

# 15. COMMUNITY DESIGN

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## 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.