attainment status for all criteria pollutants under the preferred scenario. While increases in automobile use are probable, the preferred scenario includes improvements to public transit and pedestrian and bicycle infrastructure to reduce single occupancy driving and increase the prevalence of walking, biking, and public transit as means of transportation within the City as well as regionally. Also, the scenario aims to improve the jobs to housing balance, which would reduce inflow and outflow of Clearlake employees. This reduction in workforce commute will also work to counter-balance additional air pollution associated with future growth. Other air quality improvements are likely under the preferred scenario, including the reduction in particulate matter emissions from unpaved roads.

## Biological Resources

The preferred scenario concentrates future housing and employment needs within the center of the City. The scenario emphasizes infill, redevelopment, and clustered growth in existing residential and commercial centers. This scenario does not suggest development in existing wildlife or natural habitat areas, and leaves the vacant parcels on the City's border unchanged. There is no proposed habitat loss, as would be expected under the Business as Usual Scenario. By focusing new development inward, the City will have a greater chance of avoiding impact on federally endangered or threatened plant and wildlife species. However, the scenario does propose development along the lakeshore. Any new development will need to undergo environmental review to determine impacts on plant and wildlife habitat because of new development.

## 5. Open Space

The Preferred Growth Scenario includes the expansion of Highlands Park as well as redevelopment proposals near and across all of the parks along Lakeshore Drive. Additionally,

pocket parks are encouraged in Planned Unit Developments and linear parks are proposed along 39<sup>th</sup> and 40<sup>th</sup> Avenues on the eastern side of State Route 53.

In accordance with the National Recreation and Park Association (NRPA), a city should provide 0.25 to 0.50 acres of mini-parks for every 1,000 people, one acre of neighborhood parks per 1,000 people, and five to eight acres of community parks per 1,000 people (Lancaster, 1983). Mini-parks are typically one acre or less, and for the purposes of this report can be thought of as “pocket parks,” and are in close proximity to houses, as well as developed on underutilized or vacant parcels. Pocket Parks typically serve a small population of a ½-mile radius. Neighborhood Parks are typically five to ten acres in size, located in residential neighborhoods, serve up to 5,000 people within a one-mile radius and contain opportunities for open play field, picnicking, and activities. Community parks tend to be larger than neighborhood parks, are located on or near major streets, ideally are served by transit, serve a larger population, and provide additional amenities such as restrooms and facilities for more specialized activities. Based on the 2040 population projection, the population of Clearlake will increase by 18 percent, which will increase demand for park space. The amount of park acreage per person is sufficient to meet the minimum standards in 2040; however, the largest concern for the future is park accessibility. In the Preferred Growth Scenario, parks would be developed in closer proximity to developing neighborhoods. The pocket and linear parks proposed on 39<sup>th</sup> and 40<sup>th</sup> Avenues are good examples of this type of development.

Approximately 450 dwelling units are distributed throughout the Key Growth areas under the Preferred Scenario in order to support the increase in population by 2040. Of these units, 70 are proposed for development in “The Avenues,” which represent a traditionally underserved and satellite part of the City. With policies that set development priorities for vacant parcels in this area, a pocket park and linear park fulfill the desire to provide small and simple park services for all Clearlake residents. As a result, development of more mini-parks within a ½ mile radius of all residential neighborhoods is encouraged in the Preferred Scenario.

An expansion at Highlands Park is proposed, which can serve additional dwelling units through the proposal of mixed-use residential development in addition to residences located around Howard Avenue and Lakeshore Drive. This expansion aims to improve the condition of Highlands Park and supports a more functional park design to increase use, safety, and aesthetics. No change with regard to acreage is proposed for Austin Park; however, the need to provide and consolidate public facilities for family, youth, and senior services is suggested. Austin Park has suitable acreage to act as a main community recreational area, and contribute to creating a sense of place and promoting neighborhood interaction.

Standards for maintaining open space for economic benefit are more clearly addressed in the Conservation Element, which contains goals and objectives to minimize conversion of active agricultural land to non-agricultural uses. While decisions to keep land in working agricultural production is largely up to property owners, the Preferred Scenario includes the addition of open space land in the area northeast of Olympic Drive as a way to encourage maintenance and

expansion of agricultural production which has economic benefit for landowners and the community.

<b>Table. 5.8 Preferred Growth Scenario Park Acreage</b>				
	<b>Park</b>	<b>Classification</b>	<b>Location</b>	<b>New Acreage</b>
<b>1</b>	Highlands Park	Neighborhood Park	Lakeshore Drive & Howard Avenue	1.68
<b>2</b>	Redbud Park	Neighborhood Park	Ballpark Rd. & Ballpark Ave.	No change
<b>3</b>	Austin Park	Community Park	Austin Rd., Lakeshore Drive, & Olympic Drive	No change
<b>4</b>	"The Avenues" Pocket Park	Mini-park	39 <sup>th</sup> Ave. & Phillips Ave.	.227
<b>5</b>	"The Avenues" Linear Park	Mini-park	39 <sup>th</sup> Ave. & Eureka Ave.	1.503

Open space managed for safety is encouraged by concentrating development in the eight key areas of the Preferred Scenario. This development proposal enables a proper buffer for protecting urban and rural areas from fire-prone areas.

The Preferred Scenario protects scenic values. View sheds of Lakeshore Drive are preserved because building height is limited to 24 feet along Lakeshore Drive. Additionally, the scenic quality of SR 53 maintains its integrity because development is focused in strategic areas along SR 53, which are not meant to obstruct forest views.

## 6. Noise

The projected increase in population, jobs, and housing units suggests a potential increase in noise levels. This is presented through an increase in traffic, construction, and light industry. By 2040, potential increases in vehicular travel will cause traffic volumes to increase along key corridors like Lakeshore Drive, Old Highway 53, State Route 53, and Olympic Drive.

Increasing transit frequency raises noise levels minimally at bus stops. However, as transit use increases, the modal split can shift auto trips to transit trips, therefore reducing the contribution from automobile noise.

Increased densities along the Lakeshore Drive and Olympic Drive corridors can increase pedestrian activities in the area. These roadways act more like destinations than vehicular corridors. The increased commercial activities in these areas can create a place to drive to, park, and explore by alternate modes of transportation. This can decrease the vehicular footprint.

The addition of commercial activities along the corridors acts as a buffer for noise between the heavily traversed roadways and the residential neighborhood infill neighborhoods. Appropriate measures for delivery truck routes and parking may need to be enforced to carefully integrate different land uses.

## 7. Safety

New economic and housing growth for the City will occur in areas with minimal relative risk. By increasing development in the center of the City where fire hazard is low, fire and police response time for a greater percentage of the City may decrease. The focused housing and economic development is likely to make the downtown corridors along Olympic and Lakeshore active for portions of the day making for a safe atmosphere. Natural hazards do not change based on development, but the placement of services in lower risk zones makes for a more resilient community. Seismic, geologic, and hazardous material hazards will not change with the preferred development scenario. These hazards should continue to be mitigated; however, no additional challenges exist from current conditions. Flooding, fire and emergency response will be impacted by future development and are discussed in the following subsections.

### Flooding

The Preferred Scenario places certain new development in the 100-year flood zone. The majority of flood zones were avoided for future development, except along Lakeshore Drive where new commercial structures are suggested. The annual flooding risk is small, however mitigation measures will need to be taken during construction of these structures, and countywide mitigation efforts should attempt to manage storm water that drains into Clear Lake. No new residential units were placed in the 100-year flood zone.

### Fire

The majority of Clearlake's geographic area is in a moderate, high, or very high fire severity zone. Projected job and housing growth is largely outside of the very high and high zones. Increasing density within the City's center will ensure faster response times for a large proportion of Clearlake residents and limit the population which is exposed to the dangers of the wildland urban interface. The most effective method to mitigate the wildland fire impact on Clearlake is to limit growth on City boundaries, which the Preferred Scenario promotes.

### Emergency Response

The increase in City population will place an additional strain on the evacuation routes out of the City. Locally, State Route 53 offers access to the north and south connecting to State Routes 29 and 20, which run east and west. In addition to an increased overall population, Clearlake is expected to have a larger number of seniors who may need additional attention and assistance in an evacuation scenario.

## 8. Public Facilities

Planning for new development is directly related to the need for and provision of public facilities. The Preferred Growth Scenario envisions development that will directly impact public education, public library, police and fire protection, water, storm water, wastewater, waste management and recycling, and energy.

## Public Education

In the 2010-2011 school year, Burns, Pomo, and Lower Lake Elementary Schools had excess classroom capacity for the number of enrolled students. Although Lower Lake Elementary is located outside of Clearlake to the south, approximately 584 students from the City attend this school. Despite having adequate capacity to meet state maximum classroom size guidelines, fifth and sixth grades at Pomo and Lower Lake Elementary experienced overcrowding. This was due to the number of teachers assigned to those grades. The average class size for these grades ranged from 31.5 to 32.5, slightly above the state standard of 29.9 students for grades 4 through 8 (California Department of Education, 2010). Table 5.9 shows the average class size by grade for the 2010-2011 school year and highlights the overcrowded grades.

<b>Table 5.9 Average Class Size for K-8 Schools, Clearlake 2010</b>				
<b>Grade</b>	<b>Burns Valley</b>	<b>Pomo</b>	<b>Lower Lake</b>	<b>Highlands Academy</b>
K	22	21.8	21.6	n/a
1	21.3	21	24.8	n/a
2	21	23.3	16	n/a
3	25	22.3	24.7	8
4	29	27.5	29.7	
5*	28	32.5	32	12
6*	27	31.5	31.5	
7	29	No data	No data	12
8	24	No data	No data	15

\*Boxes in blue indicate overcrowding.

By 2040, it is expected that the population of K-8 graders living in Clearlake will increase by approximately 45 percent, from 1,756 to 2,546 students. In order to accommodate the increase of 790 in the K-8 population from Clearlake, as well as an additional 198 K-8 students from Lower Lake, Konocti School District will need to add five more classrooms at the elementary level. This projection assumes that each of the three schools will first maximize their existing classrooms, then look to fulfill the excess need. Highlands Academy has been excluded from consideration since enrollment is only for students with emotional and social issues. At the high school level, there will be an expected increase of 252 students from Clearlake by 2040, which would necessitate another school. In order to accommodate the expected increase in K-8 enrollment in 2040, the Konocti School District has several options:

- 1) Re-open the middle school and return elementary schools to serving K-6 grades
- 2) Construct or add portable classrooms to existing schools
- 3) Build a small school with one to five classrooms for K-8 grades



If the third option is pursued, minimum standards set by the California Department of Education will need to be observed if the District plans to use state funding. Note that the 2004 guidelines on school siting from the Council of Educational Facility Planners, International no longer suggest minimum lot sizes for schools, but they are still required by State Code.

If another high school is to be opened, it should be located in Clearlake since the majority of regional growth will come from Clearlake residents. Currently, 60 percent of students attending Lower Lake High School are taking the school bus to reach school. Placing the school within the City will help to reduce the distance students travel and increase the number of students living within a one quarter mile radius of school.

### Public Library

Redbud Library provides 1.8 books per capita, just short of the two books per capita industry standard. Additional population growth will further this shortage.

### Police and Fire Protection

The police officer ratio for Clearlake is 1.4 full-time officers per 1,000 residents, slightly less than the California statewide average of 1.5 officers per 1,000 residents for cities similar in population size (Federal Bureau of Investigations, 2009). Measure P passed in 1994 required the City to devote 63 percent of its General Fund Budget to police services until a ratio of 1 officer per 500 residents is reached. In order to achieve that ratio of 1 officer per 500 residents in 2040, the City should plan for sixteen additional fulltime officers by 2040.

Fire protection for Clearlake is currently provided by Lake County Fire Protection District and Cal Fire. Clearlake's fire risk is largely derived from wildland fires that could encroach on City land. The Preferred Growth Scenario will focus most development outside of the very high fire risk. In areas of very high fire risk, all weather roads are proposed at half-mile increments to ensure emergency vehicle access. By focusing development outside of high fire risk zones, few residents and businesses will be in danger. The Lake County Fire Protection District employs 25 paid staff, with an additional 25 volunteers. To maintain the same ratio of 1.6 paid and 1.6 volunteers in 2040, the Fire District will have to add an additional six paid employees and six volunteers.

### Water

Proposed growth in the key areas of the Preferred Growth Scenario may affect the future supply and demand of water from the Golden State Water Company, Highlands Mutual Water Company, and Konocti County Water District. In 2006, the County developed a Groundwater Management Plan to address water supply within the County, including the City of Clearlake. In recent years, the Lake County Watershed Protection District initiated a number of efforts to proactively address water resource issues, including documenting the status of water use and supply, identifying areas of need, and developing recommendations to ensure a supply of high quality water into the future. This management plan, together with the *Lake County Water*

*Inventory and Analysis* (CDM, 2006) and the *Lake County Water Demand Forecast* (CDM, 2006), increase understanding of the water resources in Lake County and provide a framework for the County and other water users to implement effective water resource management programs. The City, along or in conjunction with the County Watershed District, should develop an Urban Water Management Plan in order to assess whether water supply exists to serve projected water demand from the growth areas in the Preferred Growth Scenario (California State Water Resources Board, 2013a). In addition, each new development project will need to meet California Environmental Quality Act guidelines regarding adequate water supply for proposed development (California State Water Resources Board, 2013a).

## Storm water

The California State Storm Water Planning Act suggests that storm water management plans be adopted on a watershed basis, but does not mandate adoption of a storm water resource plan (California State Water Resources Board, 2013b). The City participates in the Lake County Clean Water Program to reduce impacts from storm water runoff. In 2003, the City, in part with Lake County and the City of Lakeport, submitted a Storm water Management Plan to obtain National Pollutant Discharge Elimination System (NPDES) permits to discharge storm water pursuant to the terms of the permit. Currently, storm water is not adequately managed on unpaved roads which make up a significant percentage of all roads in the City and contribute to sedimentation of Clear Lake. If GIS capacity is developed, GIS data for storm water drainage should be collected in order to analyze the storm water system more effectively. The City should also conduct further research and participate in the development of the forthcoming Westside Sacramento Integrated Regional Water Management (IRWM) Plan.

## Wastewater

According to Lake County Sanitation District (LACOSAN)'s Southeast (SE) Regional System Master Plan (December 2005), the service area has a potential capacity of 14,641 connections. Based on the 2006 Build-out Analysis, the Southeast Regional Wastewater Treatment Plan has enough capacity to service an additional 6,455 dwelling units with an additional 15,686 people (Lake LAFCO, 2010). Thus, the plant has significant wastewater treatment capacity available to accommodate future growth in the City (Lake LAFCO, 2010). However, there are two main causes of concern for wastewater treatment: raw sewage overflow from the collection system or treated effluent spills at the treatment plant. During periods of wet weather, groundwater levels rise and the soils become inundated, decreasing the capacity of the municipal wastewater system to collect and treat wastewater. Infiltration and Inflow is a common problem for the Southeast Regional wastewater treatment plant, resulting from infrastructure and capacity problems leading to the inflow of storm, ground, and lake water into the sewer system. The Regional Water Board also allocates Waste Discharge Requirements (WDR) permits for wastewater disposal. Currently LACOSAN is not completely compliant with applicable State and Federal regulations. LACOSAN received a Notice of Violation on August 21, 2003 regarding spills and sewer overflows at the southeast wastewater treatment facility when untreated wastewater was discharged into surface water which led to Clear Lake, a Cease and Desist Order on March 24, 2003 where inundation and periods of high groundwater historically lead to a direct discharge of wastewater into Clear Lake, and another Cease and Desist Order in February 2005 in Kelseyville for violating the terms of a

WDR. Development proposed in the Preferred Growth Scenario will need to assess the additional impact on the sewer system, both in collection and pumping. While additional septic tanks may be needed if sewer lines cannot be extended, septic tanks are frequently improperly regulated and maintained which leads to contamination of groundwater resources. It is a goal of the Conservation Element to protect groundwater resources, and encourage development to connect to existing sewer lines. The city should support the current force main project designed to address winter flow issues and improve system performance. It should also continue to move forward with mitigation and Hydraulic Modeling for evaluating structure and capacity within the Southeast Collection System.

## Solid Waste Management

Clearlake produced 10,258 tons of solid waste in 2011 (CalRecycle, 2012). Annual landfill tonnage has decreased by over 25 percent from 2006 to 2011 due to the recession. In addition, cover measures have been taken to extend the life of the site by at least five years (Clymire & Chavez, Lake County Public Services, 2011). Before the recession, according to the County's Preliminary Closure Post Closure Plan in 2005, the County projected that the Eastlake Landfill would reach site life capacity by 2025-26. In 2011, the County took a contract to import waste from the City of Ukiah totaling 21,500 tons. Given the decrease in tonnage due to the recession and the increase in tonnage due to imports, it is now expected that the "landfill site life would return to 2025-2030 projections, not including expansion" before 2040 build out of the Preferred Growth Scenario (Clymire & Chavez, Lake County Public Services, 2011, p. 10). The City should reconsider date of needed landfill expansion and prioritize waste diversion measures. In addition, the City should support the County in looking for ways to pay for the installation of a landfill gas system as needed under AB 32, the state Assembly Bill on Greenhouse Gas Emissions.

## Energy

PG&E provides electricity to Clearlake. All energy providers in California must meet the cap on emissions from the process of energy generation as outlined in the State's Energy Action Plan. Providers must also meet the California Renewables Portfolio Standard which requires that 20 percent of energy retail sales come from renewable resources by 2010.

## 9. Economic Development

Under the Preferred Growth Scenario, estimated targets can lead to a multitude of additional job opportunities, an improved jobs-housing balance, and increases in sales tax revenue. Although it is assumed under the business as usual model that by 2040, Clearlake will need a minimum 253 jobs in addition to the existing 2,675 jobs, the Preferred Growth Scenario can accommodate 3,110 more jobs reaching an employment rate over 85 percent of the California state average, by 2040. Clearlake has the capacity to more than double its existing job market by 2040, mainly contributing new jobs in the downtown Lakeshore and Olympic Drive loop, light industry in Ogulin Canyon, and industry and commercial development in the Airport and Wal-Mart shopping area.

For the City of Clearlake to successfully reach the Preferred Growth target, redevelopment of existing key growth areas is essential, such as the Lakeshore and Olympic Drive loop, which includes State Route 53 to Old Highway 53 and the Austin Park/ Civic Center area. In addition, other key areas for development that would enhance job growth and generate more head of household jobs include the Wal-Mart commercial area, the former Airport area for industry and commercial, as well as allocated agricultural and light industry growth in and around Ogulin Canyon. The net gain of household jobs would be an important catalyst to economic growth in Clearlake. In combination with an Economic Development Strategic Plan that attracts applicable businesses and incentivizes entrepreneurship and innovation, the City could diversify its employment base and expand opportunities for the local work force.

When significantly increasing job growth within the City of Clearlake, the jobs-housing balance can be improved by the redevelopment of the downtown Lakeshore and Olympic Drive loop into various mixed-use centers and medium-density housing. The downtown core along Lakeshore Drive, as well as the Austin Park and Civic Center area, would cater to multi-family housing and provide access to additional civic and commercial services. Olympic Drive could also include multi-family housing so residents can live closer to employment areas and within proximity of desired services. The redevelopment and infill of the downtown Lakeshore and Olympic Drive loop with supplementary mixed-use developments and multifamily housing would create a more vibrant downtown that serves the needs of locals and draws visitors, further increasing revenue from sales tax that would vitally support provision of additional public services and capital improvements and investments.

## 10. Community Design

Community design and sense of place refers to the unique character and features of a city's built environment and natural landscape. The Preferred Growth Scenario takes a bolder approach toward community design through its vision to preserve Clearlake's small-town character and build a stronger economy.

### Building Design and Quality

Building design and quality should reflect strategic land use planning type and density to adhere to the small-town character valued in the community. The scenario dictates that Clearlake's housing need should be filled primarily with low-density, single family homes retaining the style of Clearlake's residential neighborhood culture. Rehabilitation of existing dilapidated housing stock would promote Clearlake residents' pride in their property. In addition, Good Neighbor Programs and a commitment to Code Enforcement could serve to not only improve the aesthetics of Clearlake's neighborhoods, but also promote the safety and well-being of all residents.

Some strategically placed medium to high-density and mixed-use development along Lakeshore Drive and surrounding Austin Park should not exceed a level inappropriate for Clearlake's small-town atmosphere, but should serve to diversify Clearlake's housing supply. Further,

strategically intensified density and mixed-use development could increase the opportunities for social interactions and economic activity lending to a stronger sense of place.

## Streetscapes and Public Spaces

The preferred scenario proposes the increased capacity for different modes of transportation, the expansion of parks, and improved access to the lake for improved quality of life and pride in the community. Human scale streetscape design should be focused along Lakeshore Drive, at Austin Park, and Olympic Drive to better accommodate pedestrians and bicyclists. Amenities such as traffic calming techniques, wayfinding signage, sidewalks, benches, trees, lights, and bicycle facilities are functional design techniques that could make the environment more attractive and safe for all types of users. Streetscape design could transform Lakeshore Drive into a vibrant downtown and establish a Gateway at Olympic Drive which could promote the development of a visual identity and brand for the City of Clearlake.

Under the Preferred Scenario, conservation of the Lake and surrounding natural resources is proposed to capitalize on the existing natural beauty in the City. Community design reflects and utilizes Clearlake's natural resources to attract visitors as well as provide other important social benefits for the community, including improved quality of life and pride in the community.

## 11. Health

The Preferred Growth Scenario has many effects and implications on community health. Proposed changes to land use, circulation conditions, housing development, and open space allocation provide opportunities for local residents to have a better living environment and lead to more sociable and active lifestyles, as further discussed in the following sections.

### Land Use and Design

Researches have shown that land use patterns are a strong influence on a resident's lifestyle. Compact or mixed-uses in close proximity to neighbors and services create a more walkable environment. Increased physical activity levels are linked to better health, both physically and mentally. The targeted growth areas along Lakeshore Drive and Olympic Drive are envisioned to become diverse and compact downtown centers. Quality infill developments; commercial, retail, mixed-use housing; and civic spaces are proposed in these areas. The Austin Park area is envisioned as the distinct civic hub with pedestrian only plaza, hotel, civic center and revitalized lakefront access. The commercial corridors along Lakeshore and Olympic Drive are within walking distance from Austin Park, thus reducing the need to drive, reducing automobile air pollutants. The Avenues is another area targeted to have a small neighborhood hub along 40<sup>th</sup> Avenue and Phillips Avenue. By utilizing a Planned Development zoning approach to housing, new housing clusters can create open space opportunities for pocket parks and community gardens, which could increase the local residents' access to fresh food and outdoor recreation spaces. The Preferred Growth Scenario also encourages more commercial and light industrial uses that can provide better wage paying jobs, particularly in Ogulin Canyon and the Airport Area. Increasing local jobs to match the labor force is critical in ensuring a better live work

balance, reducing greenhouse gas emission from work travel, and providing steady income for local residents so they can afford quality housing, health care, and fresh food.

## Parks and Open Space

The Preferred Scenario improves on the existing Austin Park area by incorporating a pedestrian only plaza along Austin Street and increases lakefront access at various strategic points along Lakeshore Drive. The pedestrian only plaza at Austin Park and better lakefront access could create a focal point in the City, contributing to Clearlake's lake resort identity and provide a place for public gathering. The Preferred Growth Scenario highlights this proposed area improvement as the heart of Clearlake that could host community events such as farmers markets, festivals or neighborhood events such as outdoor movie nights.

The expansion of Highlands Park would also increase lakefront access and public parks along Lakeshore Drive. Streetscaping improvements can create a more desirable walkable environment around downtown. Improvements to open spaces along the lake would also allow for a variety of outdoor and physical activities such as walking, biking, social gatherings, and recreational play.

The targeted growth area in the Avenues proposes a new linear park along 39<sup>th</sup> Street between Eureka Avenue and Phillips Avenue. This new park is needed to reduce the distance residents in the Avenues need to travel to access a park. The new linear park and pocket parks proposed in the Avenues would provide a much needed play areas for the neighborhood children. Increased areas for public gathering and outdoor play can contribute to community building, social capital and improved mental health.

## Circulation

The multimodal circulation plan developed under the Preferred Scenario Growth aims to increase pedestrian activity levels and promote active lifestyles. Targeted road improvements along Lakeshore and Olympic Drive such as new sidewalks, clearly marked pedestrian crossings, on-street bicycle lanes, and sheltered transit stops can create more attractive and active commercial corridors, which make walking more attractive. Proposed boardwalks along the lake from Austin Park to Highlands Park can generate greater opportunities for waterfront recreation and leisure activities, which fosters healthy social behaviors and higher physical activity levels. Proposed transit interchanges strategically located at north end of Austin Park and south end at Wal-Mart area can increase the viability of public transportation in the City. In addition to transit services, the shuttle service linking vineyard wine tasting to the tourism industry downtown proposed in the Preferred Growth Scenario would provide greater linkages to local viniculture businesses at the City periphery. One-way street improvements to and from Pomo Road can create a safe route for schoolchildren and parents walking to and from Pomo Elementary School.



This Page Intentionally Left Blank

# 6. LAND USE

---

## CONTENTS

<b>INTRODUCTION .....</b>	<b>155</b>
<b>GOALS, OBJECTIVES, POLICIES, AND PROGRAMS .....</b>	<b>156</b>
GOAL LU 1 .....	156
GOAL LU 2 .....	157
GOAL LU 3 .....	158
GOAL LU 4 .....	159

## INTRODUCTION

The Land Use Element defines current and future land uses in Clearlake. This element ties together the goals, objectives, and policies of other elements in the General Plan, while promoting compatibility of uses and preserving valuable community assets and resources. The 2012 Land Use Inventory surveyed existing uses and found that 57 percent of the acreage within the City (3,968 acres) was vacant, allowing for a variety of development opportunities. New development is needed to improve conditions in the City. The remainder acreage in the City is made up of 29 percent residential, 9.53 percent open space, and less than 2 percent commercial, mixed-use, public facilities, and industrial uses.

Trend data and future projections indicate that population and related housing and employment growth can be accommodated; however, a need for jobs, economic opportunity, and public space is essential to the City residents' well-being. The Land Use element prioritizes an influx of services, recreational opportunities, retail and business opportunities, while maintaining Clearlake's small-town character. Careful selection of corridors and key growth areas guides the Land Use element, the most prominent being the Lakeshore Drive Corridor, Austin Park, Ogulin Canyon Industrial area, and the residential development in the Avenues.

# GOALS, OBJECTIVES, POLICIES, AND PROGRAMS

## GOAL LU 1

Accommodation of future residential growth with a rural character.

### Objective LU 1.1

Preserve and enhance existing neighborhoods

#### Policy LU 1.1.1

Promote infill of existing neighborhoods that is compatible with existing density characteristics.

#### Program LU 1.1.1.1

Update the City's Zoning Regulations to allow for flexibility so that infill development is able to retain existing building patterns, such as residential blocks with historically decreased setbacks from the street.

#### Policy LU 1.1.2

Encourage strategic residential growth in key areas.

#### Program LU 1.1.2.1

Update the City's Zoning Regulations to allow heightened residential densities in the Austin civic center, along the land side of Lakeshore Drive, along Olympic Drive, and surrounding the Avenues' activity hub on 40th Avenue.

### Objective LU 1.2

Concentrate growth in focus areas.

#### Policy LU 1.2.1

Focus strategic residential growth in key areas.

#### Program LU 1.2.1.1

Update the City's Zoning Regulations to allow heightened residential densities in the Austin civic center, along the land side of Lakeshore Drive, Olympic Drive, and surrounding the Avenues' activity hub on 40th Avenue.

#### Policy LU 1.2.2

Development should transition between zones of higher and lower density.

#### Program LU 1.2.2.1

Update the City's Zoning Regulations to allow for a transitional density zone.

## GOAL LU 2

Concentrated development with heightened activity centers.

### Objective LU 2.1

Establish a downtown in Clearlake.

#### Policy LU 2.1.1

Attract visitors and residents to the city center.

#### Program LU 2.1.1.1

Update the City's Zoning Regulations to allow for the concentration of desired commercial uses on Lakeshore Drive.

#### Program LU 2.1.1.2

Prioritize the allocation of Capital Improvement funds to improve the Lakeshore Drive streetscape.

#### Program LU 2.1.1.3

Direct tourist-serving and hospitality uses to Lakeshore Drive.

### Objective LU 2.2

Enhance the Austin Park area.

#### Policy LU 2.2.1

Activate the Austin Park area by allowing for the concentration of civic uses, commercial uses, and housing.

#### Program LU 2.2.1.1

Update the City's Zoning Regulations to allow for more dense development to create a walkable civic center.

### Objective LU 2.3

Create an attractive gateway into Clearlake.

#### Policy LU 2.3.1

Establish the State Route 53 and Lakeshore Drive as a character-defining area.

#### Program LU 2.3.1.1

Update the City's Zoning Regulations to allow for a commercial hub with visitor-serving uses on Lakeshore Drive near State Route 53.

### Objective LU 2.4

Establish commercial uses that serve isolated neighborhoods.

#### Policy LU 2.4.1

Allow appropriate neighborhood scale commercial uses that better serve residents' daily needs.

#### Program LU 2.4.1.1

Concentrate new growth in the Avenues around a neighborhood-serving commercial center at 40<sup>th</sup> Avenue and Phillips Avenue.

## GOAL LU 3

Compatible land uses.

### Objective LU 3.1

Maintain and improve visual and physical access to the Lake.

#### Policy LU 3.1.1

Development should maintain an appropriate scale and FAR on the lake side of Lakeshore Drive to promote connection to the Lake.

#### Program LU 3.1.1.1

Update the City's development standards regarding the height limits on the lake side of Lakeshore Drive.

### Objective LU 3.2

Locate commercial development to complement neighboring land uses.

#### Policy LU 3.2.1

Promote expansion of light industrial activity.

#### Program LU 3.2.1.1

Update the City's Zoning Regulations to allow for a larger zone of light industrial uses along Ogulin Canyon and in the southern portion of the Airport Cluster.

### Policy LU 3.2.2

Provide opportunity for regional shopping.

#### Program LU 3.2.2.1

Update the City's Zoning Ordinance to allow for large commercial uses in the northern portion of the Airport cluster.

## GOAL LU 4

Easy access to daily needs and services

### Objective LU 4.1

A vibrant mix of uses

#### Policy LU 4.1.1

Residential-serving commercial uses should be in close proximity to residential areas.

##### Program LU 4.1.1.1

Update the City's Zoning Regulations to allow for retail/service hub at the center of the Avenues Cluster.

##### Program LU 4.1.1.2

Update the City's Zoning Regulations to allow for more residential-serving uses along Olympic Drive.

### Objective LU 4.2

Expand recreational opportunities and community spaces throughout the City.

#### Policy LU 4.2.1

Housing should be arranged to accommodate pocket parks and community gardens.

##### Program LU 4.2.1.1

Update the City's Zoning Regulations to require the provision of public open space in residential developments of more than four units at the designated areas of residential expansion along Olympic Drive, near Austin Park, and at the Avenues.

#### Policy LU 4.2.2

All Residents should be within a 1/4 –mile of a park.



#### Program LU 4.2.2.1

Prioritize the funding of land acquisition for new neighborhood parks.

#### Program LU 4.2.2.2

Locate funding opportunities for the creation of a linear park in the Avenues.

#### Policy LU 4.2.3

The downtown should expand public-use areas.

#### Program LU 4.2.3.1

Convert Austin Drive to a pedestrian promenade.

### Objective LU 4.3

Create a lively downtown with opportunities for entertainment, shopping, and recreation.

#### Policy LU 4.3.1

The downtown will incorporate restaurants, shopping, theaters, and parks.

#### Program LU 4.3.1.1

Update the City's Zoning Regulations to allow for a mix of commercial, service, and open space uses along the Lakeshore Drive corridor.

# 7. CIRCULATION

---

## CONTENTS

<b>INTRODUCTION .....</b>	<b>161</b>
<b>GOALS, OBJECTIVES, POLICIES, AND PROGRAMS .....</b>	<b>162</b>
GOAL CI 1.....	162
GOAL CI 2.....	165
GOAL CI 3.....	165
GOAL CI 4.....	167
GOAL CI 5.....	168

## INTRODUCTION

The Circulation element is one of the seven mandatory elements of the General Plan, according to Government Code §65302. State statute requires the element to address major thoroughfares, transportation routes, terminals, and other local public utilities and facilities. Additionally, the statute requires the Circulation element to plan for a balanced, multimodal transportation network that meets the needs of all users of streets, roads, and highways. The statute defines all users of streets, roads, and highways as “bicyclists, children, persons with disabilities, motorists, movers of commercial goods, pedestrians, users of public transportation, and seniors”. A multimodal circulation network is critical for a city as it directly affects a community’s social interaction, health, safety, economic environment, and physical development patterns. These networks allow for all modes of travel including walking, bicycling, and transit to be used to reach key destinations in a community and region safely and directly. Furthermore, the Circulation element must specifically provide the framework for planning, designing, and building of complete streets as mandated by the California Complete Streets Act (AB1358) of 2008.

Circulation is an important part of a vibrant community. An effective transportation system not only provides vital multi-modal transportation service connecting all land uses, but is also directly related to the social and economic development of the City. In order to have a healthy economic system, there is a need for a connected and efficient circulation system. The Circulation element is most closely related to the Land Use element. The Land Use and Circulation elements must correlate directly, as mandated by state statute. Land use patterns can have a significant impact on the effectiveness of a multimodal transportation network, since trip distance is a determinant of whether bicyclists, pedestrians, and transit users can reach a given destination.

The close proximity of land-uses can shape development patterns and help facilitate the effectiveness of mass transportation. As mandated by SB 375, regions must plan for how their

land use and transportation networks will address greenhouse gases. The Circulation element is also related to the Health and Safety elements. Multimodal transportation and land use networks that complement each other can promote active modes of transportation, which significantly helps increase activity rates and decrease obesity. Furthermore, multimodal transportation networks using complete streets best practices can lead to safer travel for all roadway users. Designing streets and travel routes that consider safe travel for all modes can reduce the occurrence and severity of vehicular collisions with pedestrians and bicyclists.

The vision for the future recognizes population and economic growth that requires changes in land use patterns such as the establishment of mixed-use areas and concentration of growth along Lakeshore Drive, Olympic Drive, Austin Park, Ogulin Canyon Industrial Center, the Avenues, Regional Shopping Center, and a Gateway at Lakeshore Drive and State Route 53. The vision calls for commensurate changes in the circulation system to enable the City to maintain a high quality of life for its residents while promoting strategic residential and commercial growth along transit corridors and key growth areas.

The following chapter presents the goals, objectives, policies and programs developed to address a multimodal circulation network designed to establish connectivity throughout the City, to promote auto independency, to promote safety for all users of the right-of-way, and ultimately to increase the quality of road infrastructure. These policies link transportation planning and land use planning to support effective multimodal transportation networks that connect people (not just automobiles) with desired destinations. The formulation of this element was based primarily on existing best practices and standards, community input from outreach, and fieldwork.

## GOALS, OBJECTIVES, POLICIES, AND PROGRAMS

### GOAL CI 1

An efficient and safe road network.

#### Objective CI 1.1

Establish an interconnected road network.

##### Policy CI 1.1.1

Maintain a road network that safely accommodates a variety of travel.

##### Program CI 1.1.1.1

Complete physically disconnected roadways in the Avenues and other physically similar areas of the City.

#### Program CI 1.1.1.2

Develop a sidewalk system to accommodate safe travel for pedestrians.

#### Policy CI 1.1.2

Continually increase the percentage of paved roads in the City.

##### Program CI 1.1.2.1

Prioritize public road improvements to create a grid of paved roads no more than a half-mile apart.

##### Program CI 1.1.2.2

Maintain road pavements in good, all-weather condition.

##### Program CI 1.1.2.3

Support increased connectivity of parallel local roads to State Route 53, allowing more local trips to take place on local streets, and reducing the need for local motorized and non-motorized traffic to utilize the state highway.

#### Policy CI 1.1.3

Designate emergency access routes within a quarter mile of each residential or commercial establishment.

##### Program CI 1.1.3.1

Establish a grid network of all-weather roads at half-mile intervals throughout the City.

### Objective CI 1.2

Establish a well-designed complete street network to accommodate multiple modes of travel.

#### Policy CI 1.2.1

The City shall require new development and major roadway projects to accommodate users of all modes.

##### Program CI 1.2.1.1

Conduct a traffic study to determine user needs on main roadways.

##### Program CI 1.2.1.2

Prioritize transportation investment along pedestrian, bicycle and transit corridors.

#### Program CI 1.2.1.3

Provide incentives for developers to include pedestrian and bicycle facilities on roads adjacent to proposed project sites.

### Objective CI 1.3

Create safe multimodal facilities and transfer points.

#### Policy CI 1.3.1

The City shall establish transportation hubs where several modes of transportation can be accommodated.

##### Program CI 1.3.1.1

Establish a central hub near the civic center at Austin Park for transit, shuttles, bikes and walkers.

##### Program CI 1.3.1.2

Establish a regional transportation hub near Wal-Mart that connects local and regional transit, carpools and inter-city bus.

#### Policy CI 1.3.2

The City shall maintain a level of service of at least C or better for all modes of transportation, according to standards in the latest Highway Capacity Manual.

##### Program CI 1.3.2.1

Regularly conduct a traffic study to determine multimodal levels of service on main roadways and make improvements to maintain standards.

#### Policy CI 1.3.3

The City shall restrict travel speeds along commercial corridors.

##### Program CI 1.3.3.1

Install traffic calming devices to reduce speeds in high pedestrian activity areas.

### Objective CI 1.4

Improve safety conditions for all road users.

#### Policy CI 1.4.1

Adopt safety standards for road crossings and roadway sections.

##### Program CI 1.4.1.1

Identify locations on local, collector, and minor arterial roads where heavy pedestrian traffic safety can be improved through the installation of traffic calming devices at

pedestrian crossings (with marked crosswalks, bulb-outs, and speed tables) and stop signs.

#### Program CI 1.4.1.2

Implement single lane modern roundabouts at arterial roadway intersections where there is multimodal traffic conflict (ex. Lakeshore Drive and Pomo Road).

#### Program CI 1.4.1.3

Provide safe and attractive way-finding signs for the community as well as visitors and tourists who may not be familiar with the City.

## GOAL CI 2

Adequate parking in commercial areas.

### Objective CI 2.1

Revise parking standards to reflect community needs.

#### Policy CI 2.1.1

Simplify and unbundle parking requirements in order to stimulate reuse of existing properties, redevelopment, and new development.

#### Program CI 2.1.1.1

Establish shared parking facilities and allow all development, especially those on small lots, to participate in lieu of individual parking space requirements.

#### Program CI 2.1.1.2

When on-street and store front parking becomes congested, implement metered parking on streets and invest in signage to help longer-term visitors find municipal lots.

## GOAL CI 3

A high quality transit system that serves the needs of all residents.

### Objective CI 3.1

Develop and maintain adequate transit facilities throughout the City.

#### Policy CI 3.1.1

Coordinate with Lake Transit Authority to maintain safe and widely accessible transit facilities.



#### Program CI 3.1.1.1

Establish minimum standards for transit facilities and operations.

#### Program CI 3.1.1.2

Conduct a study to identify inadequate transit facilities and upgrade them to standard.

### Objective CI 3.2

Expand service to underserved areas.

#### Policy CI 3.2.1

Conduct annual surveys to identify areas underserved by public transportation.

#### Program CI 3.2.1.1

Enhance Dial-a-Ride and Flex Stop to better accommodate the needs of residents in underserved areas such as the northwest portion of the City, the northeast portion of the City, and throughout the Avenues.

#### Program CI 3.2.1.2

Extend the transit network to reach further out to remote neighborhoods in the northwest portion of the City, the northeast portion of the City, and throughout the Avenues.

#### Program CI 3.2.1.3

Implement a Safe Routes to School program along the northern and eastern sections of Lakeshore Drive where it connects to schools.

#### Program CI 3.2.1.4

Coordinate with the transit authority and local medical facilities to provide on-call, shuttle transportation to users with disabilities.

### Objective CI 3.3

Improve efficiency and level of service of the existing transit system.

#### Policy CI 3.3.1

Work with transportation agencies to improve connections between local and regional routes.

#### Program CI 3.3.1.1

Assist in developing short-range programs to address the efficiency in connectivity of local and regional fixed route services.

### Policy CI 3.3.2

Target a level of service C or better for all local transit routes.

#### Program CI 3.3.2.1

Work with Lake Transit Authority to extend the hours of service and improve service frequency for the transit system.

#### Program CI 3.3.2.2

Procure state financial assistance funding (e.g. State Transit Assistance fund) for transit improvements.

## Objective CI 3.4

Create multimodal facilities and transfer points.

### Policy CI 3.4.1

Establish transportation hubs where several modes of transportation can be accommodated.

#### Program CI 3.4.1.1

Establish a central transit hub near the civic center at Austin Park.

#### Program CI 3.4.1.2

Establish regional transportation hub near Wal-Mart.

## GOAL CI 4

A walkable City.

## Objective CI 4.1

Enhance the pedestrian network with sidewalks, crossings, open space trails and shoreline access.

### Policy CI 4.1.1

The City shall require sidewalks that sufficiently accommodate all pedestrians.

#### Program CI 4.1.1.1

Develop a capital improvement plan and utilize development impact fees to prioritize sidewalk infrastructure construction.

#### Program CI 4.1.1.2

Design all sidewalks to be ADA compliant.

#### Program CI 4.1.1.3

Install ADA accessible bulb outs when sidewalks are installed or replaced.

#### Policy CI 4.1.2

Enhance connectivity between residential and parks.

#### Program CI 4.1.2.1

Establish pedestrian trails along the shoreline and in designated open space areas.

#### Program CI 4.1.2.2

Develop an open space trail master plan to prioritize pedestrian trail infrastructure development

### Objective CI 4.2

Calm traffic in neighborhoods and areas of high pedestrian activity.

#### Policy CI 4.2.1

Use multiple devices to control speed and foster safety

#### Program CI 4.2.1.1

Install raised crosswalks in residential neighborhoods where traffic mainly flows through (ex. 40<sup>th</sup> Avenue).

#### Program CI 4.2.1.2

Install ADA accessible bulb outs at intersections on downtown arterials when sidewalks are installed or replaced.

#### Program CI 4.2.1.3

Adorn main corridor rights of way with vegetation

## GOAL CI 5

A bicycle-friendly City.

### Objective CI 5.1

Expand the network of bicycle lanes in the City.

#### Policy CI 5.1.1

The City shall continue to implement the Lake County Bike Plan.

## Policy CI 5.1.2

All bikeways shall meet or exceed minimum standards set forth in the California Highway Design Manual.

### Program CI 5.1.2.1

Establish a bicycle network along or parallel to all major thoroughfares including Lakeshore Drive, Olympic Drive, and Old Highway 53.

### Program CI 5.1.2.2

Distinguish main bike routes from automobile traffic, may include techniques such as bicycle route striping or green bike lanes

## Objective CI 5.2

Provide convenient bicycle parking facilities.

### Policy CI 5.2.1

All new multifamily and commercial development shall include City approved bicycle parking facilities that include 5% of the total parking that is used for auto spaces.

#### Program CI 5.2.1.1

Provide a list of standard acceptable designs for bicycle storage to include the following:

- a) Stand a minimum of 30 in. from ground level and support bikes in a stable position by providing at least two vertical contact points for the bicycle frame and allow the frame and one wheel to be locked to the rack using common locking devices such as a standard-sized “U” lock. To meet this requirement it is highly advisable to use either an inverted U rack or a peak rack ([www.peakracks.com](http://www.peakracks.com))
- b) Be installed with mounting brackets on a concrete surface with access provided by clear aisles
- c) Be installed at highly visible locations that are close to the main entrance of the destination as possible, at least as convenient as the most convenient automobile parking space available to the general public
- d) Be located where clear and safe pedestrian circulation is ensured

### Policy CI 5.2.2

Bicycle Parking should be available at bus terminals, at public parks, plazas, and other recreational facilities.

#### Program CI 5.2.2.1

Install bicycle racks on transit buses.



This Page Intentionally Left Blank



# 8. HOUSING

---

## CONTENTS

<b>INTRODUCTION .....</b>	<b>172</b>
<b>GOALS, OBJECTIVES, POLICIES, AND PROGRAMS .....</b>	<b>173</b>
GOAL HO 1 .....	173
GOAL HO 2 .....	176
GOAL HO 3 .....	177
GOAL HO 4 .....	177

## INTRODUCTION

The Housing Element is one of the seven required elements in the General Plan, and is mandated through Article 10.6 of the State of California Government Code Section 65580 through 65590 (California Department of Housing and Community Development [HCD], 1969a). It serves as a planning guide which addresses the long-term, comprehensive housing needs for residents of each income level within the City by providing a variety of housing types. The process of creating or updating a Housing Element includes the identification and analysis of current and projected housing needs, followed by the development of goals, policies, and programs that aim to preserve, improve, and increase supply of housing in the community. The Housing Element must remain consistent and compatible with other General Plan elements and State Law.

According to the 2012 Land Use Inventory and 2010 U.S. Census data, Clearlake has approximately 8,487 housing units. More than half of these units are single-family homes, while over one-third are mobile homes. The housing stock is in need of improvements; about half of the housing units are considered “good” quality. Additionally, about 25 percent of Clearlake’s housing stock is vacant, which is extremely high. About 75 percent of homeowners with mortgages are considered cost-burdened, while 59 percent of Clearlake’s renters are cost-burdened. Notwithstanding, the Regional Housing Needs Allocation calls for 51 percent of new housing units to be built for above-moderate income owners. While a majority of Clearlake’s population is considered cost-burdened, the housing stock is already being sold at below market rate prices. The goals, objectives, policies, and programs of this chapter aim to balance the need for market rate and affordable housing, renovation and rehabilitation of existing housing stock, and providing and adequate supply of housing options for all current and future residents.

# GOALS, OBJECTIVES, POLICIES, AND PROGRAMS

## GOAL HO 1

An adequate supply of housing types for all income groups and needs.

### Objective HO 1.1

Accommodate 1,280 additional housing units by 2040 to meet population growth.

#### Policy HO 1.1.1

Target bad quality homes identified in the 2012 Land Use Survey as priority units for redevelopment.

##### Program HO 1.1.1.1

Pursue funding opportunities for relocation programs to ensure resident displacement is minimal during redevelopment phases, if necessary.

##### Program HO 1.1.1.2

Pursue funding opportunities to purchase bad quality homes.

##### Program HO 1.1.1.3

Pursue available federal, state, and local funds to assist in new housing production.

#### Policy HO 1.1.2

Prioritize the refurbishing and re-occupation of vacant homes identified in the 2012 Land Use Survey within the targeted growth areas.

##### Program HO 1.1.2.1

Foster the mixture of uses with the occupation of vacant homes along the Lakeshore Drive redevelopment area.

#### Policy HO 1.1.3

The City shall continue to support self-help housing.

##### Program HO 1.1.3.1

Assist non-profit and for-profit groups and individuals who wish to supply special needs housing in navigating the development review and approval process.

##### Program HO 1.1.3.2

Establish a streamlined permitting process for special needs housing development.

### Program HO 1.1.3.3

Prioritize reuse of underutilized parcels and vacant homes within targeted growth areas.

## Objective HO 1.2

Increase market rate housing stock to attract above-average income groups.

### Policy HO 1.2.1

Support market rate housing development in targeted growth areas.

#### Program HO 1.2.1.1

Expedite entitlement and permitting processes as an incentive for market rate housing developers.

#### Program HO 1.2.1.2

Establish building standards to achieve consistent quality housing products.

## Objective HO 1.3

Meet the housing needs of special population groups, including seniors, people with disabilities, large families, female households, the homeless, and extremely low-income households.

### Policy HO 1.3.1

Maintain compliance with all state and federal laws and regulations pertaining to housing for special needs populations.

#### Program HO 1.3.1.1

Continually review the City Zoning Ordinance to identify issues pertaining to provision of special needs housing; including, but not limited to:

- A definition of family to include non-related groups of persons living in one household
- Adoption the most recent Universal Building Code
- Adherence to minimum state density requirements
- Standards for single-room occupancy units

### Policy HO 1.3.2

Track special needs populations and provide commensurate housing to meet their needs.

#### Program HO 1.3.2.1

Identify suitable sites for special needs housing that ensures equitable access to amenities and services.

### Policy HO 1.3.3

Actively pursue opportunities to provide housing for special needs groups.

#### Program HO 1.3.3.1

Update the Zoning Ordinance definition of family to include non-related households of 6 or fewer persons.

#### Program HO 1.3.3.2

Continue to participate in Section 8 rent subsidy programs administered by Lake County.

#### Program HO 1.3.3.3

Locate and disseminate information on funding and technical assistance resources to organizations that provide special needs support.

#### Program HO 1.3.3.4

Work with developers and non-profit housing organizations to limit conversion of affordable housing to market rate pricing. Include incentives for developers to include deed-restricted units.

### Policy HO 1.3.4

Support efforts to provide temporary and permanent shelter and transitional housing for the homeless population.

#### Program HO 1.3.4.1

The City shall update the Zoning Code to define transitional, emergency, and homeless shelters

#### Program HO 1.3.4.2

Update the City Zoning Code to identify adequate and appropriate locations for temporary and permanent shelters by right.

#### Program HO 1.3.4.3

Collaborate with local community service providers to establish transitional housing.

### Policy HO 1.3.5

Encourage the development of housing units for households earning 30 percent or less of the Median Family Income in Clearlake. Specific emphasis shall be placed on the provision of family housing and non-traditional housing types such as single-room occupancy units and transitional housing.

#### Program HO 1.3.5.1

Update the City Zoning Code to permit the inclusion of transition and non-traditional housing types in various residential areas, include provisions for single room occupancy.

#### Program HO 1.3.5.2

Develop an incentive program which provides proportionate relief from development impact fees for developers who build affordable housing.

#### Program HO 1.3.5.3

Update the City's Zoning Ordinance to comply with State Housing Density Bonus requirements

#### Program HO 1.3.5.4

Streamline the entitlement and permitting processes to expedite the development of affordable and non-traditional housing.

## GOAL HO 2

Well-maintained, safe, and aesthetically pleasing housing environment.

### Objective HO 2.1

Conserve and improve existing housing stock and provide for a variety of housing types, sizes, price ranges, and densities compatible with the existing neighborhood character.

#### Policy HO 2.1.1

Improve neighborhood appearance.

##### Program HO 2.1.1.1

Address safety and quality deficiencies in housing.

##### Program HO 2.1.1.2

Construct new housing according to quality and safety standards.

#### Policy HO 2.1.2

Review development applications for strict adherence with building standards and codes.

##### Program HO 2.1.2.1

Locate opportunities to expand the Homeowner's Rehabilitation Assistance Program.

#### Program HO 2.1.2.2

Pursue funding for the establishment of code enforcement programs.

#### Program HO 2.1.2.3

Increase code enforcement

## GOAL HO 3

Residential neighborhoods that respect the rural character of Clearlake.

### Objective HO 3.1

Protect neighborhood scale and density.

#### Policy HO 3.1.1

Promote quality infill development in targeted growth areas.

#### Program HO 3.1.1.1

Identify key infill areas for new residential development in targeted growth areas and surrounding neighborhoods.

#### Program HO 3.1.1.2

Update the City Zoning Code and building standards to ensure compatible residential design with surrounding neighborhoods.

#### Policy HO 3.1.2

Keep residential zoning density standards in targeted growth areas compatible with the rural character of Clearlake.

#### Program HO 3.1.2.1

Use Planned Unit Development (PUD) agreements to effect clustering of homes and preservation of open space.

#### Program HO 3.1.2.2

Establish guidelines for building design and standards for medium and high-density residential developments along Lakeshore Drive and Olympic Drive to ensure compatibility with existing neighborhoods.

## GOAL HO 4

Energy efficient and environmentally sustainable housing.

## Objective HO 4.1

Meet energy efficiency standards in new housing construction.

### Policy HO 4.1.1

Maintain consistency with energy efficiency and green building standards in the Conservation Element.

#### Program HO 4.1.1.1

Pursue funding opportunities to provide financial assistance to enable homeowners and developers to meet energy efficiency standards.

### Policy HO 4.1.2

Retrofit existing homes to increase energy efficiency.

#### Program HO 4.1.2.1

Create home retrofit rebate program to provide grants for refurbishment and energy efficient improvements.



This Page Intentionally Left Blank

# 9. CONSERVATION

---

<b>INTRODUCTION .....</b>	<b>180</b>
<b>GOALS, OBJECTIVES, POLICIES, AND PROGRAMS .....</b>	<b>181</b>
GOAL CO 1 .....	181
GOAL CO 2 .....	182
GOAL CO 3 .....	184
GOAL CO 4 .....	185
GOAL CO 5 .....	187
GOAL CO 6 .....	187
GOAL CO 7 .....	188
GOAL CO 8 .....	189
GOAL CO 9 .....	189
GOAL CO 10 .....	191

## INTRODUCTION

The Conservation Element is a mandatory element of the General Plan, required by California Government Code Section 65302(d). It describes water, forests, soils, rivers, harbors, fisheries, wildlife, minerals, cultural resources, and other natural resources. This element provides direction regarding the protection, management, and careful utilization of natural resources within a community and surrounding area.

The Conservation element addresses the following aspects of Clearlake: water quality and supply, air quality, biological resources, agriculture, climate change, and regional coordination on conservation issues.

The following section outlines the goals, objectives, policies, and programs the City can implement to protect natural resources and improve the environmental quality within Clearlake.

# GOALS, OBJECTIVES, POLICIES, AND PROGRAMS

## GOAL CO 1

Clean and safe lake conditions for wildlife, swimming, fishing, and boating.

### Objective CO 1.1

Protect the quality of surface and groundwater resources.

#### Policy CO 1.1.1

Meet local, state, and federal standards for water quality.

#### Program CO 1.1.1.1

Continue to participate in the Clear Lake Integrated Watershed Management Plan.

### Objective CO 1.2

Prevent sediment erosion and nutrient loading of Clear Lake.

#### Policy CO 1.2.1

Conform to the requirements for allowable levels of loading.

#### Program CO 1.2.1.1

Implement policies and programs established in the Total Maximum Daily Load Implementation and Monitoring Plan.

### Objective CO 1.3

The City will support efforts to eliminate invasive aquatic species from Clear Lake by 2040.

#### Policy CO 1.3.1

Support maintenance of Clear Lake in a pristine condition

#### Program CO 1.3.1.1

Monitor occurrence of invasive species.

#### Program CO 1.3.1.2

Develop an awareness and monitoring program to inform all Clear Lake users of invasive mussel species.

## GOAL CO 2

A city with an adequate supply of clean drinking water.

### Objective CO 2.1

Maintain water resources to meet the projected growth outlined in the City General Plan by 2040.

#### Policy CO 2.1.1

The City will approve proposed development based on availability of water supply.

#### Program CO 2.1.1.1

Monitor water use and match supply with potential demand.

### Objective CO 2.2

Reduce citywide water consumption.

#### Policy CO 2.2.1

Promote native landscaping for municipal, residential, and commercial properties.

#### Program CO 2.2.1.1

Develop a set of approved water conservation techniques and best management practices to guide streamlined approval of development projects.

#### Program CO 2.2.1.2

Convert to native landscaping for all municipally owned properties.

#### Program CO 2.2.1.3

Utilize state assistance for funding and design of native landscapes.

#### Policy CO 2.2.2

Promote the conversion of water intensive agricultural practices to less intensive agricultural uses.

#### Program CO 2.2.2.1

Develop a marketing campaign to promote the viticulture industry as beneficial to economic development and water conservation.

### Objective CO 2.3

Reduce surface and groundwater contamination from storm water runoff and wastewater.

### Policy CO 2.3.1

The City will maintain compliance with National Pollution Discharge Elimination System permits and Waste Discharge Requirements for sewage treatment, collection, and disposal.

#### Program CO 2.3.1.1

Conduct periodic checks of wastewater treatment facilities and pollutant levels of effluent.

#### Program CO 2.3.1.2

Establish City protocol for monitoring and enforcing compliance with water treatment procedures.

### Policy CO 2.3.2

Promote use of low impact development (LID) practices.

#### Program CO 2.3.2.1

Develop a comprehensive database of affordable LID standards for new development projects.

#### Program CO 2.3.2.2

Provide incentives for developers to utilize City approved LID methods for new development projects.

### Policy CO 2.3.3

The City will give priority to approving new development that can connect to existing central sewer system.

#### Program CO 2.3.3.1

Establish requirements under the development review process for new development and connection to an existing central sewer system.

### Policy CO 2.3.4

Promote proper maintenance of septic tanks.

#### Program CO 2.3.4.1

Develop residential awareness campaign to inform residents of proper septic tank maintenance procedures and resources.

#### Program CO 2.3.4.2

Establish a Citywide inspection system to monitor resident compliance with minimum septic tank standards.

## GOAL CO 3

Clean and clear air for all residents and visitors.

### Objective CO 3.1

Support the County in maintaining attainment status for all state and federally mandated air quality standards through 2040.

#### Policy CO 3.1.1

The City will continue to comply with standards for state and federal air quality.

#### Program CO 3.1.1.1

Fire Department to review and revise as necessary allowed Citywide burning dates to control and reduce air pollution from agricultural and other burning operations.

#### Program CO 3.1.1.2

Utilize the California Air Resource Board handbook in the development review process to ensure new development meets state air quality standards and whenever possible is located at a safe distance from sensitive receptors.

### Objective CO 3.2

Support the County in Reducing PM 10 emissions.

#### Policy CO 3.2.1

Support paving of dirt roads to reduce dust particulate matter.

#### Program CO 3.2.1.1

Maintain an up-to-date map of existing road conditions.

#### Program CO 3.2.1.2

Identify sensitive receptors to particulate matter and prioritize road improvements in identified areas.

#### Program CO 3.2.1.3

Establish mandatory mitigation measures to be used in development and environmental review procedures in order to minimize ambient dust emissions during construction phases of new development.

### Objective CO 3.3

Support the County Air Quality in reducing exposure to harmful organic and reactive gases (TOG and ROG) 20% by 2025.

### Policy CO 3.3.1

Monitor air quality levels and provide the public with up-to-date air quality information.

#### Program CO 3.3.1.1

Establish early warning system to alert public to remain indoors on poor air quality days.

#### Program CO 3.3.1.2

Develop air quality ordinance to allow flexible work and school week/day to accommodate changing air quality.

### Policy CO 3.3.2

The City will promote the use of non-motorized transportation to reduce carbon monoxide and carbon dioxide levels.

#### Program CO 3.3.2.1

Expand infrastructure for alternative modes of transportation, including walking, cycling, and public transportation.

#### Program CO 3.3.2.2

Work with the Lake County Transit and other regional public transportation agencies to increase the frequency and reliability of public transit services in Clearlake.

## GOAL CO 4

A diverse landscape where plant and wildlife habitats, open space, and natural resources are preserved and protected.

### Objective CO 4.1

Protect all state and federally listed endangered and threatened species.

#### Policy CO 4.1.1

The City will adhere to all federal and state requirements regarding the protection of endangered species.

#### Program CO 4.1.1.1

Include in the development review process the potential impact on endangered or threatened plant and animal species.

### Objective CO 4.2

Prevent conversion of wildlife habitat into other land uses.



#### Policy CO 4.2.1

The City will conserve existing open space and prevent wildlife habitat loss resulting from new development.

##### Program CO 4.2.1.1

Establish protected areas to remain as passive open space.

### Objective CO 4.3

Minimize impact of new development on natural resources.

#### Policy CO 4.3.1

All proposed development will follow CEQA requirements.

##### Program CO 4.3.1.1

Review and base development approval on environmental impacts.

#### Policy CO 4.3.2

Subject new proposals for development in protected areas to scrutiny.

##### Program CO 4.3.2.1

Establish and enforce development standards for areas near or adjacent to protected areas.

#### Policy CO 4.3.3

Promote clustered development in lieu of low-density dispersed development.

##### Program CO 4.3.3.1

During the development review process, enforce clustered and infill development when building in or near environmentally sensitive areas or habitats.

### Objective CO 4.4

Maintain a diverse and natural landscape to preserve the visual integrity of the landscape, provide habitat conditions suitable for native vegetation, and ensure that a maximum number and variety of well-adapted plants are maintained.

#### Policy CO 4.4.1

Require the Lake County list of native vegetation be included among the City's approved list of plants.

##### Program CO 4.4.1.1

Provide list of approved plants to all residents and developers.

## GOAL CO 5

Agricultural land is protected from conversion into other uses.

### Objective CO 5.1

Maintain existing quantity of agricultural land.

#### Policy CO 5.1.1

Owners of agricultural land shall be required to meet development standards for agricultural zones.

##### Program CO 5.1.1.1

Create development standards for properties within land zoned agricultural.

##### Program CO 5.1.1.2

Create monitoring program to enforce agricultural land development standards.

#### Policy CO 5.1.2

The City shall discourage conversion of agricultural land into non-agricultural uses.

##### Program CO 5.1.2.1

Establish a reserve fund to acquire fee simple or easements of agricultural properties threatened for conversion to other uses.

## GOAL CO 6

An energy efficient community.

### Objective CO 6.1

Decrease energy consumption from new buildings and development.

#### Policy CO 6.1.1

City shall require the use of energy conservation features and clean alternative energy use in new construction and renovation of existing structures in accordance with state law.

##### Program CO 6.1.1.1

Develop green building standards for streamlined development review.

##### Program CO 6.1.1.2

Provide incentives for development proposals that exceed Title 24 by 15%.

### Program CO 6.1.1.3

Gather and disseminate information on energy saving measures to residents and businesses.

### Policy CO 6.1.2

Educate and promote energy efficiency for existing buildings and City activities.

#### Program CO 6.1.2.1

The City shall coordinate with Lake County, local utility providers, and educational institutions to provide public education on energy conservation and retrofit/upgrade rebate programs and subsidies.

#### Program CO 6.1.2.2

Utilize strategic planting of trees and vegetation to reduce heating and cooling costs by providing shade and minimizing draft near windows.

## GOAL CO 7

A City that actively addresses global climate change.

### Objective CO 7.1

Meet the requirements of State legislation regarding climate change.

#### Policy CO 7.1.1

The City will conform to the goals, objectives, policies, and programs outlined in a Climate Action Plan to reduce citywide greenhouse gas emissions.

##### Program CO 7.1.1.1

Perform a communitywide greenhouse gas inventory to establish baseline greenhouse gas emissions.

##### Program CO 7.1.1.2

Prepare and adopt a Climate Action Plan that provides goals, objectives, policies, and programs to reduce greenhouse gas emissions pursuant to State AB 32.

### Objective CO 7.2

Develop a climate change adaptation plan by 2020.

#### Policy CO 7.2.1

Climate adaptation will be as important as greenhouse gas emission reduction.

#### Program CO 7.2.1.1

Perform a climate change adaptation assessment to identify vulnerable populations and potential impacts utilizing State CAL-adapt software and research on historic hazards.

#### Program CO 7.2.1.2

Prepare and adopt a Climate Change Adaptation Plan utilizing the State of California Adaptation Planning Guide as a template.

## GOAL CO 8

Enhanced intergovernmental coordination on conservation issues in Lake County.

### Objective CO 8.1

Coordinate with regional agencies on management and protection of County resources.

#### Policy CO 8.1.1

Work with other government land management agencies to preserve and protect biological resources while maintaining the ability to utilize and enjoy the natural resources in the City.

#### Program CO 8.1.1.1

Participate in the creation of an intergovernmental management team which includes unincorporated and tribal communities.

#### Program CO 8.1.1.2

Develop and prioritize a list of Countywide conservation issues which are heavily reliant on public comment and participation.

## GOAL CO 9

A community well informed on local and regional conservation issues.

### Objective CO 9.1

Increase community awareness on conservation issues.

#### Policy CO 9.1.1

The City will enhance the provision of environmental information and education regarding conservation to residents of all ages.

#### Program CO 9.1.1.1

Work with the local school district to include conservation education as part of the curriculum for K-12 following the California Environmental Protection Agency's template, Education and the Environment Initiative (EEI) Curriculum.

#### Program CO 9.1.1.2

Develop an after school program for kids and teenagers which is centered on environmental awareness and simple at home conservation techniques.

### Objective CO 9.2

Increase community involvement and engagement in environmental conservation activities and programs.

#### Policy CO 9.2.1

Provide adequate opportunities for public input on conservation issues.

##### Program CO 9.2.1.1

Establish City protocol on advertising and alerting residents and stakeholders of public comment periods for new development proposals or other environmental issues.

##### Program CO 9.2.1.2

Create and maintain a contact list for interested stakeholders who shall be contact in the event of a conservation issue within the City or County.

#### Policy CO 9.2.2

Incorporate environmental protection and conservation into citywide programs and events.

##### Program CO 9.2.2.1

Use city events as a means to distribute information on environmental issues within the City and County.

##### Program CO 9.2.2.2

Create an environmental awareness campaign which highlights current environmental concerns and provides information on low-cost family friendly methods of improving environmental quality within the City and County.

# GOAL CO 10

Important cultural, historical, and archaeological sites managed and protected for the benefit of present and future generations.

## Objective CO 10.1

Identify and evaluate Cultural and Archaeological Resources

### Policy CO 10.1.1

The City shall identify and evaluate cultural resources during the land use planning process pursuant to CEQA and participate in and support efforts by others to identify significant cultural, historical, and archaeological resources using appropriate State and Federal standards.

#### Program CO 10.1.1.1

Prepare a historical resources inventory based on State and Federal Standards in evaluating historical resources for their significance.

### Policy CO 10.1.2

The City shall continue to solicit views from the local Native American communities regarding cultural resources. Any changes, modifications, or additions to the Clearlake City General Plan will require consultation with local Native American representatives prior to adoption, as specified in California Senate Bill (SB) 18

#### Program CO 10.1.2.1

Work with the Native American Heritage Commission to identify locations of importance to Native Americans, including archaeological sites and traditional cultural properties.

## Objective CO 10.2

Sites of cultural, historical, or archaeological significance are protected for present and future generations

### Policy CO 10.2.1

Encourage the protection of cultural, historical, and archaeological sites

#### Program CO 10.2.1.1

Identify sites of statewide or local significance and have anthropological, cultural, military, political, architectural, economic, scientific, religious, or other values for potential for placement on the National Register of Historic Places and/or inclusion in the California Inventory of Historic Resources.

#### Program CO 10.2.1.2

Update the City's Grading Ordinance to be consistent California Code of Regulations, Title 20, Section 2501 et seq. to ensure proper grading of cultural resource sites

#### Policy CO 10.2.2

Development of sites of cultural significance shall be permitted based on a site-specific investigation conducted pursuant to CEQA

##### Program CO 10.2.2.1

Develop a set of mitigation measures to be used for any project which may impact the identified site of cultural significance

##### Program CO 10.2.2.2

Enforce procedures to ensuring that mitigation measures established for the protection of historical resources are carried out prior to development

#### Policy CO 10.2.3

The City shall adhere to construction standards for development on sites of cultural, historical, or archaeological significance.

##### Program CO 10.2.3.1

Establish construction standards for the protection of historic resources during development

##### Program CO 10.2.3.2

Use the State Historic Building Code for designated historic properties.

#### Policy CO 10.2.4

The City shall, within its power, maintain confidentiality regarding the locations of archaeological sites in order to preserve and protect these resources from vandalism and the unauthorized removal of artifacts.

#### Policy CO 10.2.5

In the event that archaeological/paleontological resources are inadvertently discovered during ground disturbing activities, the City shall require that grading and construction work within 100 feet of the find be suspended until the significance of the resource can be determined by a qualified professional archaeologist/paleontologist as appropriate. The City will require that a qualified professional archaeologist/paleontologist make recommendations for measures necessary to protect the find; or to undertake data recovery, excavation, analysis, and curation of archaeological/paleontological materials as appropriate.



### Policy CO 10.2.6

Pursuant to CEQA Guidelines (Section 15064.5), if human remains are discovered during project construction, it is necessary to comply with state laws relating to prohibitions on disinterring, disturbing, or removing human remains from any location other than a dedicated cemetery (California Health and Safety Code Section 7050.5).

### Policy CO 10.2.7

If human remains of Native American origin are discovered during project construction, it is necessary to comply with State laws relating to the disposition of Native American burials, which fall within the jurisdiction of the Native American Heritage Commission (Public Resources Code Sec. 5097).

## Objective CO 10.3

Public is educated and active in protection of sites of cultural, historical, and/or archaeological significance

### Policy CO 10.3.1

The City should support local, state, and national education programs on cultural, historical, and archaeological resources.

### Policy CO 10.3.2

The City shall support public and private efforts to preserve, rehabilitate, and continue the use of historic structures, sites and districts.

#### Program CO 10.3.2.1

Adopt the Secretary of the Interior's Standards for the Treatment of Historic Properties and Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic Buildings.

### Policy CO 10.3.3

The City should encourage the cooperation of property owners to treat cultural resources as assets rather than liabilities, and encourage public support for the preservation of these resources.

# 10. OPEN SPACE

---

## CONTENTS

<b>INTRODUCTION .....</b>	<b>194</b>
<b>GOALS, OBJECTIVES, POLICIES, AND PROGRAMS .....</b>	<b>195</b>
GOAL OS 1.....	195
GOAL OS 2.....	196
GOAL OS 3.....	196
GOAL OS 4.....	197
GOAL OS 5.....	198
GOAL OS 6.....	199

## INTRODUCTION

The purpose of the Open Space element is to guide the comprehensive and long-range preservation and conservation of open space land. Open space land is defined as “any parcel or area of land or water that is essentially unimproved and devoted to open-space use” (Office of Planning and Research, 2003). The element includes:

- Active open space for recreation and park
- Passive open space for the management of natural resources
- Passive open space for the management of safety

Active open space for recreation and parks in Clearlake includes three neighborhood parks: Austin Park, Highland Park, and Redbud Park. These total approximately 36 acres, which equates to 2.36 acres per 1,000 people, sufficiently higher than the one-acre per 1,000 people standard. An additional 5.8 acres of playgrounds, sporting fields, and recreational space is provided by Pomo Elementary and Burns Valley Elementary schools. The active open space for recreation and parks is vital to a healthy environment and aesthetically welcoming community, an important objective that has been identified by the Clearlake community and City staff.

Passive open space for the management of natural resources includes scenic places, agricultural lands, and wilderness. Scenic places in the City are identified as city parks, vistas from the parks, State Route 53 and Lakeshore Drive scenic driveways, view corridors from Lakeshore Drive, “glimpses” of the lake, Clear Lake, Borax Lake, and Anderson Marsh Historic State Park. The active agricultural lands consist of 466 acres, clusters on the northeast of Clearlake. Wilderness areas in Clearlake are predominantly located outside the city boundary to the east, which consists of hills, vegetation, and wildlife habitats.

Passive open space for safety management includes forested lands for fire safety, open space for drainage control, water retention, seismic hazards and flooding, and access trails for firefighting. Trails can serve as a buffer for open space, wetlands, and wildlife habitat, with the potential to preserve clean water and aquifers, and enable environmental education opportunities.

The Open Space element contains six goals based on community needs and aspirations from community input. Each goal is accommodated by objectives, policies, and programs based on state mandates, local mandates, and planning practices. These goals, objectives, policies, and programs provide guidelines for future development regarding open spaces.

## GOALS, OBJECTIVES, POLICIES, AND PROGRAMS

### GOAL OS 1

Parks and recreational facilities that meet a wide variety of public needs.

#### Objective OS 1.1

Provide adequate park facilities for all ages and needs.

##### Policy OS 1.1.1

To assure that parks and recreational facilities are adequate, the City shall maintain park availability in accordance with the National Park and Recreational Standards.

##### Program OS 1.1.1.1

Establish mini parks or city parks to equally distribute parks throughout the City. Locate parks at Oak Avenue between 23<sup>th</sup> Avenue and 24<sup>th</sup> Avenue, Country Club Drive between 15<sup>th</sup> and 16<sup>th</sup> Street, Old Highway 53 between Lilac Avenue and Fillmore Avenue, 39<sup>th</sup> Avenue between Eureka Ave and Phillips Avenue, and Duncan Avenue between Johnson Avenue and Jefferson Avenue. Utilize the existing school recreation open space facilities.

##### Program OS 1.1.1.2

Require that large developments of 20 units or more provide park space as part of the development agreement.

#### Objective OS 1.2

Maintain parks and recreational facilities to attract users.

##### Policy OS 1.2.1

The City shall collaborate with non-profit groups, local companies and other organizations to care for and maintain the City's neighborhood parks and facilities.

##### Program OS 1.2.1.1

Establish agreements with non-profit groups, local companies and other organizations to take responsibility for the operation and maintenance of parks and recreational facilities.

### Policy OS 1.2.2

Monitor park and recreational facility maintenance through collective effort.

#### Program OS 1.2.2.1

Develop volunteer programs for park maintenance to engage neighborhood participation.

## GOAL OS 2

Connected City parks and open spaces.

### Objective OS 2.1

Establish non-motorized paths to parks and open spaces.

#### Policy OS 2.1.1

Improve connectivity through walkways, bikeways, and scenic routes.

##### Program OS 2.1.1.1

Provide an additional bicycle and pedestrian path along Lakeshore Drive to interconnect Highland, Redbud, and Austin parks.

##### Program OS 2.1.1.2

Establish a city-wide network of bike and pedestrian paths.

### Objective OS 2.2

Connect parks and open spaces with public transit.

#### Policy OS 2.2.1

Pursue options and funding sources for the development of transit routes between City parks and open spaces.

##### Program OS 2.2.1.1

Work with transit agencies to revise routes to purposely link parks.

## GOAL OS 3

A community with widely used parks and open spaces.

### Objective OS 3.1

Generate frequent use of public open spaces.

#### Policy OS 3.1.1

The City shall utilize Redbud park, Highland park, and Austin park to promote and provide festivals and cultural events.

#### Program OS 3.1.1.1

Hold community-wide events such as festivals and cultural events at city parks.

### Objective OS 3.2

Achieve a high level of accessibility for parks and recreational areas.

#### Policy OS 3.2.1

Every residence shall be within a one-mile radius of at least one city park.

#### Program OS 3.2.1.1

Provide residents with public transportation access to open spaces.

#### Policy OS 3.2.2

Cooperate with other agencies to provide joint park, recreation, and open space facilities when possible.

#### Program OS 3.2.2.1

Implement joint events with other jurisdictions in local parks and recreational facilities.

## GOAL OS 4

Protected and preserved passive open space.

### Objective OS 4.1

Establish protected open spaces.

#### Policy OS 4.1.1

Increase protection for environmentally sensitive areas such as wetlands, flood plains, steep slopes, wildlife habitat areas, and unique geological formations.

#### Program OS 4.1.1.1

Demarcate wildlife habitat areas as protected open spaces.

#### Program OS 4.1.1.2

Provide educational outreach for the preservation and protection of open space to residents and visitors.

### Objective OS 4.2

Expand and maintain open space for the local community and tourists.

#### Policy OS 4.2.1

Maximize the amount of protected lake shoreline through purchase, easement, and zoning.

#### Program OS 4.2.1.1

Establish design guidelines and design review that limit the impact of development on scenic vistas and viewsheds.

#### Policy OS 4.2.2

Continue to support and recognize the heritage values of traditional outdoor recreational activities such as fishing and hiking.

#### Program OS 4.2.2.1

Support preservation plans for Clear Lake and Anderson Marsh State Historical Park.

#### Program OS 4.2.2.2

Build awareness of and appreciation for the importance of the City's historical heritage through public events, newspapers, and cultural magazines.

## GOAL OS 5

Protected and enhanced vistas for the well-being of residents.

### Objective OS 5.1

Identify and protect scenic views from roadsides, parks, preserves, and other areas frequented by the public.

#### Policy OS 5.1.1

Protect scenic vistas from obstruction by development.

#### Program OS 5.1.1.1

Conduct an assessment to identify scenic views and viewsheds.

#### Program OS 5.1.1.2

Minimize development from obstructing scenic vistas by creating development standards for areas which provide visual access to scenic views and viewsheds.

#### Program OS 5.1.1.3

Establish mitigation measures for new development which may have a significant impact on aesthetic quality of the City by obstructing access to visual resources.

### Objective OS 5.2

Integrate appreciation of nature with recreational programs.

#### Policy OS 5.2.1

Promote benefits of outdoor activities in K1 through K12 curriculums.

#### Program OS 5.2.1.1

Create activity centers at areas that are designated as open space by integrating public events and public health goals.

## GOAL OS 6

A city that preserves and celebrates its environmental resources.

### Objective OS 6.1

Protect native species that are sensitive to human activities and invasive species.

#### Policy OS 6.1.1

The City shall adopt the culture of preservation and protection of native species.

#### Program OS 6.1.1.1

Partner with land trusts to secure open space lands to assist in protecting native species and managing wildlife habitat.

### Objective OS 6.2

Preserve and maintain forested areas, fields, stream corridors, wetlands, and other open spaces that are within and surround the City.

#### Policy OS 6.2.1

Integrate open space planning into the City's planning review process.

#### Program OS 6.2.1.1

Establish and preserve buffers between developed areas and forested areas, fields, stream corridors, wetlands, and other open spaces.

#### Program OS 6.2.1.2

Use conservation design, unit clustering and infill, and non-traditional housing development pattern in order to prevent new housing from encroaching on preserved and open space areas, including forested land, fields, habitat corridors, and wetlands.



# 11. NOISE

---

## CONTENTS

<b>INTRODUCTION .....</b>	<b>200</b>
<b>GOALS, OBJECTIVES, POLICIES, AND PROGRAMS .....</b>	<b>201</b>
GOAL NO 1 .....	201
<i>Objective NO 1.1</i> .....	201
<i>Objective NO 1.2</i> .....	202
<i>Objective NO 1.3</i> .....	203
<i>Objective NO 1.4</i> .....	203

## INTRODUCTION

The Noise Element is required in a General Plan. The State requires local governments to identify and quantify community noise levels expressed in such sound weighting scales as Community Noise Equivalent Levels (CNEL) or day-night average levels (Ldn). The findings must be included in the General Plan and used to guide future land use decisions, implementation measures for noise control, and policies to aid in limiting the community's noise exposure. Noise management acts in coordination with Circulation, Land Use, and Housing patterns, and the purpose of this element aims to inform policies to prevent public exposure to excessive noise.

Noise is defined as unwanted sound. An adequate Noise Element must include the following two components: (1) an analysis of noise levels and the extent of noise exposure through noise measurements or modeling, and (2) noise standards to be used for land use planning.

Existing conditions identify a variety of main noise sources: traffic, animal nuisances, and lake activity. Future development plans should reflect the careful consideration of land use choices and sensitivity demands of such choices. Appropriate land uses should be located adjacent to the main traffic corridors of SR 53 and Lakeshore Drive. By grouping commercial uses together, noise levels can be contained to corridors and specific areas.

Noise abatement is measured by a change of at least 5 dBA in noise levels, the availability of landscaped berms and sound walls. Open space can also be utilized as a noise buffer. Clearlake's ability to identify and mitigate noise can result in the maintenance of quiet lakeside neighborhoods and a small town character.

# GOALS, OBJECTIVES, POLICIES, AND PROGRAMS

## GOAL NO 1

A community with minimal exposure to excessive sound.

### Objective NO 1.1

Separate land uses that are sensitive to noise from land uses that traditionally produce high levels of noise

#### Policy NO 1.1.1

The City shall avoid placing noise generators next to sensitive land uses such as churches, schools, parks, hospitals and cemeteries.

##### Program NO 1.1.1.1

Protect the community from harmful noise levels through discretionary review procedures such as environmental review, design review and conditional use permits.

##### Program NO 1.1.1.2

Designate “quiet zones” around sensitive uses to maintain acceptable levels of noise exposure.

#### Policy NO 1.1.2

The City shall not approve variances to land development proposals that create significant changes to the levels of noise without further analysis.

##### Program NO 1.1.2.1

Require a noise analysis as part of the variance review process.

##### Program NO 1.1.2.2

During the development approval process, use projected noise levels to determine the impact of the development proposal on surrounding areas.

#### Policy NO 1.1.3

Noise analysis shall be measured by Ldn, CNEL, or dBA as defined in the Noise element. Table 9.1 shows the ranges of acceptable and unacceptable levels of noise for key land uses.

##### Program NO 1.1.3.1

Adopt a noise ordinance designating appropriate hours for motorcycle and dirt bike use to minimize exposure to excessive noise at nighttime hours.

Table 9.1 Maximum Allowable Noise Exposure by Land Use								
Land Use		Noise Level (CNEL)						
		45-50	51-55	56-60	61-65	66-70	71-75	>76
Residential – Low Density Single Family, Duplex, Mobile Homes								
Residential – Multiple Family, Group Homes								
Motels/Hotels								
Schools, Libraries, Churches, Hospitals, Extended Care Facilities								
Auditoriums, Concert Halls, Amphitheaters								
Sports Arenas, Outdoor Spectator Sports								
Playgrounds, Neighborhood Parks								
Golf Courses, Riding Stables, Water Recreation, Cemeteries								
Office Buildings, Business Commercial and Professional								
Industrial, Manufacturing, Utilities, Agriculture								
Interpretations								
	<b>Normally Acceptable.</b> Specified land use is satisfactory, based on the assumption that any buildings involved are of normal, conventional construction, without any special noise insulation requirements.							
	<b>Conditionally Acceptable.</b> New construction or development should be undertaken only after a detailed analysis of the noise reduction requirements is made and needed insulation features have been included in the design.							
	<b>Normally Unacceptable.</b> New construction or development should generally be discouraged. If new construction or development does proceed, a detailed analysis of the noise reduction requirements must be made and needed noise insulation features included in the design. Outdoor areas must be shielded.							
	<b>Unacceptable.</b> New construction or development should not be undertaken.							
Governor’s Office of Planning and Research, General Plan Guidelines, Appendix C								

## Objective NO 1.2

Minimize impact of traffic noise along main transportation corridors.

### Policy NO 1.2.1

Adopt regulations that limit public exposure to noise from automobiles and motorcycles.

#### Program NO 1.2.1.1

Require a traffic impact studies to include transportation noise effects of additional volumes of traffic that result from new development and steps to mitigate excessive levels of traffic related noise.

#### Program NO 1.2.1.2

Designate specific truck routes to avoid interaction with sensitive land uses.

#### Program NO 1.2.1.3

Designate reasonable commercial activity loading/unloading hours.

#### Program NO 1.2.1.4

Establish and enforce noise regulations which set limits on intensity and hours of truck routes within city jurisdiction.

### Objective NO 1.3

Reduce noise related to construction activities.

#### Policy NO 1.3.1

Construction permits shall contain restrictions on hours of operation and deliveries so as not to disturb neighboring uses, particularly retail/mixed use and residential.

#### Policy NO 1.3.2

The City shall conduct a traffic impact study to analyze transportation noise effects of any long-term additional volumes or change in circulation patterns that increases noise levels during the construction phase of the development process.

### Objective NO 1.4

Keep noise levels below state and federal thresholds.

#### Policy NO 1.4.1

Assess and abide by “Normally acceptable” Noise Abatement Standards as put forth by CalTrans & FHWA, which are between 50 & 60 dBA.

#### Program NO 1.4.1.1

Establish and enforce noise abatement requirements for new development in mixed use and commercial centers/corridors.

# 12. SAFETY

---

## CONTENTS

<b>INTRODUCTION .....</b>	<b>204</b>
<b>GOALS, OBJECTIVES, POLICIES, AND PROGRAMS .....</b>	<b>205</b>
GOAL SA 1 .....	205
GOAL SA 2 .....	208
GOAL SA 3 .....	209
GOAL SA 4 .....	211

## INTRODUCTION

Safety, a required element of the General Plan under California Government Code §65302(g), identifies hazards that pose potential risks of injury, death, and property damage resulting from flood hazards, fire proliferation, seismic impacts, geologic conditions and hazardous materials, in addition to Citywide emergencies and crime. Addressing naturally-occurring and man-made hazards will guide the growth of the City. The greatest risks in Clearlake are likely to result from flood or fire hazards. Areas planned for development along the Lake and in the 100-year flood zone should either be moved outside of the flood hazard zone or constructed with proper mitigation measures. Future development in the foothills surrounding the City should implement fire mitigation measures. Other hazards of lesser risk are also addressed to formulate an approach that encompasses a range of safety issues. The application of prevention and mitigation measures that address each hazard can reduce the impact on property, health and safety.

Goals, objectives, policies and programs set forth the approach and requirements to achieve a direction of growth that incorporates safety at its core. Addressing the impacts of flooding, fire, seismic hazards, hazardous materials, and crime and developing an emergency response direct the City along a path of safe development. Clearlake will be guided by a development approach that minimizes flood risk; be an environment of low urban fire and wildfire risk; be a city prepared for seismic and geologic hazard impacts; be free of health impacts caused by hazardous materials; be a community of low crime activity; and be prepared with an organized emergency response process.

# GOALS, OBJECTIVES, POLICIES, AND PROGRAMS

## GOAL SA 1

A community protected from injury, loss of life and property damage resulting from natural hazards relating to flooding, fire, seismic, and geologic events.

### Objective SA 1.1

Building limitations in high-risk zones- Avoid construction of high occupancy or critical services buildings in high fire, flood, and seismic risk zones.

#### Policy SA 1.1.1

Review and revise the Zoning Ordinance as necessary to relocate high density zoning to areas outside high risk zones.

#### Program SA 1.1.1.1

Review and update the Zoning Ordinance as new hazard maps are created by County, State, and Federal agencies.

#### Policy SA 1.1.2

Continue to enforce the California Building Code (CBC) for all new construction and renovation and when occupancy or use changes occur.

#### Program SA 1.1.2.1

Review and update the City Fire Code when new standards are adopted in the California Fire Code.

#### Program SA 1.1.2.2

Regularly update the City Building Code to include new construction and seismic safety standards from the California Building Standards Code.

#### Program SA 1.1.2.3

Regularly update the City Building Code to include new flood resistant construction techniques.

### Objective SA 1.2

Flood Hazards – minimize the risk of personal injury and property damage due to flooding.

#### Policy SA 1.2.1

Prohibit all development in the 100 year flood zone unless mitigation measures meeting Federal Flood Insurance Administration criteria are provided.

#### Program SA 1.2.1.1

Distinguish if future development is in the 100 year flood zone during a projects design review, and decline approval for development in 100 year flood zone without mitigation.

#### Policy SA 1.2.2

Work with the Lake County Watershed Protection District in the project review process to ensure that adequate measures are implemented to prevent flooding.

#### Program SA 1.2.2.1

Require new development to prepare hydraulic storm drainage studies defining the net increase in storm water run-off resulting from construction and require on-site detention/retention structures or improvements that ensure post-project flows are less than or equal to pre-project flows.

#### Policy SA 1.2.3

Continue to work with Lake County to ensure that additional storm drainage runoff resulting from development occurring in unincorporated areas upstream from drainage channels is adequately mitigated through improvements on site and/or downstream.

#### Program SA 1.2.3.1

Request that the County refer all development proposals located in the drainage basins identified in the Storm Drainage Master Plan to the City of Clearlake for review and approval.

#### Policy SA 1.2.4

Continue to participate in the National Flood Insurance program.

#### Program SA 1.2.4.1

Annually review changes to the National Flood Insurance program and inform residents within the 100 year flood zone of significant changes.

#### Policy SA 1.2.5

Enforce measures to minimize soil erosion and volume and velocity of surface runoff both during and after construction through application of the erosion control guidelines.

#### Program SA 1.2.5.1

Require future projects to calculate the change in storm runoff due to new development, and mitigate significant impacts.



#### Program SA 1.2.5.2

Require that best practices for erosion during construction be followed for all construction projects.

#### Policy SA 1.2.6

Keep drainage channels sufficiently open to handle 100-year flood events.

##### Program SA 1.2.6.1

Assign the Public Works Department with responsibility to inspect drainage systems.

##### Program SA 1.2.6.2

Continue in the annual inspection of drainage systems and informing residents and property owners of illegal structures and debris that must be removed.

#### Policy SA 1.2.7

Work with the County to develop strategies for reducing flooding along the shoreline of Clear Lake.

##### Program SA 1.2.7.1

Participate in regional mitigation efforts to address Clear Lake flooding.

### Objective SA 1.3

Reduce the risk of damage and destruction from wild land fires.

#### Policy SA 1.3.1

The County Fire Protection District shall review all development proposals and recommend measures to reduce fire risk.

##### Program SA 1.3.1.1

Decline approval for proposed development not located within a five-minute response time of a fire station, unless acceptable mitigation measures are provided.

##### Program SA 1.3.1.2

Require that all new development be provided with sufficient fire flow facilities at the time of permit issuance.

#### Policy SA 1.3.2

Promote the use of defensible space in order to reduce the risk of structure fires.

#### Program SA 1.3.2.1

Collaborate with the Fire District to develop and implement an effective and environmentally sound weed abatement program and utilize the CDF defensible space standards and recommendations.

### Objective SA 1.4

Reduce the risk of loss of life, personal injury and damage to property resulting from seismic hazards.

#### Policy SA 1.4.1

Require structural integrity of existing buildings to reasonably protect occupants from earthquakes.

##### Program SA 1.4.1.1

Monitor and review existing critical, high priority buildings and retrofit if necessary to ensure structural compliance with seismic safety standards.

#### Policy SA 1.4.2

Require geotechnical reports by a state registered geologist for development proposals on sites in seismically and geologically hazardous areas and for all critical structures.

##### Program SA 1.4.2.1

Require, as conditions of approval, measures to mitigate potential seismic and geologic safety hazards for structures as recommended by the geotechnical report.

#### Policy SA 1.4.3

Designate properties in areas with severe sliding and soils conditions for low intensity uses such as open space, low density residential and agriculture.

##### Program SA 1.4.3.1

Require a geotechnical report for high intensity projects where sliding at or above the site is of concern.

## GOAL SA 2

A safe community with low crime activity.

### Objective SA 2.1

Adopt multiple approaches to crime prevention and response.

### Policy SA 2.1.1

Review development proposals for their demand for police services and implement mitigating measures.

#### Program SA 2.1.1.1

Implement mitigation measures such as the levying of police impact fees, if warranted.

#### Program SA 2.1.1.2

Determine areas in need of great attention from law enforcement by monitoring uses and sites that attract criminal activity and establishing records of incidences for targeted police patrol.

#### Program SA 2.1.1.3

Support neighborhood watch groups and establish community meetings with different neighborhoods at least once per year to share information with residents.

## Objective SA 2.2

Address and decrease illegal drug activity.

### Policy SA 2.2.1

Align and coordinate police, health, and social service resources to address local drug problems.

#### Program SA 2.2.1.1

Facilitate communication between the local agencies that address drug related issues.

#### Program SA 2.2.1.2

Create a comprehensive program to address current drug use, and a plan to prevent future use.

#### Program SA 2.2.1.3

Work with local organizations to provide sufficient drug rehabilitation services and facilities.

## GOAL SA 3

A community with low impact risk of hazardous materials on its well-being and health.

## Objective SA 3.1

Protect public health from the hazards associated with the transportation, storage and disposal of hazardous wastes [TSD Facilities].

### Policy SA 3.1.1

Maintain separation between residential areas and hazardous materials.

#### Program SA 3.1.1.1

Develop residential uses in areas that have not experienced hazardous material contamination if other feasible locations are available.

### Policy SA 3.1.2

Require remediation of hazardous sites before prolonged human occupation.

#### Program SA 3.1.2.1

Demand documentation of responsibilities for cleanup procedures with handlers of hazardous materials prior to the start of operations.

#### Program SA 3.1.2.2

Demand a cleanup program that conforms to State and Federal regulations.

### Policy SA 3.1.3

Follow hazardous waste transport standards set by the U.S. Department of Transportation.

#### Program SA 3.1.3.1

Define routes that allow vehicles to safely transport waste while reducing exposure to residents.

### Policy SA 3.1.4

Continue to facilitate land use and transportation decisions and other programs in accordance with the County's Hazardous Waste Management Plan.

#### Program SA 3.1.4.1

Coordinate with regional and state agencies to develop consistent hazardous waste management programs.

### Policy SA 3.1.5

Inform citizens about hazardous sites.

#### Program SA 3.1.5.1

Provide links to state and federal resources that describe the types of hazards and the location of hazardous sites.

#### Program SA 3.1.5.2

Disseminate material that describes remediation measures.

## GOAL SA 4

An effective emergency response system.

### Objective SA 4.1

Build local capacity to prepare for disasters and coordinate with other regional stakeholders.

#### Policy SA 4.1.1

Cooperate with Lake County in implementing the County's Emergency Preparedness Plan.

#### Program SA 4.1.1.1

Coordinate Emergency Preparedness Plans with Lake County and other emergency management stakeholders.

### Objective SA 4.2

Establish essential emergency relief facilities that will function adequately in the event of a disaster.

#### Policy SA 4.2.1

Identify specific facilities and lifelines critical to effective emergency response and evaluate their abilities to survive and operate efficiently immediately after a disaster. Designate alternative facilities for post disaster assistance in the event that the primary facilities have become unusable.

#### Program SA 4.2.1.1

Map all emergency response facilities and main infrastructure arterials. Work with service providers and emergency professionals to allocate appropriate primary and secondary facilities for use following a disaster.

### Objective SA 4.3

Inform the public of what actions to take in the event of an emergency or disaster.

### Policy SA 4.3.1

Designate an existing administrative employee as the City's Public Information Officer to respond to the public in the case of a natural disaster.

#### Program SA 4.3.1.1

Develop a protocol to disseminate information to the public in a disaster scenario.

## Objective SA 4.4

Designate emergency evacuation routes to provide a means to evacuate the community.

### Policy SA 4.4.1

Require adequate transportation access to new developments.

#### Program SA 4.4.1.1

Maintain adequate emergency vehicle access with minimum road width requirements that are passable at all times.

#### Program SA 4.4.1.2

Inform the Clearlake Police Department and the County Sheriffs Department of the emergency evacuation routes as well as of any changes in these routes.

This Page Intentionally Left Blank



# 13. ECONOMIC DEVELOPMENT

---

## CONTENTS

<b>INTRODUCTION.....</b>	<b>214</b>
<b>GOALS, OBJECTIVES, POLICIES, AND PROGRAMS.....</b>	<b>215</b>
GOAL ED 1.....	215
GOAL ED 2.....	215
GOAL ED 3.....	218
GOAL ED 4.....	218
GOAL ED 5.....	220

## INTRODUCTION

In California, state law does not mandate the implementation of an Economic Development Element as a chapter within the General Plan, and is therefore considered an optional element. Stipulated by California Government Code Section 65303, a city or county may adopt “any elements or address any other subjects, which, in the judgment of the legislative body, relate to the physical development of the county or city.” If a city or county chooses to adopt an optional Economic Development Element, it must be internally consistent with all other elements of the General Plan (Government Code Section 65300.5).

The Economic Development element is an essential component for the future of Clearlake’s employment growth and business opportunity. This element seeks to focus on building and sustaining a business climate that supports and nurtures diversified business opportunities, promote fiscal responsibility and stability, and develop a vibrant downtown that is a welcoming and visitor-serving destination.

In the year 2040, Clearlake is estimated to house an additional 3,500 more residents. As a result of additional growth, there is a demand to allocate space for commercial options and jobs that will meet the proposed population growth. Community members of Clearlake have expressed the need for more retail, commercial, and cultural establishments that will enhance the downtown core and attract industries and employers that can accommodate the local skill-level of the existing labor force. In order to help facilitate economic development, Clearlake has prioritized mixed use development throughout several key areas such as the Lakeshore and Olympic Drive loop. Mixed use development will include a variety of commercial retail options, services, jobs, as well additional housing options and amenities.

The Economic Development Element can empower the City’s Economic Development Strategy in order to implement and sustain an economically viable future. The strategy should incubate

entrepreneurship and innovation that would attract and incentivize new businesses and create employment opportunities for the local work force. In addition, the natural environment of Clearlake should be utilized to propel tourism and optimize the region's premium advantage for harvesting grapes and winemaking.

Through the implementation of the Economic Development Element, the City values the importance of supporting a variety of business and commercial services to help meet the needs of Clearlake's local work force as well as the anticipated population growth. The goals, objectives, policies, and programs of the Economic Development element are intended to shape economic growth suitable for the City of Clearlake, as well as create and sustain a vibrant and welcoming community that serves both tourists and locals.

## GOALS, OBJECTIVES, POLICIES, AND PROGRAMS

### GOAL ED 1

A balanced budget and fiscal stability.

#### Objective ED 1.1

Maintain fiscal stability by responsible spending and utilizing resourceful funding channels.

##### Policy ED 1.1.1

Abide by fiscal strategies that eliminate budget deficits and strengthen surpluses.

##### Program ED 1.1.1.1

Measure performance from City departments and services annually to track expenditures and minimize costs.

##### Program ED 1.1.1.2

Apply for applicable State and Federal grants that provide additional funding for appropriate projects.

### GOAL ED 2

A supportive and nurturing business climate.

#### Objective ED 2.1

Develop a diverse economic base including a range of manufacturing, retail, service, and knowledge-based professional activities.

### Policy ED 2.1.1

Approve development proposals suitable for business districts with specific functional uses including office, commercial, retail, and applicable industry.

#### Program ED 2.1.1.1

Modify the Zoning Code to permit a mixture of compatible uses on Lakeshore Drive.

#### Program ED 2.1.1.2

Incorporate light industry and compatible uses along State Route 53 through zoning updates.

#### Program ED 2.1.1.3

Sustain and allocate agricultural uses along State Route 53 to cultivate grape growing and wine making establishments for additional employment and tourism.

### Policy ED 2.1.2

Support a healthy mix of local businesses and mid-sized companies.

#### Program ED 2.1.2.1

Work with the local Chamber of Commerce and any regional economic development efforts as well as any supporting educational, financial, and trade associations.

#### Program ED 2.1.2.2

Establish a business improvement district along the Lakeshore Drive corridor.

#### Program ED 2.1.2.3

Incubate entrepreneurship and innovation by creating a business group that shares and communicates local business opportunities and constraints.

## Objective ED 2.2

Provide high-quality municipal services, facilities, and economic development assistance for business growth and expansion.

### Policy ED 2.2.1

Reduce obstacles and barriers for business establishment and development.

#### Program ED 2.2.1.1

Designate appropriate land for commercial land use along highly accessible commercial corridors such as Lakeshore and Olympic Drives and State Route 53.

#### Program ED 2.2.1.2

Establish an expedited approval process for commercial development proposals along accessible corridors.

#### Program ED 2.2.1.3

Develop a program for reduced fees and, when appropriate, financial assistance for commercial startups along designated commercial growth centers.

### Policy ED 2.2.2

Support programs that assist and build employment skills.

#### Program ED 2.2.2.1

Expand appropriate workforce development and training opportunities through partnerships with local work organizations and agencies.

## Objective ED 2.3

Develop an Economic Development Strategy by 2016.

### Policy ED 2.3.1

Evaluate opportunities for business assistance and incentives to attract healthy businesses.

#### Program ED 2.3.1.1

Define incentives the City can utilize to sustain existing businesses and attract new commercial and manufacturing facilities.

## Objective ED 2.4

Attract industries and employers that can accommodate the skill-level of the local labor force.

### Policy ED 2.4.1

Attract living wage-paying businesses that can provide more head of household jobs such as skilled trade, science and medical employment.

#### Program ED 2.4.1.1

Relax requirements for applications from businesses that match local skill levels.

#### Program ED 2.4.1.2

Attract industries to match the skill levels of available labor force such as construction, service and retail, and light industry.

## GOAL ED 3

A welcoming and visitor-serving environment.

### Objective ED 3.1

Promote outdoor recreation and activities that are abundant within the area.

#### Policy ED 3.1.1

Prioritize economic activities that utilize Clearlake's natural geographic location in the region.

#### Program ED 3.1.1.1

Develop a citywide marketing campaign to improve the City's image and brand the area as a recreational and tourist destination (i.e. fishing, wine tasting, etc.).

#### Program ED 3.1.1.2

Develop a partnership with regional and countywide viticulture and winemaking organizations to promote the area as a wine tasting province and tourist destination.

### Objective ED 3.2

Enhance services and amenities for tourist-serving purposes.

#### Policy ED 3.2.1

Permit redevelopment of the Lakeshore Drive corridor as a regional mixed-use destination for locals and visitors.

#### Program ED 3.2.1.1

Amend the Zoning Ordinance and rezone the Lakeshore Drive corridor for Commercial Mixed-Use.

## GOAL ED 4

A vibrant and centralized downtown.

### Objective ED 4.1

Establish a downtown loop along Lakeshore Drive and Olympic Drive.

#### Policy ED 4.1.1

Attract growth and revitalization along the Lakeshore Drive and Olympic Drive loop.

#### Program ED 4.1.1.1

Support the Chamber of Commerce and any regional economic development efforts as well as any supporting educational, financial, and trade associations in providing and improving opportunities for local businesses and services in the downtown district.

#### Program ED 4.1.1.2

Activate a signage and banner campaign to advertise and identify the businesses and services along the Lakeshore Drive and Olympic Drive loop.

### Objective ED 4.2

Create a Downtown Specific Plan.

#### Policy ED 4.2.1

The Downtown Specific Plan will act to guide commercial development in the downtown area.

#### Program ED 4.2.1.1

Develop downtown design guidelines for business and residents along Lakeshore Drive and Olympic Drive.

#### Policy ED 4.2.2

Specific Plan shall include standards for storefronts and awnings, as well as outdoor seating and landscaping.

#### Program ED 4.2.2.1

Base approval of development proposals for downtown on conformity with the downtown design guidelines

### Objective ED 4.3

Develop underutilized and vacant parcels along Lakeshore Drive.

#### Policy ED 4.3.1

The City will provide applicable incentives to attract developers to the downtown loop.

#### Program ED 4.3.1.1

Implement streamlining processes for permitting and development applications for development improvements along Lakeshore Drive and Olympic Drive.

### Objective ED 4.4

Develop mixed use residential, commercial, office, and retail along Lakeshore Drive and Olympic Drive.

#### Policy ED 4.4.1

Redevelop and enhance Lakeshore Drive and Olympic Drive with mixed-use development

##### Program ED 4.4.1.1

Revise the zoning ordinance to authorize commercial-residential mixed use in the downtown Lakeshore Drive and Olympic drive loop.

### Objective ED 4.5

Provide a gathering place and recreational destination for residents and visitors

#### Policy ED 4.5.1

Permit redevelopment and enhancement of lots for public gathering space.

##### Program ED 4.5.1.1

Establish public plazas and open spaces throughout downtown

## GOAL ED 5

A regional shopping hub.

### Objective ED 5.1

Establish the City as a main shopping and commercial destination for the County.

#### Policy ED 5.1.1

Attract and incentivize large retailers into the City and specifically to the regional shopping hub made up of the old airport area and existing Wal-Mart shopping center.

##### Program ED 5.1.1.1

Designate appropriate and easily accessible large lots for retail development and expansion near State Route 53

##### Program ED 5.1.1.2

Utilize the former airport area for additional regional retail and commercial expansion.

This Page Intentionally Left Blank



# 14. PUBLIC FACILITIES

---

## CONTENTS

<b>INTRODUCTION .....</b>	<b>222</b>
<b>GOALS, OBJECTIVES, POLICIES, AND PROGRAMS .....</b>	<b>223</b>
GOAL PF 1 .....	223
GOAL PF 2 .....	224
GOAL PF 3 .....	225
GOAL PF 4 .....	226
GOAL PF 5 .....	227
GOAL PF 6 .....	228
GOAL PF 7 .....	229

## INTRODUCTION

Public facilities create healthy communities by providing such essential services as the supply of clean water, the distribution of energy and power, waste management, and emergency assistance. Additional public services enhance the quality of community life, such as education, health, and recreational facilities. The Public Facilities Element is not required for a General Plan in the State of California; however, the Office of Planning and Research (OPR) suggests that such an element be implemented in a city's General Plan to provide the policy basis for short-term documents, such as the city's capital improvements program and the annual capital budget as well as provide long-term guidance (2003).

OPR recommends that a public facilities element include an evaluation of current and future capacities of a wide variety of public infrastructure and support programs crucial to the City's overall function and healthy growth. The analysis of capacities is consistent with elements that discuss projected changes in population, land use, and development intensity, such as land use, circulation, and housing. Community Design, Conservation, Open Space, and Safety are elements that overlap with public facility programs as well. Further analysis on public facility programs should include consultation with service providers, analysis of equitable distribution of facilities, the costs of infrastructure changes, and identification of potential funding sources.

The goals, objectives, policies, and programs outlined in the Public Facilities Element are in accordance with federal, state, and local standards and reflect the community input gathered from multiple public meetings. The following goals, objectives, policies, and programs are developed to address the need to provide adequate community services and utilities, accommodate population growth, and ensure high quality of life for current and future Clearlake residents.

# GOALS, OBJECTIVES, POLICIES, AND PROGRAMS

## GOAL PF 1

Educational opportunities for all community members.

### Objective PF 1.1

Improved student performance and high school graduation rates throughout the Konocti Unified School District

#### Policy PF 1.1.1

Encourage students to enter after-school tutoring and learning programs.

##### Program PF 1.1.1.1

Find existing organization or create an after-school tutoring program to meet the statewide school standards encourage the long-term development of education excellence.

##### Program PF 1.1.1.2

Seek funding to establish an after-school tutoring program.

#### Policy PF 1.1.2

Support Konocti Unified School District's efforts to provide school sites and facilities that meet the educational needs of the community.

##### Program PF 1.1.2.1

The City shall identify appropriate sites for elementary and high school expansion.

### Objective PF 1.2

Expanded higher education services and facilities

#### Policy PF 1.2.1

Support Yuba Community College in educational and facility needs

##### Program PF 1.2.1.1

The City shall identify appropriate sites for community college expansion commensurate with workforce development goals.

##### Program PF 1.2.1.2

The City shall meet with College administrators and staff once annually to evaluate facility needs

### Program PF 1.2.1.3

The City shall coordinate with campus administration a method or program for receiving community input on Yuba College curriculum and facility needs. Programs may include quarterly public meetings or an on-line web portal and community feedback section.

## GOAL PF 2

A thriving civic center as a public resource center of the community.

### Objective PF 2.1

A well trained and locally available the labor force that supports the economic and development goals of the City.

#### Policy PF 2.1.1

The City shall support workforce development efforts through participation in strategic planning efforts.

##### Program PF 2.1.1.1

The City shall organize and convene a stakeholder round table discussion with City Chamber of Commerce and local business owners 4 times per year to identify local labor needs, including emerging economic markets and opportunities for collaborative investment

#### Policy PF 2.1.2

The City shall support the development of a vocational training center.

##### Program PF 2.1.2.1

Reduce development and impact fees for the construction and operation of a vocational training center for projects meeting minimum development standards and conditions of approval

##### Program PF 2.1.2.2

Amend the City Zoning Ordinance to identify conditions of approval for reduced impact fees for vocational and/or work-force training centers. Conditions should include standards for size, operational hours, and a parking and circulation plan.

### Objective PF 2.2

A downtown activity center for young adults that provides a space to foster friendship, activity, fun, and learning

### Policy PF 2.2.1

The City shall support the development of a recreational/educational “teen activity center”.

#### Program PF 2.2.1.1

City shall coordinate with non-profit organizations, local leaders, and property owners to identify opportunity sites for community activity center or facility, such as a YMCA or Boys and Girls Club.

#### Program PF 2.2.1.2

Amend the Zoning Ordinance to allow for teen and young adult recreational and educational facilities as a conditional use for school sites

#### Program PF 2.2.1.3

Amend the Zoning Ordinance to allow for reduced and/or shared parking when the recreational/educational facility is built on a site with parking spaces meeting the minimum parking standards for such a use, when the peak operational hours of the alternate site do not overlap with the educational/recreational facility.

## GOAL PF 3

City streets, residential properties, and public areas are clean and free of trash, reflective of civic pride in the community.

### Objective PF 3.1

Residents educated about the health, safety, and aesthetic benefits of a trash-free city.

#### Policy PF 3.1.1

The City shall educate and encourage the proper disposal of trash on private property, in addition to the disposal of trash in public places.

#### Program PF 3.1.1.1

Establish and sponsor a volunteer pick-up program to reduce illegal trash disposal in inappropriate places, including vacant residential lots

#### Program PF 3.1.1.2

Promote volunteerism for anti-litter and anti-dumping campaigns, including programs to teach children the importance of cleaning up trash.

#### Program PF 3.1.1.3

City shall organize and raise money to host an annual city-wide trash clean up day which will provide free dumpsters for litter and waste removal. Dumpsters will be

provided in neighborhoods and areas identified by community members in most need of assistance and with the largest amount of trash.

## Objective PF 3.2

Citywide codes and ordinances properly enforced, with special attention regarding private property maintenance, abandoned vehicles, rubbish/weeds, and public nuisances.

### Policy PF 3.2.1

The City shall provide adequate staffing to support code enforcement efforts.

#### Program PF 3.2.1.1

Identify funding sources, seek donations, and consider other unconventional funding sources to support the development and maintenance of the position of a City Code Enforcement Officer.

### Policy PF 3.2.2

Encourage citizen participation in code enforcement

#### Program PF 3.2.2.1

Produce and disseminate information to the public on their rights and responsibilities to follow Citywide Code of Regulations. Information shall be available on the City's website, at the public counter at City Hall and the Police Station, as well as distributed as a mailer to residents once a year. Contents of the brochure shall also publicize the rights of citizens to report code violations to the City for review and potential penalties.

#### Program PF 3.2.2.2

Establish procedure for code violation review and punishment. Penalties for code violation shall be proportionate to the frequency of code violation as well as the severity of the violation.

## GOAL PF 4

Properly allocated public service facilities, commensurate with fire and police personnel needs.

## Objective PF 4.1

Adequate public service staffing and facilities in order to respond to emergency and fire situations

### Policy PF 4.1.1

Add fire, police, and emergency response facilities as needed to address population growth and distribution patterns

#### Program PF 4.1.1.1

Annually monitor population distribution patterns and determine potential facility locations based on flood, fire, and seismic hazards

#### Program PF 4.1.1.2

Collaborate with regional and statewide agencies to obtain support to address community safety.

### Policy PF 4.1.2

Maintain minimum personnel to population ratios for police and fire services

#### Program PF 4.1.2.1

Evaluate emergency response times to fire, safety, and medical emergencies and increase supply of safety personnel as needed to reduce response time

## GOAL PF 5

A comprehensive and sanitary sewer system that meets City needs and protects natural resources.

### Objective PF 5.1

Work with sewer district to provide for adequate wastewater facilities and infrastructure to meet service demand, especially within residential neighborhoods.

#### Policy PF 5.1.1

Work with the sewer district to monitor wastewater demand and capacity

#### Program PF 5.1.1.1

Support the sewer district in assessing and revising estimates of present and future wastewater demand on an annual basis.

#### Program PF 5.1.1.2

Support the sewer district in update the City wastewater master plan every ten years.

### Policy PF 5.1.2

Approval of new development shall be contingent upon availability of wastewater facilities to manage and treat anticipated demand.

#### Program PF 5.1.2.1

Support the sewer district to maintain up to date database on existing wastewater facilities and infrastructure

#### Program PF 5.1.2.2

Support the sewer district to establish requirements for new development projects on the availability of adequate wastewater collection and treatment capacity to serve the new development.

#### Program PF 5.1.2.3

All new development shall establish that downstream wastewater infrastructure capacity is sufficient to accommodate new demand, and where sufficient capacity does not exist, provide additional facilities to accept additional wastewater demand.

#### Policy PF 5.1.3

Work with the sewer district to prioritize infrastructure improvements and sewer system maintenance.

##### Program PF 5.1.3.1

In collaboration with the sewer district update the development fee schedule to reflect assessment of real-costs of wastewater treatment facility expansion and sewer system connection

#### Policy PF 5.1.4

Impact fees for wastewater treatment capacity improvements or sewer connections would not be waived except for projects which meet minimum standards of eligibility for incentives that are consistent with guidelines of the sewer district and the City Municipal Code

##### Program PF 5.1.4.1

Update sewer district guidelines and City Municipal Code to allow for reduced sewer connection fees or wastewater treatment facility impact fees only for residential development projects which provide a minimum percent of all units to extremely low, very-low, or low income households

##### Program PF 5.1.4.2

Update sewer district guidelines and City Municipal Code to prohibit reduction of impact fees for commercial development projects proposed for locations not connected to existing sewer system

## GOAL PF 6

A sustainable supply of high quality water, delivered through an efficient and safe system to support the City's existing and future population.

### Objective PF 6.1

Work with water providers for adequate water facilities and infrastructure to meet demand

### Policy PF 6.1.1

The City would condition approval of new development projects on the availability of adequate supply of water to serve the new development.

#### Program PF 6.1.1.1

Work with water providers to expand water treatment and conveyance infrastructure to meet City needs and population growth.

#### Program PF 6.1.1.2

Work with water providers to institute annual infrastructure reviews and updates as they relate to regional county water regulation and needs.

### Policy PF 6.1.2

The City would follow a strategy to prioritize water infrastructure expansion and maintenance in collaboration with water providers.

#### Program PF 6.1.2.1

Work with water providers to develop a Capital Improvement Plan to identify capital improvement needs and identify funding sources.

#### Program PF 6.1.2.2

Work with water providers to determine priority areas for infrastructure provision and determine financial feasibility. Incorporate these findings into the Capital Improvement Plan.

## GOAL PF 7

A comprehensive and functioning storm water management system that protects people, property, water quality and natural aquifers

### Objective PF 7.1

Storm water management and infrastructure to adequately meet community and environmental needs

#### Policy PF 7.1.1

Follow the Lake County Clean Water Program and the Westside Sacramento Integrated Regional Water Management Plan.

#### Program PF 7.1.1.1

City staff shall coordinate with regional governments to maintain an updated Lake County Clean Water Program.

#### Policy PF 7.1.2

The City shall ensure maintenance of the quality of environmental resources.



#### Program PF 7.1.2.1

Create a development fee program to insure that storm water drainage fees are equitable and adequate to pay for needed infrastructure.

#### Policy PF 7.1.3

New development proposals shall be reviewed based on impact to storm water infrastructure capacity and impact on environmental quality

##### Program PF 7.1.3.1

Develop a Low Impact Development (LID) program which outlines approved on-site storm water runoff mitigation measures

##### Program PF 7.1.3.2

Programs that include Low Impact Development (L.I.D.) and other storm water management programs geared toward protecting environmental quality shall be considered for streamlined approval.

### Objective PF 7.2

Properties located in the flood zone are protected

#### Policy PF 7.2.1

City shall comply with state and federal laws regarding development in the 100-year flood zone

##### Program PF 7.2.1.1

Work with local and state agencies in order to determine infrastructure needs to prevent floodwaters from entering the City.

##### Program PF 7.2.1.2

Maintain the infrastructure necessary to protect properties located in the flood zone.

#### Policy PF 7.2.2

New development shall not increase flood impacts on adjacent properties in either the upstream or the downstream direction.

##### Program PF 7.2.2.1

Encourage use of LID mitigation measures for new development

This Page Intentionally Left Blank

# 15. COMMUNITY DESIGN

---

## CONTENTS

<b>INTRODUCTION.....</b>	<b>232</b>
<b>GOALS, OBJECTIVES, POLICIES, AND PROGRAMS.....</b>	<b>233</b>
GOAL CD 1.....	233
GOAL CD 2.....	234
GOAL CD 3.....	235
GOAL CD 4.....	237
GOAL CD 5.....	238
GOAL CD 6.....	239
GOAL CD 7.....	239

## INTRODUCTION

The Community Design Element of the General Plan provides the basis for aesthetic regulation of all development and offers specific guidelines to enhance the sense of place and quality of life for residents. This element is developed closely with the prescriptive Land Use, Circulation, and Housing elements. Additionally, the optional Health Element has strong influences on Clearlake’s Community Design policies, as studies have shown a significant correlation between public health and community design. Design guidelines align with the goals of the other elements to guide public and private development to create a city that is functional, aesthetically appealing, and oriented to Clearlake’s residents and visitors.

The Community Design element is an optional element pursuant to Section 65303 of the State Government Code. The following goals, objectives, policies, and programs were compiled after a field study of existing conditions, community input, and review of the Lake County 2030 Blueprint Plan (2011) and design guidelines from the Clearlake Vision Task Force (2007). The preliminary research determined that appropriate design guidelines for Clearlake must preserve the small-town character while enhancing the built and natural environments. Design guidelines provide a framework for community development, new construction, and improvements to Clearlake’s neighborhoods, streetscapes, and buildings. Implementation of the following goals, objectives, policies, and programs can help promote community marketing and design standards which would create an inviting and attractive city with a cohesive image, entice people to actively participate in community events, and instill a sense of community pride.

# GOALS, OBJECTIVES, POLICIES, AND PROGRAMS

## GOAL CD 1

A community with a distinct and strong identity.

### Objective CD 1.1

Respect local history.

#### Policy CD 1.1.1

Prioritize recognition of historic landmarks and areas that contribute to the City's sense of place or history.

#### Program CD 1.1.1.1

Identify Historic resources and buildings within the City

#### Program CD 1.1.1.2

Create historic preservation guidelines.

#### Program CD 1.1.1.3

Annually update inventory of historic resources

### Objective CD 1.2

Local history is shared and appreciated by residents and visitors.

#### Policy CD 1.2.1

Make Clearlake history an integral part of all outreach and visitor serving materials.

#### Program CD 1.2.1.1

Include historic information on the City's website.

#### Program CD 1.2.1.2

Develop a local history education program for school aged children.

### Objective CD 1.3

Clear Lake is a premier outdoor activity destination.

#### Policy CD 1.3.1

Recreational activities shall become a visible part of promotional materials for the City.

#### Program CD 1.3.1.1

Develop signage advertising recreational activities and events.

#### Program CD 1.3.1.2

Advertise Clearlake's recreational activities and facilities on the City website and brochures.

### Objective CD 1.4

Showcase local artisans.

#### Policy CD 1.4.1

Adopt guidelines for public art installations throughout the City.

#### Program CD 1.4.1.1

Establish a Public Art program.

## GOAL CD 2

A walkable community.

### Objective CD 2.1

Create a connected system of sidewalks that not only allow for a lively commercial center, but also allow for connectivity and safe access to residents' daily needs.

#### Policy CD 2.1.1

The City should require developers to pay for a fair share of sidewalk infrastructure improvements.

#### Program CD 2.1.1.1

Amend requirements for new development entitlements to include pedestrian and bicycle circulation mitigation measures

### Objective CD 2.2

Create a more pedestrian-friendly environment.

#### Policy CD 2.2.1

Provide street trees and street furniture that enhance the pedestrian experience.

#### Program CD 2.2.1.1

Establish development impact fees for community design improvements within designated commercial centers; along Lakeshore Drive, 40<sup>th</sup> Avenue, Olympic Drive, and Austin Park.

#### Program CD 2.2.1.2

Facilitate the creation of a Downtown Business Improvement District

### Objective CD 2.3

Promote the use of bike infrastructure to calm traffic.

#### Policy CD 2.3.1

The City shall provide bike lanes, paths and infrastructure.

#### Program CD 2.3.1.1

The City should follow the County's Bike Master Plan in absence of a City focused plan.

#### Program CD 2.3.1.2

The City should develop a Clearlake Bicycle Master Plan

#### Program CD 2.3.1.3

Establish a development fee or in-lieu fee program for development proposals and new commercial uses along Lakeshore Drive, Olympic Drive, and 40<sup>th</sup> Avenue to provide bike-parking facilities.

## GOAL CD 3

A small town community with a rural character.

### Objective CD 3.1

New development safeguards and maintains the "small town" feel of Clearlake.

#### Policy CD 3.1.1

Building heights shall be consistent with the Zoning Regulations and development standards for the specific zone

#### Program CD 3.1.1.1

Amend the City's Zoning Ordinance and update the maximum building heights for areas of concentrated growth to be consistent with community design objectives

### Objective CD 3.2

Buildings and public plazas contribute to a positive neighborhood character and relate to the surrounding community context.

#### Policy CD 3.2.1

City shall encourage development to be organized in small clusters

#### Program CD 3.2.1.1

Establish multi-unit residential and commercial buildings model design guidelines demonstrating ideal size and bulk.

#### Program CD 3.2.1.2

Adopt a design review ordinance for multi-family residential and multi-unit commercial development.

#### Policy CD 3.2.2

Incentivize the development of privately owned public spaces.

#### Program CD 3.2.2.1

The City should pass an Ordinance to allow the provision of public space to qualify for density bonuses.

### Objective CD 3.3

Promote architectural compatibility and quality design in new development.

#### Policy CD 3.3.1

City shall base development approval upon Design Review Committee approval

#### Program CD 3.3.1.1

Create a Design Review Committee

#### Program CD 3.3.1.2

Establish process of streamlined review for projects which exhibit features that create visual interest which is consistent with surrounding community atmosphere

#### Program CD 3.3.1.3

Create Community Design Guidelines to be used in the development review. Guidelines shall incorporate ideal design features such as window bays, overhangs, trellises, and balconies, provided they are consistent with the setting and adjacent development

#### Policy CD 3.3.2

Promote improvement in building design and architecture

#### Program CD 3.3.2.1

Include descriptions and illustrations of the desired architectural components into the Community Design Guidelines [created under Program CD 3.3.1.3].

# GOAL CD 4

Valued natural environment and scenic beauty.

## Objective CD 4.1

Native trees and plants are protected.

### Policy CD 4.1.1

City shall maintain and increase quantity of tree coverage.

#### Program CD 4.1.1.1

Review and update the City's native tree ordinance that regulates the removal of native vegetation and require mitigation measures when removal of native vegetation is unavoidable.

#### Program CD 4.1.1.2

Focus tree planting in coordination with areas targeted for growth as outlined in a Capital Improvement Plan.

## Objective CD 4.2

Protected aesthetic character of the City including scenic viewsheds and Clear Lake

### Policy CD 4.2.1

Limit the massing and bulk of buildings along the Lakeshore Drive.

#### Program CD 4.2.1.1

Update the City's Zoning Ordinance to establish maximum building heights in areas adjacent to Clear Lake

### Policy CD 4.2.2

Preserve aesthetic beauty for residents and visitors

#### Program CD 4.2.2.1

Establish areas of aesthetic beauty and significance; designate areas as a viewshed or scenic corridor

#### Program CD 4.2.2.2

Develop development standards for areas adjacent to designated viewsheds or scenic corridors.

### Policy CD 4.2.3

Maintain public access to Clear Lake



Program CD 4.2.3.1

Establish physical public access points to the Lake.

Program CD 4.2.3.2

Rezone key areas of Lakeshore Drive to allow for public access.

## GOAL CD 5

Safe and healthy residential and commercial areas.

### Objective CD 5.1

Community has adequate lighting to provide a safe and welcoming atmosphere.

Policy CD 5.1.1

Public lighting shall be regulated and maintained by the City

Program CD 5.1.1.1

Differentiate lighting needs between commercial and residential areas.

Program CD 5.1.1.2

Identify priority areas for street lighting.

Program CD 5.1.1.3

Establish a lighting strategy that will distinguish neighborhoods.

Policy CD 5.1.2

New lighting should preserve the rural character of Clearlake and the dark night sky.

Program CD 5.1.2.1

The City should establish a Night Sky Ordinance that will regulate the type of fixtures used.

### Objective CD 5.2

Foster residential and commercial pride in ownership.

Policy CD 5.2.1

Promote the renovation, rehabilitation, and maintenance of both commercial and residential properties in Clearlake.

Program CD 5.2.1.1

Identify funding sources to establish a code enforcement program.

#### Program CD 5.2.1.2

Establish neighborhood level programs to assist in property upkeep.

## GOAL CD 6

Neighborhood wellness and social interaction for residents and visitors.

### Objective CD 6.1

Promote parades, farmers markets, and other social events.

#### Policy CD 6.1.1

Encourage partnerships with nonprofits, community leaders and local organizations to host public events.

#### Program CD 6.1.1.1

Advertise local events through the City website, visitor brochures, and other forms of local and regional media.

## GOAL CD 7

Adequate signage and wayfinding.

### Objective CD 7.1

A wayfinding system acts to create and encourage a unique sense of local identity.

#### Policy CD 7.1.1

Provide essential wayfinding signs to aid residents and visitors in navigation.

#### Program CD 7.1.1.1

Include a master signage program in the City's capital improvements plan.

#### Policy CD 7.1.2

Eliminate signage clutter along Lakeshore Drive Downtown corridor.

#### Program CD 7.1.2.1

Adopt a signage ordinance.

# 16. HEALTH

---

## CONTENTS

<b>INTRODUCTION .....</b>	<b>240</b>
<b>GOALS, OBJECTIVES, POLICIES, AND PROGRAMS .....</b>	<b>241</b>
GOAL HE 1 .....	241
GOAL HE 2 .....	242
GOAL HE 3 .....	243
GOAL HE 4 .....	245

## INTRODUCTION

The Health Element is optional in the General Plan. It is allowed under Section 65303 of the State Government Code. Health Elements are a relatively new phenomenon in General Plans with only a select number of California cities having incorporated this element into their General Plan. The City of Clearlake’s General Plan will contain a Health Element for the first time in this 2040 General Plan Update.

Medical research shows that genes typically determine 10 to 15 percent of an individual’s health status, behavior accounts for 20 to 30 percent, and the environment – physical, social, and economic – accounts for 60 to 70 percent (Raimi & Associates, 2011). Thus, motivated by the dramatic increase in national obesity rates and obesity-related illnesses over the past two decades, public health professionals and urban planners have identified city planning as an avenue for fostering physical activity rate and increasing access to healthy foods. The City of Clearlake is establishing a desire to promote healthy lifestyles within its community with the addition of a Health Element into the Clearlake General Plan.

The Health Element is most closely related to the Land Use and Circulation elements. There is an increasing awareness of the link between the built environment and public health. Land use decisions help shape the pattern of community development and can either promote or discourage active modes of transportation. Recent trends in literature suggest land use as a major influence over adequate provision of community amenities; including access to healthy food, outdoor recreation opportunities, and civic services within walking distance of every household. A city with access to alternative modes of transportation can have significant impacts on increasing physical activity and decreasing obesity rates. Public transportation networks should be efficient and easy to access in order to increase ridership and subsequently reduce dependence on the automobile. The Open Space and Safety Elements are also closely related to the Health Element. Parks should provide recreational space in every neighborhood to encourage physical activity, contribute positively to mental health, and improve air quality. Additionally, an active community is also a safe community with plenty of ‘eyes on the street’.

Existing best practices and standards, fieldwork, community health assessments, stakeholder interviews and community input were considered in creating this element. The Health Element contains goals, objectives, policies, and programs aimed at creating a healthier community in Clearlake. Specifically, this element focuses on improving access to healthy food, opportunities for physical activity, air quality, and access to health care and social capital.

## GOALS, OBJECTIVES, POLICIES, AND PROGRAMS

### GOAL HE 1

Accessible healthcare.

#### Objective HE 1.1

Increase access to healthcare facilities.

##### Policy HE 1.1.1

The City shall seek service connections to healthcare facilities by different forms of public transportation.

##### Program HE 1.1.1.1

Support existing shuttle services to St. Helena Hospital, Clearlake.

##### Program HE 1.1.1.2

Provide non-emergency medical transportation for the community through Lake Transit.

##### Program HE 1.1.1.3

Promote the awareness of Lake Transit's Clearlake/Lower Lake Dial-a-ride and "Flex Stop" services.

##### Policy HE 1.1.2

The City shall seek the establishment of health services to serve hard-to-reach populations or areas.

##### Program HE 1.1.2.1

Establish a Mobile Health Services Unit (MHSU) at St. Helena Hospital in Clearlake.

#### Objective HE 1.2

Increase the percentage of populated residential parcels within a half-mile radius of a healthcare facility to 50 percent by 2040.

### Policy HE 1.2.1

The City shall encourage the development and establishment of healthcare facilities.

#### Program HE 1.2.1.1

Utilize vacant city-owned parcels as potential healthcare zones.

#### Program HE 1.2.1.2

Attract healthcare practices to underserved areas by providing proportionate relief from impact fees.

## GOAL HE 2

High awareness of healthy eating and healthy food options.

### Objective HE 2.1

Increase access to healthy food options.

#### Policy HE 2.1.1

Promote the prevalence of fresh fruit and produce and healthy dining options.

##### Program HE 2.1.1.1

Establish farmers markets.

##### Program HE 2.1.1.2

Provide transit connections to produce markets and grocery stores.

##### Program HE 2.1.1.3

Establish community gardens and food cooperatives.

##### Program HE 2.1.1.4

Encourage market organizers to provide fee-free incentives for local growers to participate at farmers markets.

##### Program HE 2.1.1.5

Permit convenience stores to carry fresh produce meeting health department regulations.

##### Program HE 2.1.1.6

Support school programs to offer healthy food in school.

#### Program HE 2.1.1.7

Encourage food assistance program benefits to the wider community including eligible educational programs.

### Objective HE 2.2

Offer educational materials regarding the Food Stamp or Supplemental Nutrition Assistance Program (SNAP) to families living in poverty.

#### Policy HE 2.2.1

Increase awareness of financial assistance programs for families living in poverty.

#### Program HE 2.2.1.1

Facilitate informational workshops with School Districts, community service agencies and healthcare providers on assistance programs.

### Objective HE 2.3

Move from a food balance score (an indication of healthy food access versus non-healthy food access) below 0.75.

#### Policy HE 2.3.1

Aim to move the food balance score from average to good according to the Food Balance Score method developed.

#### Program HE 2.3.1.1

Identify areas lacking healthy food providers and establish more fresh food enterprises.

#### Program HE 2.3.1.2

Work with existing food cooperatives in the City.

#### Program HE 2.3.1.3

Convert pocket green spaces in new Planned Residential Developments into community gardens.

## GOAL HE 3

Healthy lifestyle and educational programs for all.

## Objective HE 3.1

Promote awareness and educational programs on the benefits of healthy and active lifestyles, with particular attention to information related to obesity, heart disease, substance abuse and emotional health.

### Policy HE 3.1.1

Promote programs that address substance abuse and mental health.

#### Program HE 3.1.1.1

Work with County Health Officer and Department to organize health education and awareness campaigns.

#### Program HE 3.1.1.2

Expand family support and preventive services as lifestyle or behavioral coaching assistance.

#### Program HE 3.1.1.3

Create informational sessions on substance abuse and mental and emotional health available to the wider community.

## Objective HE 3.2

Promote community and family based activities that lead to healthy and active lifestyles.

### Policy HE 3.2.1

Promote suitable physical and social activities for families, seniors and youth.

#### Program HE 3.2.1.1

Establish partnerships with local business communities, school districts and community organizations to develop health and active lifestyle awareness in consumers.

#### Program HE 3.2.1.2

Expand public events that encourage active community participation and social integration.

#### Program HE 3.2.1.3

Create opportunities for volunteers, senior programs, youth and after school programs.

## Objective HE 3.3

Control the location of land uses to reduce exposure to air pollution.

### Policy HE 3.3.1

The City shall not allow new residential development within 300 feet of industrial uses or within 500 feet of the center of a major roadway.

#### Program HE 3.3.1.1

Review land use regulations and zoning to ensure compatible land uses, especially in targeted growth areas.

## GOAL HE 4

A safe community.

### Objective HE 4.1

Foster a sense of safety in the community.

#### Policy HE 4.1.1

Improve road conditions and public spaces to increase visibility and foster better social connections among residents.

##### Program HE 4.1.1.1

Improve lighting on streets, sidewalks, crossings and public amenities to improve safety in pedestrian and recreational areas.

##### Program HE 4.1.1.2

Expand neighborhood safety watch programs.

##### Program HE 4.1.1.3

Implement strict code enforcement and road patrols for driving-under-influence (DUI) offenses.

#### Policy HE 4.1.2

The City shall accommodate emergency shelters and special needs populations such as the homeless and domestic abuse victims.

##### Program HE 4.1.2.1

Work with appropriate agencies to establish a permanent emergency shelter for the homeless and abuse victims.