

WELCOME!



CLEARLAKE
california

General Plan
Project

November 10, 2012 | Community Meeting 1



CAL POLY

CRP



AGENDA

1. Introduction (10 minutes)
2. City Background and Growth (5 minutes)
3. Conditions & Emerging Directions:
 - I. Land Use, Economic Development, Health (10 minutes)
Break Out – Dot Exercise (20 minutes)
 - II. Housing, Community Design, Circulation, Noise (10 minutes)
Break Out – Dot Exercise (20 minutes)
 - III. Open Space, Conservation, Public Facilities, Safety (10 minutes)
Break Out – Dot Exercise (20 minutes)
4. Lunch (30 minutes)
5. Summary from Breakouts (10 minutes)
6. Thank you! And Next steps (5 minutes)



Clearlake Historical Background

Clear Lake



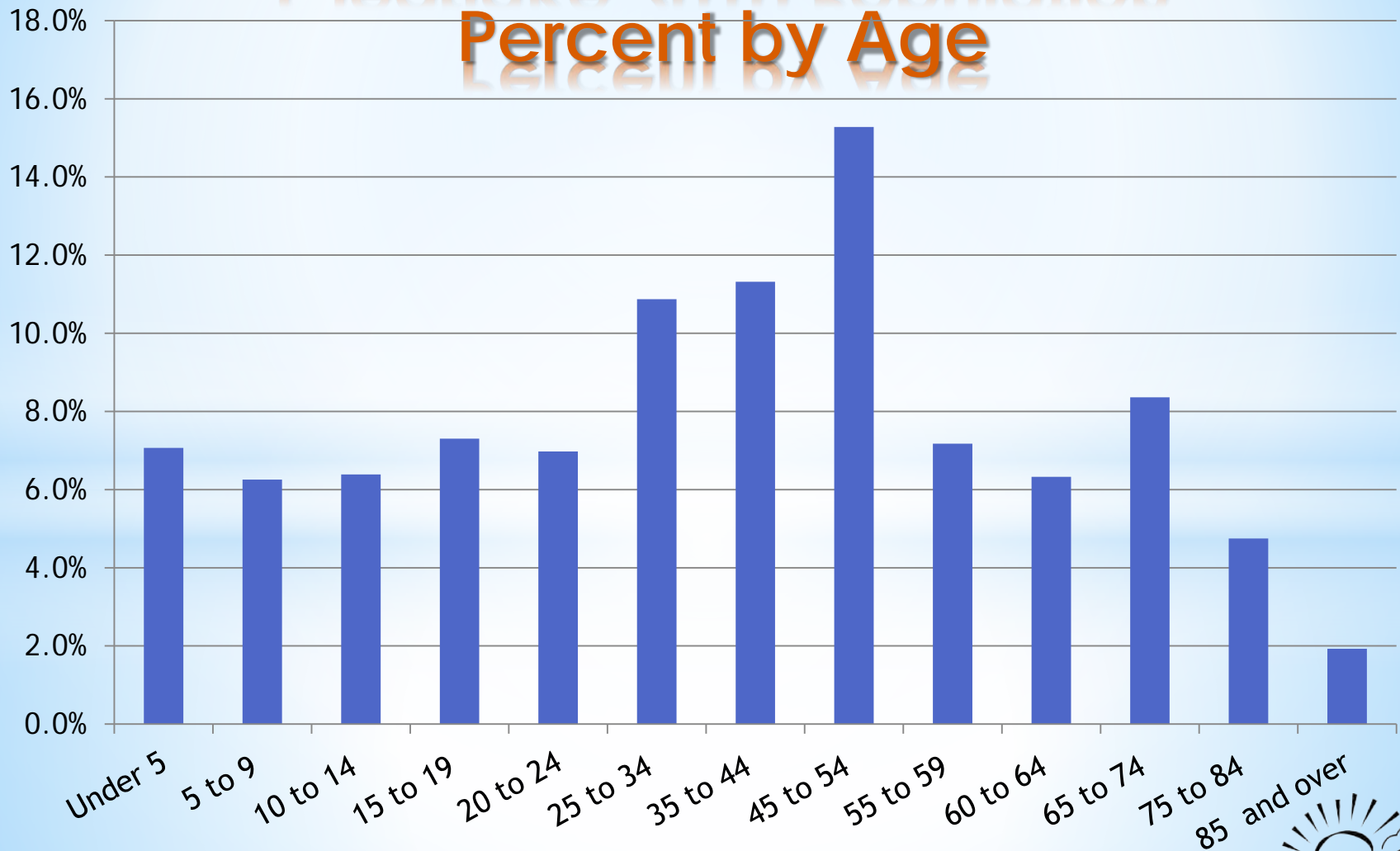
Pomo Indians



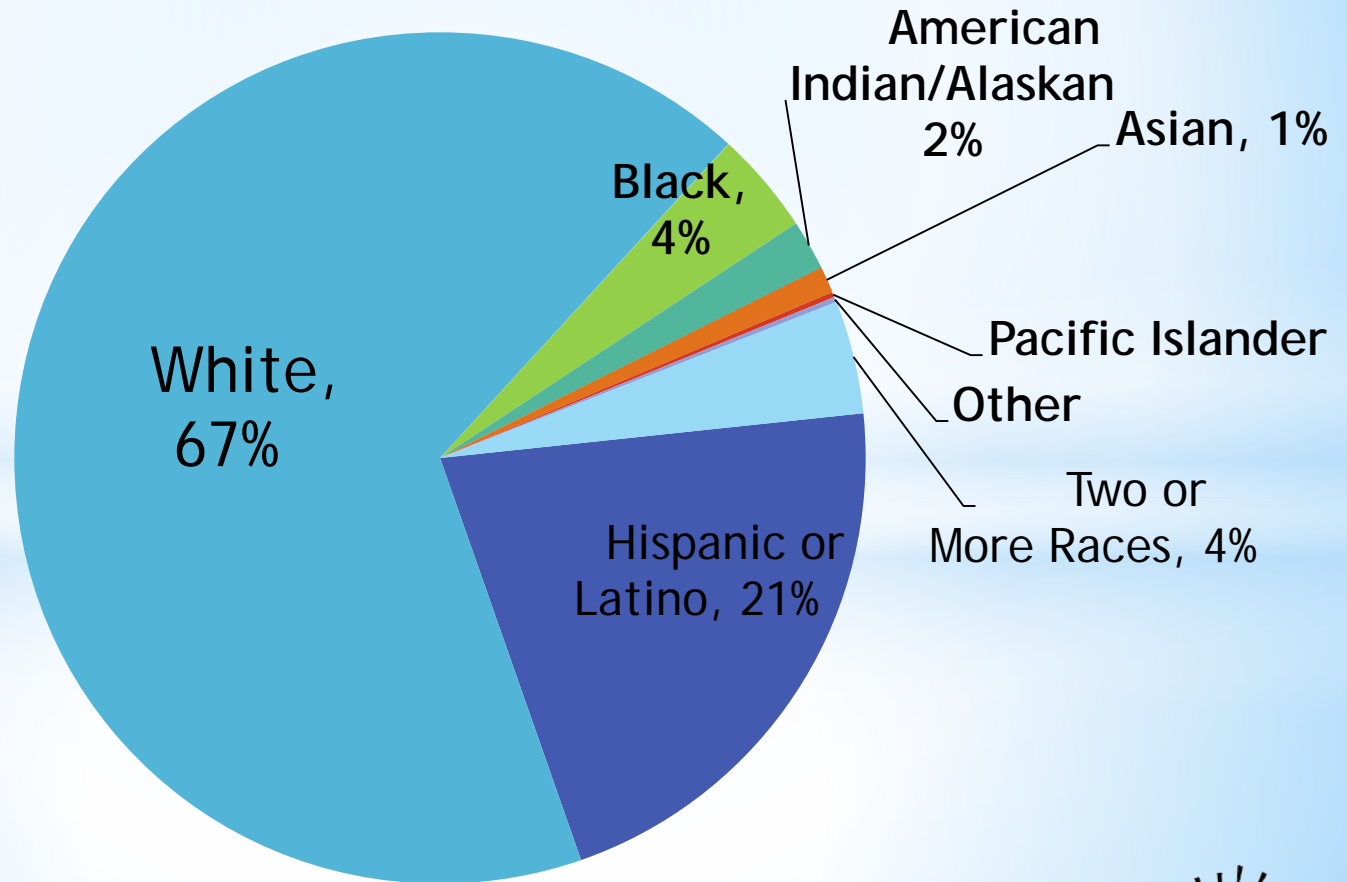
19th Century Resorts



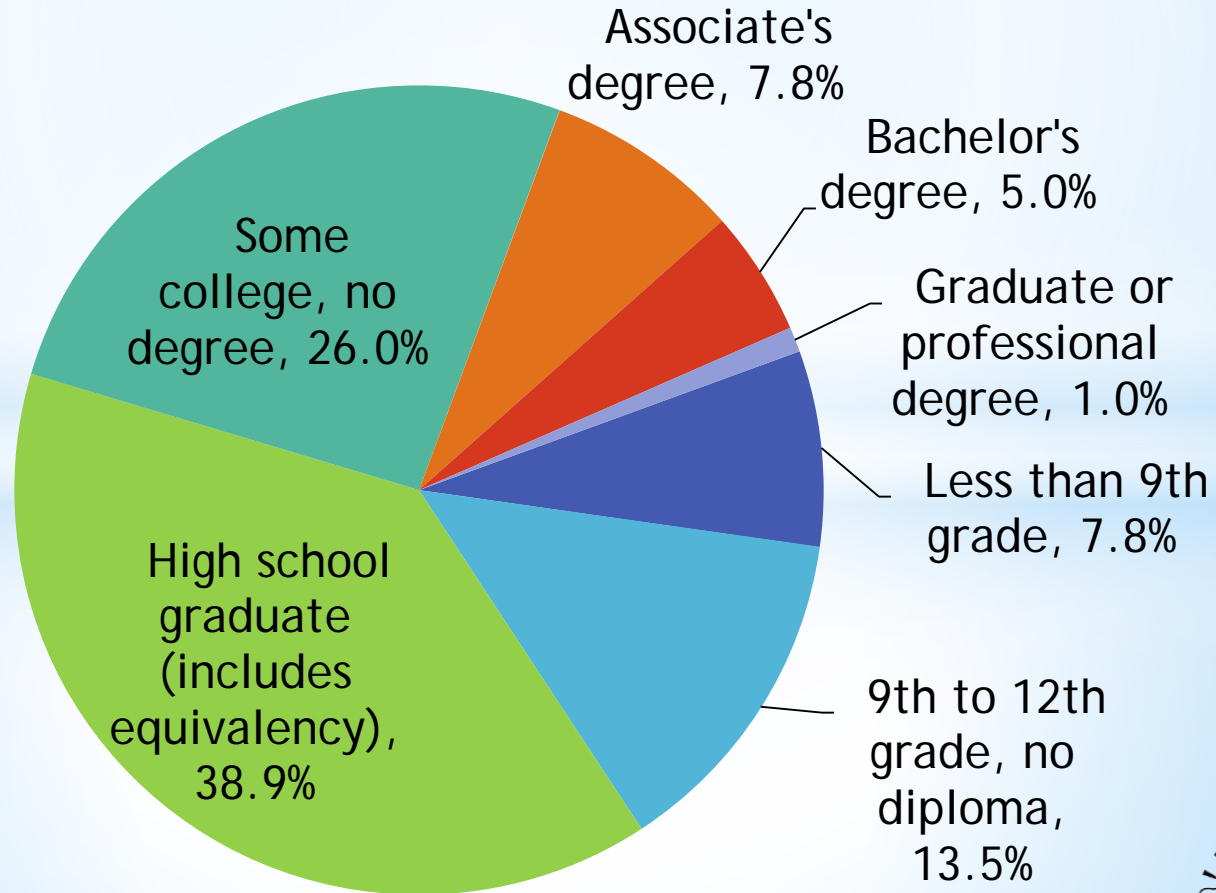
Clearlake 2010 Population Percent by Age



Clearlake Ethnicity 2010



Clearlake Educational Attainment, 2010



General Plan Elements

LAND USE
ECONOMIC DEVELOPMENT
HEALTH

LAND USE ELEMENT

CONCENTRATION



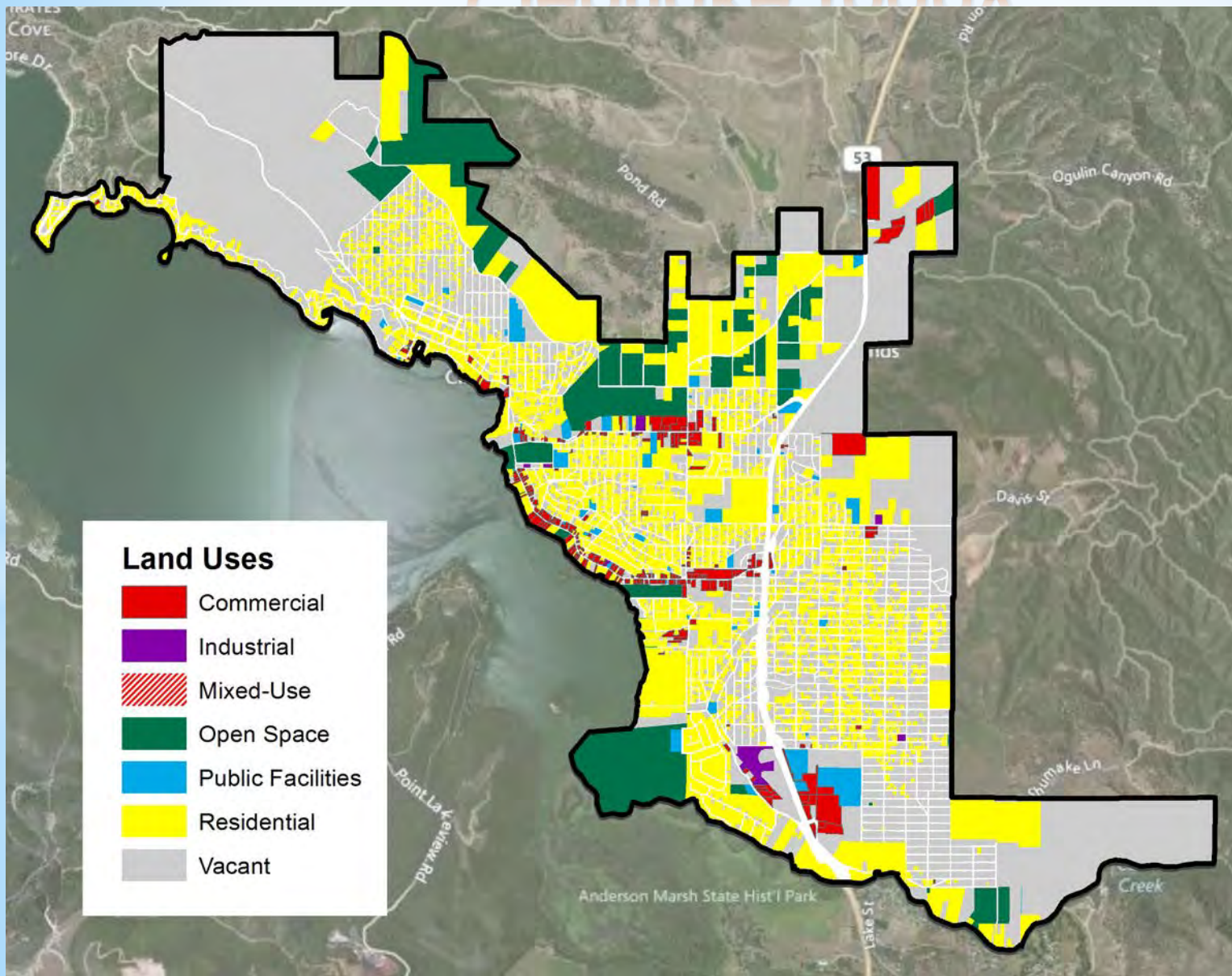
TYPE



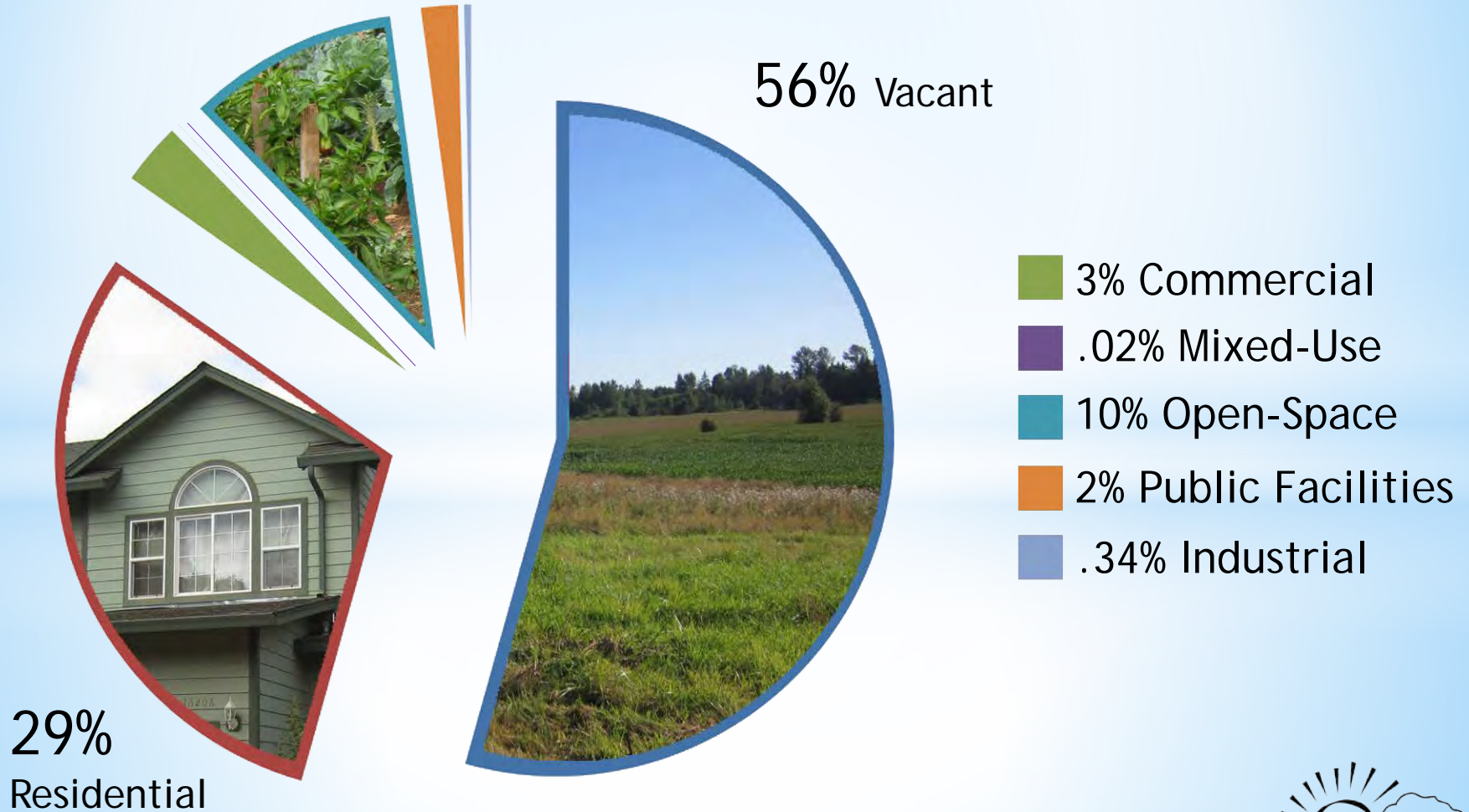
LOCATION



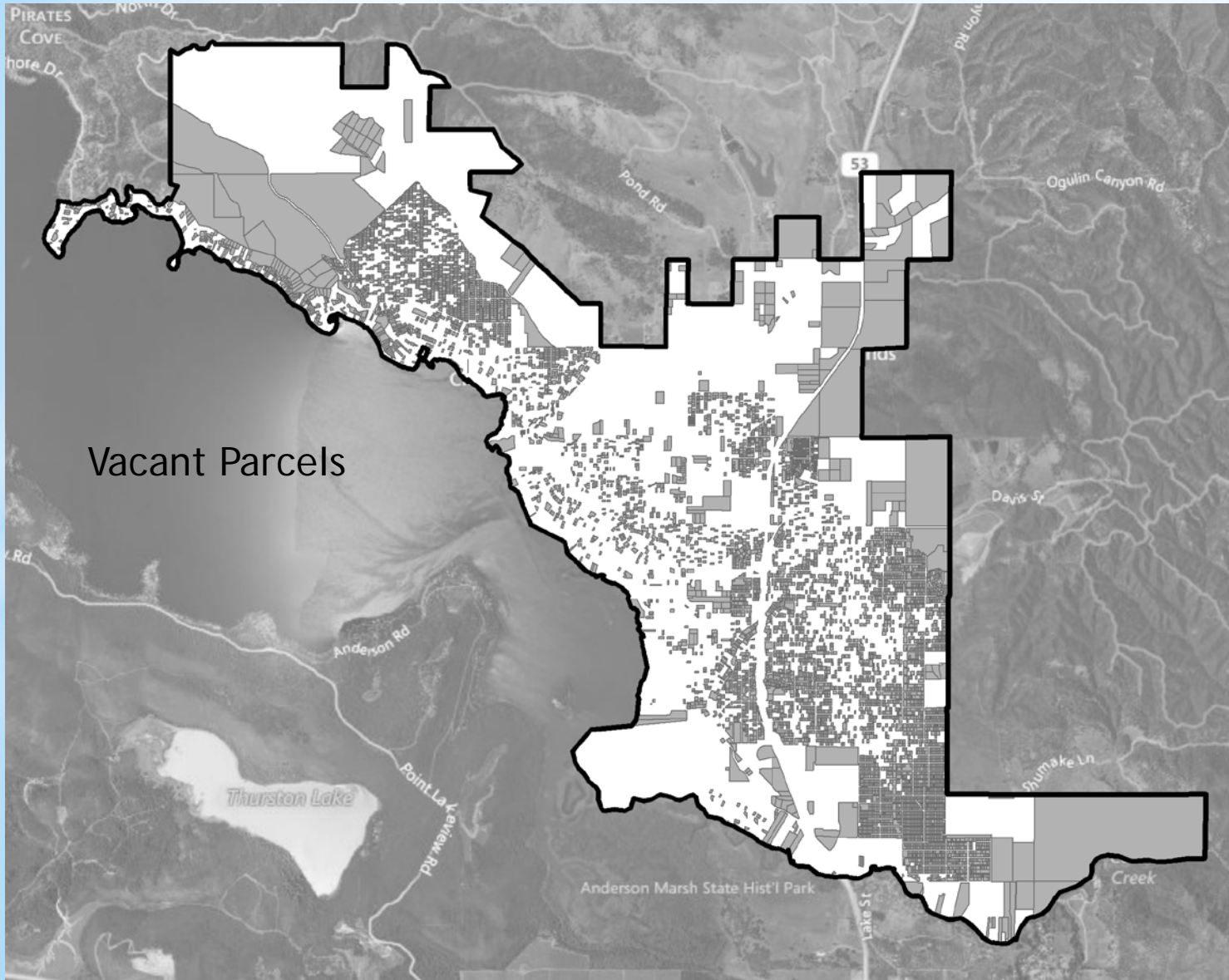
Clearlake Today



Clearlake Today



Clearlake Today



Community Feedback



Less office, more retail in Downtown

Lakeshore Dr. as commercial hub

Concentrate like uses in Downtown



Light industry needed

Mix of urban and rural



Emerging Directions

- What types of new development are needed?
- Where should these new developments be concentrated?
- What is the balance between encouraging growth and maintaining small town character?

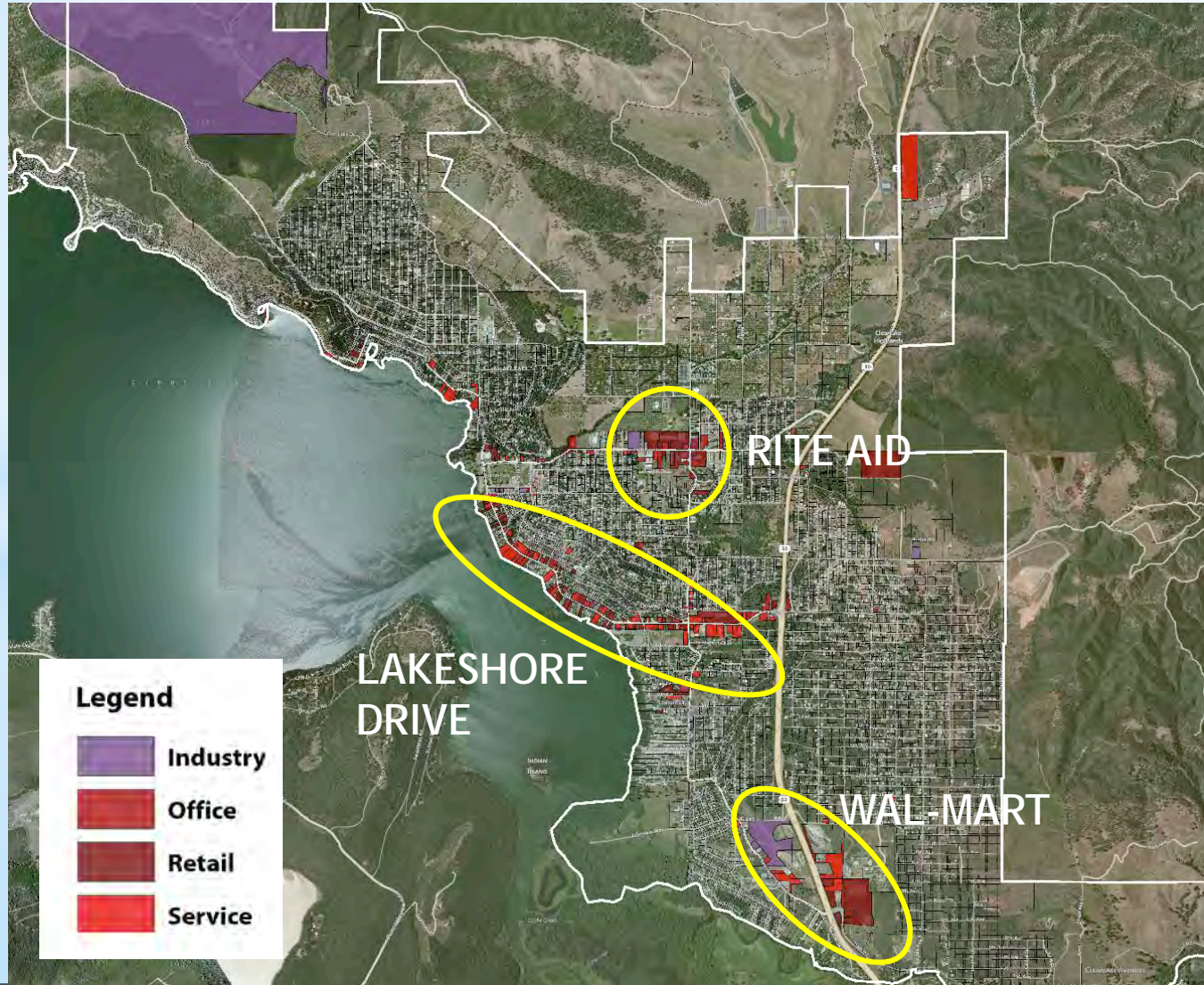


ECONOMIC DEVELOPMENT ELEMENT

- Balanced City Budget
- New business variety
- Tourism and marketing
- employment opportunities



Clearlake Today



Clearlake Today

Live and
Work in
Clearlake



Live in
Clearlake
and Work
Elsewhere

Community Feedback

Business Activities



Lake Tourism



Jobs



Emerging Directions

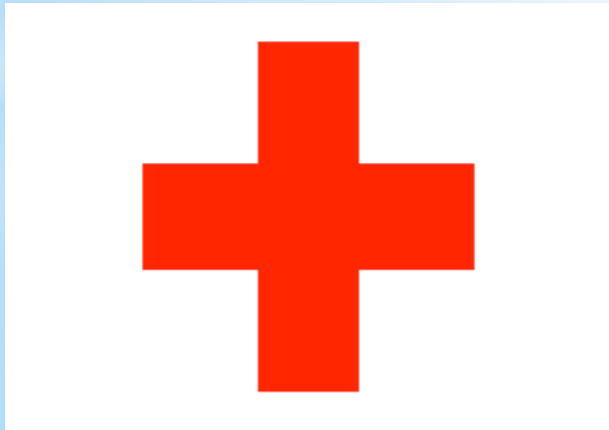
- What types of businesses does Clearlake need?
- What vocational training and services are desired?
- How do we market Clearlake as a travel destination?



HEALTH ELEMENT

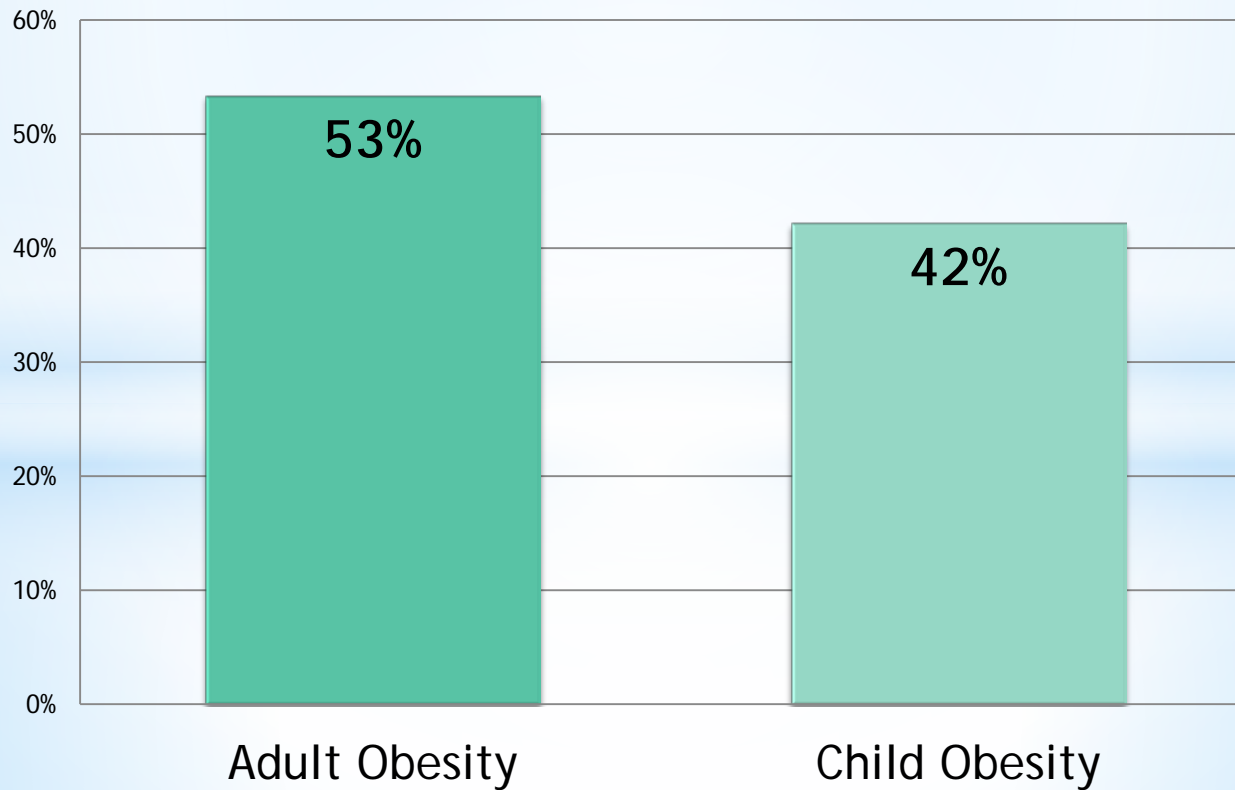
Encourage healthy, active lifestyles

- Physical and mental health
- Opportunities for recreation and physical activities
- Access to medical services
- Access to healthy foods



Clearlake Today

Population with Obesity



Emerging Directions

Growing senior population



Healthier food in schools



Access to healthy food



Access to health care facilities



Rehabilitation Programs



BREAKOUT