III. Land Use Element
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III. LAND USE ELEMENT

Introduction

When considering the seven topics, or elements that a general plan is required to cover (land use, circulation, housing, conservation, open space, noise and safety), the issue of land use is often of greatest interest to the public. The Land Use Element determines the locations within the city’s General Plan area where residential, commercial, industrial, public, and open space land uses may occur at present and in the future. The Land Use Element also determines the location, rate and timing of new growth and development, which in turn informs the other Elements of the General Plan relative to the timing of roadway and infrastructure improvements, the need for additional affordable housing and other matters driven by land use.

Issues Addressed By the Land Use Element

The Visioning Project (Chapter II) identifies a range of issues to be addressed by the Land Use Element and the specific policies where these issues are addressed. Other important issues addressed by the Land Use Element include:

Climate Change

Recent changes to State law (Assembly Bill 32 and Senate Bill 375) require every City and County to take steps to minimize the effects of land use decisions on climate change, primarily by adopting strategies aimed at reducing the emission of greenhouse gases. The Land Use Element addresses these requirements directly through Policies LU-27.1 through 27.10 which require, among other things, the preparation of a Climate Action Plan to identify strategies to achieve greenhouse gas reduction targets. One of the key recommendations of AB32 and SB 375 is to adopt land use policies that incorporate principles of “Smart Growth”. These principles include:

- Create a range of housing opportunities and choices;
- Create walkable neighborhoods;
- Encourage community and stakeholder collaboration;
- Foster distinctive, attractive communities with a strong sense of place;
- Make development decisions predictable, fair and cost effective;
- Mix land uses;
- Preserve open space, natural beauty and critical environmental areas;
- Provide a variety of transportation choices;
- Strengthen and direct development towards existing communities;
- Take advantage of compact building design.

The Land Use Element embraces these concepts by requiring (among other things) the development of pedestrian-oriented neighborhoods and districts composed of a complementary mix of land uses that foster modes of
transportation other than the automobile. More importantly, the historic
development pattern of Grover Beach with its grid system of streets,
interconnected neighborhoods within walking distance of school, parks, and
shopping has resulted in a pattern of development largely consistent with
these principles. In this sense, Grover Beach is an example to other
communities in efforts to embrace Smart Growth as a means of reducing
greenhouse gas emissions.

Large Undeveloped Parcels
Buildout of the General Plan will occur through the development of the
remaining undeveloped infill parcels. The Land Use Element provides
specific guidance for the three remaining larger undeveloped areas of the
City:

Northeast Grover Beach

There are three largely
vacant parcels located
north of Atlantic City
Avenue and west of
Oak Park Boulevard
that comprise about
15.5 acres. The
northerly property (APN
060-031-021) is con-
strained by a number of
factors, including:

- Significant biological resources that include stands of willows and
  other riparian species along Meadow Creek and a number of large
  oak trees;
- Steep slopes
- Archaeological resources (potentially)
- View protection
- The floodplain of Meadow Creek

The middle property (APN 060-031-022) has limited opportunities for
vehicular access and must rely on access from adjoining properties. And the
southerly property (APN 060-031-005) is constrained by a number of factors,
including:

- A number of large oak trees;
- Steep slopes
- Protection of views from the south
- Archaeological resources (potentially)
- Undocumented fill
These large vacant holdings offer considerable potential for a range of land uses that could help broaden the City’s tax base and help meet its regional fair share of affordable housing. The Land Use Element provides specific policy guidance for the development of these parcels to address the identified physical constraints (LU-3.3, LU-3.4, LU-9.1 and LU-9.2).

The Strawberry Field

The Strawberry Field comprises the last remaining property within the City’s General Plan area with ongoing productive agricultural operations. While maintaining viable agriculture is important in its own right, the strawberry fields provide an important community amenity and a source of locally-grown food. At the same time, the field is surrounded on all sides by urban development and lies within the City’s corporate boundaries. Thus, at some point in the future it may be appropriate to convert this land to an urban use, in part to help offset the pressure to convert larger agricultural holdings elsewhere.

The Strawberry Field presents few physical constraints to development. Accordingly, it could accommodate a wide range of land uses and help the City achieve its affordable housing and economic development objectives. The Land Use Element (Policy LU-15.1) recommends keeping the Strawberry Field in productive agriculture until such time as urban development is timely and initiated by the property owner. In addition, Policy LU-15.2 requires the preparation of a specific plan to set forth the appropriate range of land uses and development standards.

Farroll Road Property (APN 060-572-002)

The vacant property located on the north side of Farroll Road at 16th Street constitutes one of the City’s last remaining large infill residential sites. The southerly extension of 16th Street will divide the property with the larger portion (about 8 acres) on the east and about 1.3 acres on the west. The Land Use Diagram designates the site as Low Density Residential. Policy LU-3.2 requires development of the site to address privacy and neighborhood compatibility issues and to incorporate a useable open space/park like setting centrally located to serve future residents and a landscaped parkway along 16th Street.
The 13 Street Corridor

The 13th Street corridor is one of three primary north-south connections between Grand Avenue and the community of Oceano and beyond. The corridor has been developed with an eclectic mix of residences and businesses between Grand Avenue and Farroll Road. The mix of development raises the question of whether the corridor should be predominantly residential along its frontage, or businesses, or a combination of the two. There are a number of neighborhood-serving commercial businesses along 13th Street serving the day to day needs of surrounding residents within easy walking distance.

The Land Use Element recommends preserving existing residential development along 13th Street, including the existing mobile home park (Policy LU-10.2). In addition, Policy LU-10.1 recommends limited expansion of neighborhood serving businesses along 13th Street where such expansion will be compatible with surrounding neighborhoods.

The Front Street Industrial Area

The Front Street industrial area between Front Street and Beckett is an area in transition from housing to industrial, with several dwellings interspersed among recent industrial projects along with vacant and underutilized parcels. There are stable residential neighborhoods immediately to the east.

A number of factors suggest that continued industrial development in the Front Street area would not be desirable. These issues include:

- The proximity of Front Street to Grand Avenue and the beach;
- The proximity of residences to the east and compatibility conflicts with surrounding residences, including access through residential neighborhoods for delivery vehicles serving industrial businesses;
- The slow pace of development of this area with industrial businesses;

Accordingly, the Land Use Diagram designates the Front Street area for additional Visitor Serving Mixed-Use development, and recommends that the City assist business owners in efforts to relocate to more suitable locations in
the industrial district south of Farroll Road. The one remaining area with an Industrial designation is the property located west of Front Street to the railroad that has an existing approval for development.

Consistency Between Land Use and Zoning
One of the objectives of the Land Use Element update is to ensure consistency between the Land Use Diagram and the corresponding zoning. This is addressed by Implementation Measure No. 4 (See Table 8).

Infill Development
Much of the City of Grover Beach has been developed. Consequently the fundamental pattern, distribution, and form of development has been established. Achieving the objectives of the Visioning Project (Chapter II) such as the establishment of distinct commercial and mixed use centers will necessitate the redevelopment and re-use of these areas. Redevelopment of existing developed properties is inherently more difficult to achieve than the development of vacant properties. In addition, the infill and recycling of existing properties must be accommodated in a manner that does not adversely disrupt existing neighborhoods.

The Context for Planning In Grover Beach

Setting
Grover Beach is a city of about 2.25 square miles situated on a broad coastal plain that stretches from the coastal dunes to the Arroyo Grande Valley. The beach and dune area adjacent to the City lie within Pismo State Beach which is managed by the California Department of Parks and Recreation. The City is separated from the beach by the northerly terminus of the coastal dune complex that has formed along the shore from Grover Beach to Point Sal. The dunes provide opportunities for recreation and for the protection of sensitive natural resources.

Existing Land Use and Pattern of Development
The basic pattern of urban development in Grover Beach can be traced to the grid system of streets established by its founder, D.W. Grover, in the late 19th century, who envisioned his new city as the "...grandest summer and winter seaside resort on the Pacific Coast".

The City has experienced intermittent periods of development following World War II and continuing through the 1950’s and 60’s. The scale and character of development reflects each of these eras. Older neighborhoods consist of single story detached dwellings of wood frame construction and stucco exterior constructed on small lots. More recent development has seen an increase in the size of dwellings, and an increase in two-story construction.

The City has provided significant areas for development of multiple family dwellings and in the past 10 years the development of these areas has provided for a wider range of housing opportunities. In addition, there are
four mobilehome parks and a mobilehome subdivision scattered throughout the community.

In order to meet the City’s allocation of affordable housing as prescribed by the Regional Housing Needs Allocation adopted by the San Luis Obispo Council of Governments, the City will need to set aside sufficient land to serve the needs of targeted income groups. Please refer to the Housing Element for additional information regarding housing issues.

**Residential Neighborhoods**

Grover Beach is composed of a diverse collection of neighborhoods (Figure 1) interconnected by a grid system of streets. The street pattern, the abundance of small neighborhood businesses, and the proximity of housing to the commercial ‘spine’ formed along Grand Avenue, make Grover Beach neighborhoods imminently ‘walkable’, and accessible to businesses that serve their day-to-day needs.

Neighborhoods are often defined by a quarter-mile “pedestrian shed”, in which most residents’ daily needs can be met within a five-minute walk. As shown on Figure 2, most residents of Grover Beach are within a short walk of neighborhood-serving businesses.

Figure 1 -- Grover Beach Neighborhoods and Districts
Figure 2 -- Neighborhood Serving Commercial Businesses and the 5-Minute 'Pedestrian Shed'
The Northern Hillsides
The Northern Hillsides neighborhood lies in the upland area generally bounded by Atlantic City Avenue, N. 4th Street, Oak Park Boulevard and El Camino Real. Residences are afforded spectacular views along the coast, and toward the foothills. In addition, the Northern Hillsides support groves of oak trees on the north-facing slopes and important riparian resources along Meadow Creek. Residential development consists primarily of single family dwellings on larger lots, with occasional duplex and multi-family units especially along Atlantic City Avenue. This neighborhood has considerable remaining infill development potential.

North Grover Beach
This neighborhood includes the residences north of the Grand Avenue corridor between 4th street and Oak Park Boulevard and south of Atlantic City Avenue. The pattern of residential development consists of single family dwellings on smaller individual lots north of Newport Avenue, with residential densities increasing toward Grand Avenue where an assortment of apartments, condominiums and mobile homes occupy the blocks north of Ramona Avenue and south of Brighton Avenue. This entire neighborhood is within a five-minute walk of commercial businesses along Grand Avenue.

Southeast Grover Beach and the 13th Street Corridor
This neighborhood includes newer single family residential development south of Farroll Road and east of 13th Street, which connects this neighborhood with Grand Avenue. South of Longbranch, the pattern of residential development consists of older single family dwellings on individual lots, interspersed with newer dwellings on larger cul-de-sac lots. South of Farroll Road the grid system of streets has been replaced by new residential subdivisions with cul-de-sacs. This neighborhood contains one of the last remaining large infill lots. Development along the 13 Street corridor north of Farroll Road is a mix of single family residences, retail businesses, offices and quasi-public uses. The small businesses serve the surrounding neighborhood with a variety of day-to-day goods and services.

South Grover Beach
This neighborhood consists of older, higher density housing on smaller lots north of Manhattan Avenue and south of Grand Avenue. There are several vacant and underutilized lots in the area, which could support additional higher density infill development. West of 4th Street is industrial development along the railroad right-of-way which should be evaluated for expansion of beach-serving visitor development.

Northwest Grover Beach
The neighborhood west of 4th Street and north of Ramona Avenue consists of older single family residences and medium-to-high density development north of Atlantic City Avenue. This neighborhood borders the north Front Street industrial area where older residences are being replaced by newer industrial businesses. Reducing impacts to existing residential neighborhoods from expanded industrial development in this area is an important objective of the General Plan.
Commercial Districts

Commercial development in Grover Beach is concentrated along the Grand Avenue corridor, along El Camino Real and in smaller neighborhood-serving nodes. Commercial businesses within these areas serve different needs of visitors and residents.

The predominant commercial feature of the City is the commercial corridor that runs along W. Grand Avenue from the eastern City limits to State Route 1 on the west. Much of the older commercial businesses, especially along the Grand Avenue corridor, are smaller by today’s standards, reflecting the size of the underlying lots. The typical lot width of 50 feet and smaller has contributed to a pattern of development with smaller buildings of often unrelated character and style.

Visitor Serving Businesses

The City should continue to capitalize on its desirable beach-side setting by attracting a number of businesses, hotels, motels and restaurants that cater to the needs of visitors. Motels and hotels have been established along El Camino Real near the Oak Park and 4th Street freeway interchanges with Highway 101, along with restaurants and shops aimed at travelers.

At the west end of Grand Avenue near the entrance to Pismo State Beach and the Oceano Dunes State Vehicular Recreation area are a number of retail, restaurants and service businesses to serve the needs of beach-goers. The City intends to develop a beach-front lodge on property just inside the State Beach property on Grand Avenue to serve as an anchor for expanding tourism and reinforcing the City’s image as a beach-side community.

Shopping Centers and Large-Scale Retail

The commercial development along Grand Avenue east of 14th Street supports more conventional, larger-scale retail centers that provide for the day-to-day needs of Grover Beach residents. These centers support a diverse assortment of retail and service businesses and are designed to be visited primarily by automobile.

Downtown/Central Business District

The area along Grand Avenue between 5th Street and 14th Street, with a Downtown Core area between 8th Street and 11th Street and north to Ramona Park serves as the central business district for Grover Beach. The majority of the City’s civic offices are here, as well as the post office and financial institutions. The City should encourage creation of a Civic Center in the vicinity of the existing City Hall complex and encourage County, State and other agencies to locate in these areas.

Neighborhood-Serving Businesses

As discussed previously, the majority of Grover Beach neighborhoods are served by an assortment of small, independently owned and operated businesses that include small grocery stores, food establishments, hair cutting, and other services that cater to the day-to-day needs of Grover Beach residents. These neighborhood businesses are an invaluable
resource for residents by providing needed goods and services within walking distance.

**Industrial Districts**

Grover Beach has two industrial districts, each with its own distinct character, issues and opportunities. Older industrial development consists of smaller pre-fabricated buildings providing manufacturing, warehousing, auto storage and repair, and contractor's storage businesses with ten or fewer employees. More recent industrial development south of Farroll Road and along Front Street and Atlantic City has included larger businesses with stable, well paying or head of household jobs.

**The Front Street Industrial District**

The Front Street industrial area between Front Street and Beckett is an area in transition from housing to industrial, with several dwellings interspersed among recent industrial projects. In addition, there are stable residential neighborhoods immediately east of the Front Street industrial district. This situation raises concerns regarding impacts from industrial development (visual clutter, noise, traffic, light and glare) on the remaining dwellings, and on the surrounding neighborhoods. Many of the industrial businesses in the Front Street area are owner-occupied and provide living quarters.

When considering the neighborhood context, the proximity of the beach and Grand Avenue, the Front Street Industrial District is considered an appropriate location for the expansion of visitor-serving mixed-use development.

**The Fourth Street Triangle**

The industrial area in the triangle formed by South Fourth Street, Rockaway Avenue and the railroad right-of-way presents opportunities for the expansion of existing, stable employment as well as additional visitor-serving development in the vicinity of the train station and the entrance to the beach.

**South of Farroll Road Industrial District/Grover Beach Business Park**

The majority of industrial land in Grover Beach is located south of Farroll Road between the railroad right-of-way/State Route 1 and 12th Street, north of Highland Avenue. This area has been developed with an assortment of smaller pre-fabricated buildings containing manufacturing businesses with ten or fewer employees. More recent industrial development south of Farroll Road has included larger businesses with stable, well paying jobs. This area offers considerable opportunities for infill development and the expansion of the City’s employment base.

**Parks**

Grover Beach also provides neighborhood and community parks which contain playground equipment, ball fields, barbecue areas and community centers that provide for child care/education centers and community meeting places. Detailed policies and programs to guide the acquisition and development of park land to serve the City are provided in the Parks and Recreation Element of the General Plan.
Streets and Rights of Way
Street rights-of-way occupy about 24% of the land area within the City, which reflects the overly wide nature of the streets.

Population and Demographics
The goals and objectives of the General Plan must be founded on a thorough understanding of the present and future residents of the City, if the objectives of the Plan are to be achieved. What follows is a brief discussion of past and future population growth in Grover Beach, and an overview of the demographic composition of its residents, as reported by the 2000 Census. Additional information about Grover Beach demographics and socio-economic data is provided in the General Plan Background Report.

Past and Future Population Growth
Figure 3 shows historic population for the City from 1990 to 2009 as reported by the California Department of Finance (DOF). As Figure 3 shows, the City’s population has grown slowly over the years. According to DOF, the City’s population grew from about 11,500 in 1990 to about 13,262 in 2005, an average annual growth rate of about 0.8 percent per year. By comparison, the County population as a whole grew at an average annual rate of about 1.30 percent during the same period.

Table 1 shows population projections prepared for the San Luis Obispo Council of Governments (SLOCOG) for the City of Grover Beach and San Luis Obispo County (total population). Table 1 suggests that population growth for the City will continue at a modest pace for the next twenty years, growing from an estimated population of 13,550 in 2010 to about 15,000 in 2030, which represents an average annual growth rate of about 0.54 percent. During the same period, the County population is expected to grow at about 1.2 percent per year, from about 275,000 residents in 2010 to about 335,000 in 2030.

Figure 3 – Population Growth, 1990 – 2009

City of Grover Beach
Historic Population Growth
Source: California Department of Finance, May 2009
Table 1 -- Future Population Growth, City of Grover Beach and San Luis Obispo County

<table>
<thead>
<tr>
<th>Jurisdiction</th>
<th>Future Population By Year</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2010</td>
</tr>
<tr>
<td>Grover Beach</td>
<td>13,550</td>
</tr>
<tr>
<td>San Luis Obispo County</td>
<td>274,890</td>
</tr>
</tbody>
</table>


Age, Ethnicity and Gender

Tables 2, 3 and 4 summarize the age, ethnicity and gender of Grover Beach residents as reported by the 2000 US Census. As Table 2 shows, the age composition of Grover Beach residents is very similar to the composition of the County as a whole, with a sizeable portion of the population in the ‘work force’ ages of 20 to 55. The City also has a slightly higher percentage of school-aged children than the County, which suggests the need for greater consideration of schools, recreation facilities and programs, and day care. It should be noted that these data are almost eleven years old in 2009, and that the proportions have likely changed somewhat as the population has aged. For example, the 2010 Census may reveal a larger percentage of residents over age 65, consistent with what has occurred in many coastal cities, which in turn has implications for future housing and services, including medical services.

Table 2 – Age of Grover Beach Residents

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Number</th>
<th>Percent</th>
<th>SLO County</th>
</tr>
</thead>
<tbody>
<tr>
<td>19 and under</td>
<td>3,663</td>
<td>29%</td>
<td>26%</td>
</tr>
<tr>
<td>20 to 34</td>
<td>2,824</td>
<td>21%</td>
<td>20%</td>
</tr>
<tr>
<td>35 to 54</td>
<td>4,040</td>
<td>31%</td>
<td>30%</td>
</tr>
<tr>
<td>55 to 74</td>
<td>1,853</td>
<td>14%</td>
<td>16%</td>
</tr>
<tr>
<td>Over 74</td>
<td>687</td>
<td>5%</td>
<td>8%</td>
</tr>
<tr>
<td>Total:</td>
<td>13,067</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: 2000 US Census

Table 3 provides a summary of the ethnicity of residents as reported by the 2000 Census. As Table 3 shows, Grover Beach consists of mostly white residents, followed by Hispanic/Latino and other races, respectively. The percentage of Hispanic residents is slightly higher than for the County as a whole.
Table 3 – Ethnicity of Grover Beach Residents

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
<th>Percent</th>
<th>SLO County</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>9,023</td>
<td>70%</td>
<td>76%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>190</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Asian</td>
<td>376</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Native Hawaiian and Other Pacific Islander</td>
<td>684</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>2,719</td>
<td>20%</td>
<td>15%</td>
</tr>
<tr>
<td>Total:</td>
<td>13,067</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: 2000 US Census

Table 4 indicates the population of Grover Beach is nearly equally divided between genders, with slightly more female than male residents. There are slightly more female residents within the workforce years of ages 20 to 55.

Table 4 – Gender By Age Group

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 to 17</td>
<td>1,733</td>
<td>1,613</td>
</tr>
<tr>
<td>18 to 39</td>
<td>2,085</td>
<td>2,155</td>
</tr>
<tr>
<td>40 to 54</td>
<td>1,436</td>
<td>1,505</td>
</tr>
<tr>
<td>55 to 74</td>
<td>818</td>
<td>1,035</td>
</tr>
<tr>
<td>75 and Over</td>
<td>262</td>
<td>425</td>
</tr>
<tr>
<td>Total:</td>
<td>6,334</td>
<td>6,733</td>
</tr>
</tbody>
</table>

Source: 2000 US Census

The 2000 census also reports that the majority of Grover Beach residents live in one-person or two-person households, with an average household size of 2.58, which is slightly higher than the average household size for the County as a whole (2.49).
LAND USE DIAGRAM AND STANDARDS

The Land Use Diagram (Figure 4) depicts proposed land uses for Grover Beach. In addition to showing the various uses to which land may be committed, the Land Use Diagram depicts several important jurisdictional and regulatory boundaries, described below.

City Limits, General Plan Area and Sphere of Influence

The Land Use Diagram (Figure 4) shows the City’s current (2009) incorporated limits within which the City provides the full range of public services and exercises exclusive control over land use.

Another important regulatory boundary is the City’s adopted sphere of influence established for the City by the Local Agency Formation Commission. The Cortese-Knox Act defines a sphere of influence as a “...plan for the probable ultimate physical boundaries and service area of a local agency...” (Government Code Section 56076). In more practical terms, the sphere of influence identifies land within the City’s General Plan area that may eventually be annexed into the City.

As shown on the Land Use Diagram, the general plan area and sphere of influence are identical to the incorporated limits.

Standards for the Intensity of Development

The following sections describe the land use designations appearing on the Land Use Diagram, standards of population density and building intensity for the various land use designations, and examples of locations within the Planning Area where the various land use designations have been applied.

In accordance with State law, the General Plan must specify standards of population density and building intensity for each land use designation. Standards for building intensity for residential designations are stated in terms of the maximum number of dwelling units allowed per gross acre and the allowable range of dwelling units per gross acre. For purposes of this General Plan, gross density and net density are defined as follows:

**Gross Residential Density**: The total acreage of a given area inclusive of streets, parks, schools, water features, plus the acreage devoted to residential development, divided by the total number of residential dwelling units within the area.

**Net Residential Density**: The total acres of a given area devoted to residential development, only, excluding streets, parks, schools and all other areas, divided by the number of dwellings within that area.

Standards of building intensity for residential uses are stated as the allowable range of dwelling units per gross acre. Standards of population density for residential uses can be derived by multiplying the maximum allowable number of dwelling units per gross acre by the average number of persons
per dwelling unit assumed for the applicable residential designation. The assumed average number of persons per dwelling unit for each residential designation has been extrapolated from estimates by the California Department of Finance for San Luis Obispo County.

For non-residential land uses, building intensity standards are expressed in terms of maximum allowable floor-area ratios (FARs). A floor-area ratio is the ratio of building size to lot area:

\[
\text{Floor Area Ratio} = \frac{\text{Maximum Building Area Allowed}}{\text{Net Area of Lot}}
\]

The FAR is most often used to determine the maximum allowable building size for a particular lot, as follows:

\[
\text{Maximum Building Area Allowed} = \text{Net Area of Lot} \times \text{Floor Area Ratio}
\]

For example, a 5,000 square foot lot with a FAR of 1.00 will allow a building of 5,000 gross square feet, regardless of the number of stories in the building (e.g., 2,500 square feet on two floors, or 5,000 square feet on one floor). The same lot with a FAR of 0.50 would allow a 2,500 square foot building, or a 10,000 square foot building with a FAR of 2.00.
Land Use Designations

Land Use Designations define the amount, type and nature of development that is allowed on the Land Use Plan. These designations represent the intended future use of each parcel of land within the city limits. The following is a definition of each of the land use designations. One or more of the zoning districts established in the City’s Zoning Code corresponds to each of the land use designations. The Zoning Code translates the long-term objective of the land use designations into detailed regulations pertaining to permitted and conditional uses, site development standards, and performance criteria to implement the goals and policies of the General Plan.

A proposed project must conform to the Land Use Designation on the Land Use Diagram or must go through a General Plan Amendment process. In addition, State law requires that the City’s General Plan and Zoning Code be consistent in order to promote cohesive short-and long-range developments. However, the intent of these two documents is different, and therefore they do not have to be – and typically are not – precisely the same. The General Plan’s land use designations are intended to give general guidance on the density and intensity of development, which are often expressed in ranges, whereas the Zoning Code contains very specific standards about how development may occur.

Residential Land Use Designations

There are three primary residential land use designations. Each of the residential use categories includes a range of allowable densities. The maximum density defines the maximum number of units per gross acre at which development can occur, unless an additional bonus is provided by State or City regulations. Residential density (the number of dwelling units allowed per acre, calculated prior to dedications for streets and other improvements) may decrease due to site constraints or increase if affordable housing bonuses are incorporated. The determination of precise density, development location, and lot coverage permitted on individual sites will depend upon many factors, including but not limited to architectural design, the method of addressing parking needs, landscaping, street layout and neighborhood compatibility.

Low Density Residential
The Low Density Residential designation allows for single-family detached and attached homes, secondary residential units, public and quasi-public uses, and similar and compatible uses. Residential densities shall be in the range of 2 to 5 units per gross acre. For purposes of estimating future population, the number of residents per dwelling unit is assumed to be 2.5 persons.

Medium Density Residential
The Medium Density Residential designation allows for small lot single-family attached or detached homes, duplexes, multi-family residential units, public and quasi-public uses and similar and compatible uses. Residential densities shall be in the range of 6 to 9 units per gross acre. For purposes of
estimating future population, the number of residents per dwelling unit is assumed to be 2.5 persons.

**High Density Residential**
The High Density Residential designation provides for single-family attached homes, multi-family residential, mobile home parks, public and quasi-public uses and similar and compatible uses. Residential densities shall be in the range of 10 to 20 units per gross acre. For purposes of estimating future population, the number of residents per dwelling unit is assumed to be 3.0 persons.

**Commercial and Industrial Designations**
There are four commercial designations which accommodate a full range of commercial enterprises; three of the four incorporate mixed use development which allows for residential development to accompany commercial development. The actual development intensity accommodated on a given site will be a function of the building and development codes, public works standards and other development regulations. In addition, new development must be consistent with policies of the General Plan aimed at protecting public safety, achieving high quality site planning and design, and the protection of significant natural resources.

**Central Business District – Mixed-Use**
The Central Business District – Mixed-Use designation provides for the establishment of a pedestrian-oriented downtown core through the functional integration of retail, commercial services, restaurants, professional offices, civic, entertainment and residential uses. This category allows for both vertical (different uses stacked above one another) and horizontal (different ground level uses on a single parcel) mixed use opportunities. In general, the ground floor of development within the Central Business District – Mixed-Use designation should be occupied by retail shops, service businesses (including eating and drinking establishments) and professional offices, with the upper floors reserved for visitor accommodations, offices and dwellings. In some areas designated Central Business District – Mixed-Use, the City may wish to emphasize office uses to serve as a transition to surrounding residential neighborhoods.

The ratio of building floor area to site area shall not exceed 3.0. The Zoning Code will establish maximum building height and lot coverage, and minimum setbacks from streets and other property lines, as well as procedures for exceptions to such standards in special circumstances. However, the maximum building height for structures in this designation shall be 40 feet or 3 stories, whichever is greater. A higher building height may be established for specific areas by the Zoning Code.

Development review will determine a project’s realized building intensity, to reflect existing or desired architectural character in a neighborhood. When dwellings are provided they shall not exceed 20 units per gross acre. So long as the floor area ratio is not exceeded, the maximum residential density may be developed in addition to nonresidential development on a site. For
purposes of estimating future population, the number of residents per dwelling unit is assumed to be 2.0 persons.

Visitor Serving – Mixed-Use
The Visitor Serving – Mixed Use designation accommodates a complementary range of hotels and motels, bed and breakfast accommodations, convention facilities, restaurants, recreational uses and retail sales primarily for the convenience of visitors. This category is intended to foster the establishment of a pedestrian-oriented district near the beachfront, the train station, and the entrance to the Oceano Dunes State Vehicular Recreation Area, and Pismo State Beach that provides convenience goods and services for visitors to Grover Beach and the surrounding neighborhood areas. Opportunities to provide family oriented businesses within this area should be explored. The Visitor Serving- Mixed Use category allows for both vertical (different uses stacked above one another) and horizontal (different ground level uses on a single parcel) mixed use opportunities.

In general, ground floor development within the Visitor Serving – Mixed-Use designation should be reserved for retail shops, eating and drinking establishments, and visitor accommodations, with the upper floors reserved for additional visitor accommodations, offices and dwellings. To assure adequate space for visitor-serving uses, properties within this designation should not include general retail stores unless oriented to visitors, auto repair, or business services. Although mixed-use development is encouraged, it is not required.

The ratio of building floor area to site area shall not exceed 3.0. The Zoning Regulations will establish maximum building height and lot coverage, and minimum setbacks from streets and other property lines, as well as procedures for exceptions to such standards in special circumstances. However, the maximum building height for structures in this designation shall be 40 feet or 3 stories, whichever is greater. A higher building height may be established for specific areas by the Zoning Code.

When dwellings are provided in the Visitor Serving –Mixed Use district, they shall not exceed 20 units per acre. So long as the floor area ratio is not exceeded, the maximum residential density may be developed in addition to nonresidential development on a site. For purposes of estimating future population, the number of residents per dwelling unit is assumed to be 2.0 persons.

Neighborhood Serving – Mixed-Use
Land uses within the Neighborhood Serving – Mixed-Use designation are intended to provide for the convenience shopping needs of the surrounding neighborhood with neighborhood retail, commercial services, personal services and professional offices. These centers can also integrate housing with commercial development on a single site. Neighborhood Serving uses should be available within about a five minute walk or bike ride of residences. In general, these uses should be located on sites not exceeding about four acres, unless the neighborhood to be served includes a significant amount of
high density residential development. Although mixed-use development within the Neighborhood Serving – Mixed Use designation is encouraged, it is not required.

The ratio of building floor area to site area shall not exceed 0.75. The Zoning Code will establish maximum building height and lot coverage, and minimum setbacks from streets and other property lines, as well as procedures for exceptions to such standards in special circumstances. However, the maximum building height for structures in this designation shall be 30 feet or two stories, whichever is greater.

Development review will determine a project’s realized building intensity, to reflect existing or desired architectural character in a neighborhood. When dwellings are provided, they shall not exceed 9 units per gross acre. So long as the floor area ratio is not exceeded, the maximum residential density may be developed in addition to nonresidential development on a site. For purposes of estimating future population, the number of residents per dwelling unit is assumed to be 2.0 persons.

Retail and Commercial Services
Areas for shopping centers that serve community-wide needs are designated Retail and Commercial Services. The Retail and Commercial Services areas are intended to provide for a wide range of retail sales and personal services within the context of distinctive, pedestrian oriented shopping centers that serve customers and clients from the surrounding community. These uses include grocery stores, drug stores, restaurants, video stores, beauty salons, dry cleaners, non-automobile repair shops, nurseries and home maintenance centers. Retail and Commercial Services centers may accommodate retail uses of a larger scale that would be inappropriate in the Central Business District – Mixed Use, Visitor Serving -- Mixed Use or Neighborhood Serving Mixed-Use commercial areas.

Additionally, this designation accommodates highway-oriented visitor-serving uses such as hotels, motels, restaurants and service stations located near Highway 101. The ratio of floor area to site area shall not exceed 0.50.

In some instances, the City may determine through a Use Permit that residential use would be appropriate at the Medium Density (6-9 DU/Acre) to provide a transition area into the surrounding residential areas.

Industrial
The Industrial designation allows for planned industrial parks, warehouses, retail uses when accessory to a warehouse or industrial use, light manufacturing and assembly, and similar and compatible uses. In addition, the Industrial designation accommodates smaller service businesses such as contractor’s yards and car storage. This designation also allows for automobile service and repair shops, wholesalers and commercial uses related to building and mechanical material sales and supply.

The ratio of floor area to site area shall not exceed 0.50. The Zoning Regulations will establish maximum building height and lot coverage, and
minimum setbacks from streets and other property lines, as well as procedures for exceptions to such standards in special circumstances. Development review will determine a project’s realized building intensity, to reflect existing or desired architectural character in a neighborhood.

Dwellings may be provided as part of a specially approved mixed-use development which may include live-work settings, caretaker’s residences, or other similar and compatible living arrangements. The appropriate residential density would be set considering the maximum residential density allowed in any neighboring residential area.

**Public/Quasi Public**

The Public/Quasi-Public designation provides for government-owned facilities, schools, and quasi-public uses. The ratio of floor area to site area for the development of permanent structures in the Public/Quasi-Public designation shall be determined at the time of development review.

**Parks and Recreation**

The Parks and Recreation designation provides for existing and planned public parks and other recreational uses. Examples of specific uses that are appropriate within this designation include active playing fields, parks and recreation facilities, plazas, bicycle and walking trails, and water recharge and detention facilities that are also used as public parks when they are not flooded. The ratio of floor area to site area for the development of permanent structures in the Parks and Recreation designated areas shall be determined at the time of development review.

**Open Space/Resource Conservation**

The Open Space/Resource Conservation designation is applied to areas intended for active and passive recreation (including the Pismo Beach State Park and golf course), to preserve sensitive habitat for special status plant or animal species, in areas subject to flood hazard, in areas for watershed protection, and on land subject to steep slopes.

In general, structures are not allowed within this designation; however, structures necessary to support recreation activities at the State Park may be considered. The commercial extraction of natural resources is prohibited under this designation.

**Urban Reserve**

The Land Use Diagram (Figure 4) shows desired future uses for most land within the City’s General Plan area. However, the City has not decided the best eventual use for the Strawberry Field south of Highland Avenue. This area is designated Urban Reserve, indicating that it will be suitable for urban development when certain conditions are satisfied, beginning with a desire expressed by the property owner. The Urban Reserve designation is to be changed to a range of urban classifications as prescribed by the requirements set forth in the General Plan only when the conditions necessary for development can be satisfied and a certain type of development is approved through adoption of a specific plan addressing all of the requirements of Government Code Section 65451. (See Policy LU-15.)
**General Plan Development Holding Capacity**

The General Plan “development holding capacity” is the number of dwelling units, commercial and industrial floor space, etc., that can be accommodated based on the amount of land designated for these uses. Due to market forces, the size and shape of parcels and other factors, the maximum development potential is rarely achieved. For this reason, holding capacity is typically expressed as 80 percent of the gross development potential (acres x building intensity).

Table 5 summarizes the gross acreage designated for various land uses by the Grover Beach General Plan, and their corresponding holding capacities. Tables 6 and 7 summarize the development holding capacities for residential and non-residential land, respectively. As Tables 6 and 7 show, the General Plan Land Use Diagram could accommodate a population of about 16,080 residents at full buildout, in addition to about 2.9 million total square feet of commercial and industrial development. It should be noted that these figures represent an estimate of conditions at full buildout of the land designated for these uses inclusive of existing development.

<table>
<thead>
<tr>
<th>Land Use Category</th>
<th>Gross Acres</th>
<th>Percent of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low Density Residential</td>
<td>345.78</td>
<td>22.71</td>
</tr>
<tr>
<td>Medium Density Residential</td>
<td>169.10</td>
<td>11.1</td>
</tr>
<tr>
<td>High Density Residential</td>
<td>126.30</td>
<td>8.30</td>
</tr>
<tr>
<td>Central Business District – Mixed Use</td>
<td>37.44</td>
<td>2.46</td>
</tr>
<tr>
<td>Visitor Serving Mixed-Use</td>
<td>56.14</td>
<td>3.69</td>
</tr>
<tr>
<td>Neighborhood Serving Mixed-Use</td>
<td>7.60</td>
<td>0.50</td>
</tr>
<tr>
<td>Retail and Commercial Services</td>
<td>38.95</td>
<td>2.56</td>
</tr>
<tr>
<td>Industrial</td>
<td>73.66</td>
<td>4.84</td>
</tr>
<tr>
<td>Public/Quasi-Public</td>
<td>39.89</td>
<td>2.62</td>
</tr>
<tr>
<td>Parks and Recreation</td>
<td>16.022</td>
<td>1.05</td>
</tr>
<tr>
<td>Open Space and Resource Conservation</td>
<td>197.13</td>
<td>12.95</td>
</tr>
<tr>
<td>Urban Reserve</td>
<td>39.14</td>
<td>2.57</td>
</tr>
<tr>
<td>Rights-Of-Way and Other Land</td>
<td>375.05</td>
<td>24.64</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>1522.12</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: City of Grover Beach General Plan Land Use Diagram, 2009
### Table 6 – Residential Development Holding Capacity

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low Density Residential</td>
<td>345.78</td>
<td>19.65</td>
<td>22.4</td>
<td>42.05</td>
<td>4</td>
<td>109</td>
<td>2.5</td>
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<td>273</td>
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<tr>
<td>Medium Density Residential</td>
<td>169.10</td>
<td>2.37</td>
<td>1.86</td>
<td>4.23</td>
<td>7</td>
<td>15</td>
<td>2.5</td>
<td></td>
<td>38</td>
<td></td>
</tr>
<tr>
<td>High Density Residential</td>
<td>126.30</td>
<td>3.4</td>
<td>38.17</td>
<td>41.57</td>
<td>16</td>
<td>614</td>
<td>3</td>
<td></td>
<td>1,842</td>
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<tr>
<td>Central Business District - Mixed Use</td>
<td>37.44</td>
<td>1.16</td>
<td>13.72</td>
<td>14.886</td>
<td>16</td>
<td>86</td>
<td>2</td>
<td></td>
<td>171</td>
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</tr>
<tr>
<td>Visitor Serving Mixed-Use</td>
<td>56.14</td>
<td>4.57</td>
<td>27.47</td>
<td>34.26</td>
<td>16</td>
<td>276</td>
<td>2</td>
<td></td>
<td>553</td>
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<tr>
<td>Neighborhood Serving Mixed-Use</td>
<td>7.6</td>
<td>1.21</td>
<td>5.56</td>
<td>6.77</td>
<td>7</td>
<td>2</td>
<td>2</td>
<td></td>
<td>5</td>
<td></td>
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<tr>
<td>Retail Service Commercial</td>
<td>38.95</td>
<td>0</td>
<td>2</td>
<td>2</td>
<td>7</td>
<td>14</td>
<td>2.5</td>
<td></td>
<td>35</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>784.96</strong></td>
<td><strong>32.366</strong></td>
<td><strong>111.18</strong></td>
<td><strong>145.77</strong></td>
<td><strong>1,116</strong></td>
<td><strong>2,917</strong></td>
<td><strong>5,708</strong></td>
<td><strong>16,171</strong></td>
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<td></td>
</tr>
</tbody>
</table>

Notes:

1. Source: City of Grover Beach General Plan Land Use Diagram, 2009
3. Average net density x vacant and underutilized acres.
4. Assumptions for the residential component of mixed-use development:
   a. Percentage of mixed-use floor area devoted to residences:
      i. Central Business District and Visitor-Serving Mixed Use: 33%
      ii. Neighborhood Serving Mixed Use: 10%
   b. Average unit size: 1,500 square feet
5. Source: City of Grover Beach General Plan Land Use Diagram, 2009

Amended by Resolution No. 12-54
### Table 7 – Non-Residential Development Holding Capacity

<table>
<thead>
<tr>
<th>Land Use Category</th>
<th>Total Acres¹</th>
<th>Vacant Acres¹</th>
<th>Underutilized Acres²</th>
<th>Vacant + Underutilized Acres</th>
<th>Floor Area Ratios³</th>
<th>Gross Development Potential⁴ (square feet)</th>
<th>Correction Factor⁵</th>
<th>Mixed-Use Floor Area Devoted to Residential⁶</th>
<th>Net New Development Potential⁷ (square feet)</th>
<th>Existing Non-Residential Floor Area⁸ (square feet)</th>
<th>Total At Buildout (square feet)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central Business District - Mixed Use</td>
<td>38.35</td>
<td>1.166</td>
<td>13.72</td>
<td>14.886</td>
<td>3</td>
<td>1,945,302</td>
<td>0.2</td>
<td>128,390</td>
<td>260,671</td>
<td>841,584</td>
<td></td>
</tr>
<tr>
<td>Visitor Serving Mixed-Use</td>
<td>59.79</td>
<td>4.57</td>
<td>27.47</td>
<td>32.04</td>
<td>3</td>
<td>4,186,987</td>
<td>0.3</td>
<td>414,512</td>
<td>841,584</td>
<td>841,584</td>
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</tr>
<tr>
<td>Neighborhood Serving Mixed-Use</td>
<td>7.6</td>
<td>1.21</td>
<td>3.76</td>
<td>4.97</td>
<td>0.75</td>
<td>162,370</td>
<td>0.2</td>
<td>3,247</td>
<td>29,227</td>
<td>29,227</td>
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</tr>
<tr>
<td>Retail and Commercial Services</td>
<td>38.95</td>
<td>2.52</td>
<td>16.8</td>
<td>19.32</td>
<td>0.5</td>
<td>420,790</td>
<td>0.1</td>
<td>0</td>
<td>42,079</td>
<td>42,079</td>
<td></td>
</tr>
<tr>
<td><strong>Total Commercial, Office, Retail:</strong></td>
<td>144.69</td>
<td>9.466</td>
<td>61.75</td>
<td>71.21</td>
<td>0.5</td>
<td><strong>6,715,449</strong></td>
<td>0.4</td>
<td><strong>366,514</strong></td>
<td><strong>746,257</strong></td>
<td><strong>929,558</strong></td>
<td><strong>1,919,818</strong></td>
</tr>
</tbody>
</table>

| Industrial                               | 70.01        | 12           | 30.07                | 42.07                      | 0.5               | **916,285**                                | 0.4               | **366,514**                                 | **563,044**                                 | **929,558**                                   | **1,919,818**                            |

**Notes:**

1. Source: City of Grover Beach General Plan Land Use Diagram, 2009
2. Defined as properties where the assessed value of improvements is less than the median for all properties in the given land use category.
3. Source: City of Grover Beach General Plan Land Use Diagram, 2009
4. Total vacant and underutilized acres x floor area ratio x 43,560
5. Corrects for small and/or irregular parcel size, parking and setback requirements, constraints associated with existing development.
6. Assumptions for mixed-use floor area devoted to residential:
   a. Central Business District Mixed Use = 33%
   b. Visitor Serving Mixed Use = 33%
   c. Neighborhood Serving Mixed Use = 10%
7. Net New = (Gross Development x Correction Factor) – floor area for residential.
GOALS, POLICIES AND IMPLEMENTATION MEASURES

The overall objectives to be achieved by the Land Use Element are described above and in the Vision Project (Chapter II). To achieve these objectives, the Land Use Element sets forth goals, policies and implementation measures defined as follows:

**Goal:** The ultimate purpose of an effort stated in a way that is general in nature and immeasurable.

**Policy:** A specific statement in text or diagram guiding action and implying clear commitment.

**Implementation Measure or Action:** An action, procedure, program, or technique that carries out general plan policy. Implementation programs also specify primary responsibility for carrying out the action and a time frame for its accomplishment.

The list of goals, policies and implementation measures is organized by the following topics:

- Housing and Residential Neighborhoods
- Commercial and Office Uses
- Industrial Land Uses
- Parks and Recreation
- Public and Quasi-Public Land Uses
- Urban Reserve
- Open Space/Resource Conservation
- The Coastal Zone
- Growth Management
- Community Design and Character
- Economic Development
- Sustainability and Environmental Justice
- Administration

Following each policy (or in some cases, groups of policies) is a list of specific implementation measures to provide guidance about how the purpose and intent of each policy will be achieved through actions by the City. Not all policies require specific steps or actions for implementation, but will be used to guide decision-making when questions arise about changes to land use as part of the development review process.

**Summary Table of Implementation Measures**

A complete listing of implementation measures, the policies they implement, the party responsible for implementation, and a recommended implementation timeframe is provided in Table 8 which follows the list of goals, policies and implementation measures.
The Consensus Vision

-- Revitalize the Grand Avenue Corridor

-- Create an active waterfront that includes tourist amenities

-- Create defined gateways at the entrances to the City

-- Preserve and enhance the "beach community" feel of Grover Beach

-- Increase and broaden the City's tax base
Housing and Residential Neighborhoods

Goal LU-1: To protect and preserve existing residential neighborhoods.

Policies

LU-1.1 Protect existing neighborhoods. The City shall promote the preservation of existing stable residential neighborhoods.

Implementation Measures

- Assess development projects for consistency with the above policy through the development review process.

LU-1.2 “Complete” neighborhoods. In general, the City will promote the establishment and preservation of “complete” neighborhoods that exhibit the following characteristics:

a. A mix of housing types and densities serving the broadest range of households, incomes and ages;
b. Neighborhood serving retail businesses should be provided within a five-minute walk or bicycle ride of surrounding residences;
c. Parks, schools and other public/quasi-public uses within a short walk or bicycle ride;
d. A complete and interconnected system of roadways, bicycle and pedestrian paths, and transit stops that link the neighborhoods;
e. Blocks with a substantial tree canopy shading the street and sidewalk;
f. Connectivity to surrounding neighborhoods, retail centers and employment;
g. A sense of personal safety;
h. Elements that foster the sustainable use of scarce or non-renewable resources, such as walkable streets, the orientation of buildings to facilitate solar heating and cooling, and a complementary range of uses that promote alternate forms of transportation.
i. Improved access to high-speed internet connections.

Implementation Measures

- Assess development projects for consistency with the above policy through the development review process.
LU-1.3 Creating Walkable Neighborhoods. Neighborhoods should be protected from intrusive traffic. All neighborhood street and circulation improvements should favor the pedestrian and local traffic over pass-thru traffic. Vehicle traffic on residential streets should be slow. To foster suitable traffic speed, street design should include measures such as narrowing lanes, creating bikeways on designated routes, landscaped parkways, traffic circles, textured crosswalks, and, if necessary, stop signs, speed humps, and road closures or cul-de-sacs.

Implementation Measures

- Assess development projects for consistency with these policies through the development review process.
- Use redevelopment to help fund traffic calming improvements within the Improvement Project area.
- Incorporate traffic calming elements in the Capital Improvement Program.

LU-1.4 Mobile home parks. The City’s existing mobile home parks are an important component of the City’s affordable housing stock and should be preserved, where feasible.

Implementation Measures

- Assess development projects for consistency through the development review process.
- Adopt a Mobilehome Park Conversion Ordinance to establish regulations that govern the process for any proposals for mobile home closures.

LU-1.5 Le Sage Mobile Home Park. The Le Sage mobile home park west of State Route 1 and north of Grand Avenue should be preserved as an important component of the City’s affordable housing within the Coastal Zone. The transition of the park to accommodate additional visitor serving commercial or retail businesses should be allowed only if the existing mobile home residents are not displaced.

Implementation Measures

- Designate this site Visitor Serving Mixed-Use
- Assess any changes to the use of the mobile home park for consistency with this policy through the development review process.
Goal LU-2: To designate adequate land in a range of residential densities to address the housing needs of all income groups expected to reside in Grover Beach.

Policies

LU-2.1 Adequate supply of residential land. The City shall maintain an adequate supply of residential land in appropriate land use designations and zoning categories to accommodate projected household growth, maintain normal vacancy rates, and to provide for its allocation of affordable housing as prescribed by the San Luis Obispo Council of Government’s Regional Housing Needs Assessment.

LU-2.2 Affordable housing. The City shall promote the development of affordable housing to meet the needs of low- and moderate-income households, consistent with the policies and programs of the Housing Element.

LU-2.3 Housing choices. The City shall provide for and encourage a range of housing choices, including live/work units, multifamily development and Single Room Occupancies (SRO), intended to meet the special needs of senior citizens, the physically and mentally challenged, and very low, low and moderate income households.

LU-2.4 Special needs housing. Housing provided for residents with special housing needs should be compatible with surrounding development.

LU-2.5 Special needs housing in mixed-use areas. Notwithstanding the preference for ground-floor commercial and retail businesses in mixed-use development, housing for residents with special needs should be allowed in all or part of a mixed-use development so long as such development is compatible with surrounding non-residential development.

LU-2.6 Location of higher densities. Generally, higher density housing should be located in areas served by the full range of urban services, within walking distance of neighborhood shopping areas, schools, parks and employment.

Implementation Measures

- Amend the Land Use Diagram as needed to provide suitable building sites for housing.
- Promote the development of affordable housing using Redevelopment affordable housing set aside funds as provided in the Agency’s 5-Year Implementation Plan.
Goal LU-3: To ensure infill residential development is compatible with surrounding development.

Policies

LU-3.1 Compatible infill development. Housing built within an existing neighborhood should be compatible in scale and in character with that neighborhood. Where neighborhoods are primarily single story, two-story housing may be permitted but should be designed to respect the privacy of surrounding residences. All multifamily development and large group-living facilities should be compatible with nearby, lower density development.

a. Architectural Character: New buildings should respect existing buildings where they contribute to neighborhood architectural character, in terms of size, spacing, and variety.

b. Privacy and Solar Access: New buildings should be designed to respect the privacy and solar access of neighboring buildings and outdoor areas, particularly where multistory buildings or additions may overlook backyards of adjacent dwellings.

c. Compatible Color and Materials: New buildings should employ a palette of building materials and colors that complements existing development where they contribute to neighborhood architectural character.

Implementation Measures

- Assess development projects for consistency with the above policy through the development review process.

LU-3.2 Farroll Road Property (APN 060-572-002). The vacant property located on the north side of Farroll Road at 16th Street constitutes one of the City’s last remaining large infill residential sites. The southerly extension of 16th Street will divide the property with the larger portion (about 8 acres) on the east and about 1.3 acres on the west. The site is designated as Low Density Residential. Development of this site should address privacy and neighborhood compatibility issues as required by Policy LU-3.1 and incorporate a useable open space/park like setting centrally located to serve future residents. Residential development should continue the pattern of residential development established to the north and south with building entrances that face 16th Street, landscaped front yards between...
the building and the street, and parking at the rear of the buildings. The design for 16th Street should also incorporate a landscaped parkway.

**Implementation Measures**

- Amend the Land Use Diagram as necessary consistent with the above policy.
- Review development projects for consistency with the above policy.

**LU-3.3 Atlantic City and Oak Park Boulevard Property (APN 060-031-005).** This property consists of 9.7 acres and is an appropriate location for both Medium Density and High Density Residential land use designations. Appropriate land uses for the site would include single family and multi-family dwelling units, senior housing and long-term care facilities. Development of this site should also consider the incorporation of a park.

**Implementation Measures**

- Amend the Land Use Diagram as necessary consistent with the above policy.
- Review development projects for consistency with the above policy.

**LU-3.4 Preference for a single Master Plan.** A single Master Plan governing development of the three properties near the northwest corner of Atlantic City and Oak Park Boulevard (APNs 060-031-005, 060-031-021 and 022) shall be prepared and approved by the City prior to the development of any of the three properties. The requirement for a single Master Plan may be waived by the Planning Commission if it can be demonstrated that access and on-site circulation can be provided for all three properties to the satisfaction of the City.

No use permit or Master Plan shall be required for the portion of the site designated for High Density residential development and identified as an Opportunity Site in the Housing Element of the General Plan, so long as the project is developed at a density of 20 units/acre; provided that the proposed development will be subject to Site and Architectural Approval. This site has the capacity to meet the affordable housing requirement under the Regional Housing Needs Allocation.

The Master Plan prepared for the remainder of the property shall ensure that common issues of access and site design have been addressed. In addition, the Master Plan should address at least the following:
a. The identification of an appropriate range and location of land uses;
b. The identification of suitable building sites that protect sensitive resources, views and minimize grading by integrating the development into the hillside;
c. Protection of the sensitive biological resources associated with Meadow Creek and large oak trees;
d. The provision of safe vehicular and pedestrian access and on-site circulation; one option is to investigate the feasibility of obtaining access from one or more adjoining properties (APNs 060-031-021 and 022);
e. Evaluate opportunities for a pedestrian/bike link with the oak woodland adjoining the site to the west.
f. Avoidance of areas subject to flooding, steep slopes and areas containing archaeological resources;
g. Development standards to ensure compatibility with the character and scale of the surrounding development;
h. View protection;
i. Create an adequate buffer from surrounding residential development;
j. Identification of an appropriate park site in consultation with the Parks and Recreation Department.
k. Possible development of a neighborhood serving commercial center.

Implementation Measures

• Require a Master Plan to be prepared to cover the development of all three properties in accordance with the requirements established above.
• Review development projects for consistency with the above policy.
Commercial and Office Land Uses

Goal LU-4: To designate adequate land and provide support for the development of commercial uses providing goods and services to Grover Beach residents and to become the commercial service hub for southern San Luis Obispo County.

Policies

LU-4.1 Promotion of commercial sector. The City shall promote, and assist with the maintenance and expansion of, Grover Beach’s commercial sector to meet the needs of Grover Beach residents, employees, and visitors. The City will continue to gather market information to inform decisions regarding efforts to promote local businesses and attract new businesses.

LU-4.2 Retail development. The City shall promote the establishment, maintenance, and expansion of businesses in Grover Beach that generate retail sales taxes as important contributors to the local economy.

Implementation Measures

- Continue to implement the City’s Economic Development Strategy.

LU-4.3 Mixed use development. The City will promote mixed use developments that functionally integrate businesses that depend on foot traffic and exposure to pedestrians on the ground floor (such as retail, restaurants and visitor-serving accommodations) with residences, professional offices and/or visitor accommodations on the upper floors. Vertical (different uses stacked one above another) and horizontal (different ground level uses on a single parcel) mixed use development will be encouraged.

Implementation Measures

- Designate suitable areas for mixed-use development.
- Amend applicable sections of the Zoning Code to accommodate mixed-use development.
- Prepare and adopt specific plans as needed to guide the development and re-development of mixed-use sites.

LU-4.4 Design of mixed-use development. Mixed use developments should be designed to mitigate potential conflicts between residential and non-residential uses, considering such issues as noise, lighting, security, and truck and automobile access.
**Implementation Measures**

- Establish development criteria for noise, lighting, security, loading, etc., by amending the Zoning Code where necessary.
- Review development projects for consistency with this policy as part of the development review process.

**Goal LU-5**

To revitalize the Grand Avenue Corridor/Beach Area into vibrant, economically sound, pedestrian-oriented districts.

**Policies**

**LU-5.1 Grand Avenue Corridor Master Plan as a guide for revitalization.** A Master Plan shall be prepared which shall, through text, maps and illustrations, set forth the vision for the physical and economic development and revitalization of the Grand Avenue corridor. The area to be included in the Master Plan study area will be established as the first task of this planning effort. The Master Plan should address all of the following:

a. The appropriate boundaries of the area to be included within the Master Plan area.

b. The appropriate range and location of land uses.

c. Detailed strategies for accomplishing the following:
   i. Strengthening the City’s connection to the beach, the beach-side lodge site, and the train station.
   ii. Establishing a visitor-serving retail node at the 4th Street/Grand Avenue intersection.
   iii. Creation of a civic center/downtown business district “core” bounded by 8th Street, 11th Street, Ramona Avenue and Rockaway Avenue.
   iv. Protecting sensitive biological, scenic and cultural resources.

d. Elements to foster traffic calming and strengthen the pedestrian character of the corridor and surrounding areas should be evaluated, including:
   i. Streetscape improvements such as landscaped medians and roundabouts.
   ii. Corner bulb-outs and textured cross-walks.
   iii. Pedestrian-scale street lighting.
   iv. Seating and other street furniture.
   v. Street trees and landscaping.
   vi. Public open space, gathering areas and plazas.
   vii. Elements to promote wayfinding.
viii. Interpretive displays that foster a greater understanding of the natural resources of the beach and dunes.

e. Design guidelines for new development to address at least the following:
   i. Architectural character, and especially the placement of buildings on a lot and how buildings relate to the streetscape
   ii. Site planning
   iii. Parking and access
   iv. Landscaping
   v. Signage

f. Development standards, including appropriate locations for four-story buildings.

g. Public and private (off-street) parking and parking standards, including the need for, and appropriate locations for, parking facilities and angled parking on side streets and parking to accommodate visitors with recreational vehicles.

h. A mobility plan for motor vehicles, pedestrians, bicycles, transit, and the physically impaired that may include a walkway over State Route 1 and the railroad tracks.

i. Coastal access as required by the California Coastal Act, including safety concerns for improving pedestrian access across the railroad.

j. A plan for funding and implementation of Redevelopment Agency funds for street improvements and storefront remodels.

Implementation Measures

- Prepare and adopt a Master Plan consistent with the above requirements by 2010.
- Review development projects for consistency with the Master Plan following adoption.

Goal LU-6: To establish an attractive, beach-oriented visitor serving district generally between 5th Street and the beach.

LU-6.1 West Grand Avenue area. The West Grand Avenue area is an appropriate location for the development of a significant mixed-use visitor-serving district anchored by a major lodge/hotel/convention center constructed west of Meadow Creek. Revitalization efforts in this area will be guided by the Master Plan prepared in accordance with Policy LU-5.1.
Industrial Land Uses

Implementation Measures

- Designate suitable areas for visitor-serving mixed-use development, including the transition of the Front Street/Beckett Place industrial area to visitor-serving uses with the exception of the property west of Front Street extending to the railroad.
- Amend applicable sections of the Zoning Code to accommodate visitor-serving mixed-use development.
- Prepare and adopt a Master Plan for the Grand Avenue corridor to guide the development and re-development of vacant and underutilized mixed-use sites.
- Implement a bike route plan connecting the West Grand Avenue area with the butterfly grove and regional bicycle systems serving the Cities of Pismo Beach and Arroyo Grande and linked with the regional DeAnza Trail.
- Support development of family-oriented uses within this area.
- Review development projects for consistency with the Master Plan following adoption.

LU-6.2 Beach Front Lodge. The City will actively pursue development of the Beach Front Lodge site with a hotel/convention center that incorporates at least the following general features:

a. The hotel/convention center design should be in context with the surrounding dune complex and beach. The project should consist of more than one building with staggered heights and bulk to break up the building mass and allow for view corridors from the site.
b. Retention of adequate public parking for beach-goers and for patrons.
c. Pedestrian, bicycle and transit connections to the beach, the dunes, the train station and mixed-use visitor-serving development east of Highway One.
d. Public access to the beach and dunes.
e. Compliance with relevant provisions of the Coastal Act.
f. Protection of sensitive biological, scenic and cultural resources;

Implementation Measures

- The City has entered into a Joint Powers Agreement with the State of California and selected a hotel operator to proceed with development of the Lodge/Conference Center.
- Implement the Improvement Project and Economic Development Strategy.
- Prepare and adopt a Master Plan for the Grand Avenue corridor including West Grand Avenue and the Lodge Site.
- Review development proposal for consistency with the Master Specific Plan following adoption.
**LU-6.3  Multi-modal Transit Center.** The 2.3 acre parcel on State Route 1 immediately adjacent to the existing train station is an appropriate location for the expansion of transit-related facilities to serve the City and region. Development of this site should incorporate the following features:

a. A range of uses to complement the train station and serve the transit needs of the City and region and emphasizing visitor serving commercial development as provided by the Local Coastal Plan. Because of noise and other compatibility issues associated with the adjacent railroad and State Route 1, Mixed-Use development with residential uses is prohibited.

b. Improved access to the county recreational vehicle park and possible improvement of additional camping facilities.

c. Pedestrian and bicycle connections to the train station, the beach and surrounding visitor-serving development and the County recreational vehicle park.

d. Parking for transit/train patrons and businesses.

e. A design that will mitigate for the loss of the small, degraded Federal wetland area utilizing low-impact development features.

**Implementation Measures**

- As part of the Capital Improvement Project, review design plans for consistency with the above policy.

**LU-6.4 Preferences for mixed-use development.** In general, ground floor development within the Visitor Serving – Mixed-Use designation should be reserved for retail shops, eating and drinking establishments, and visitor accommodations, with the upper floors occupied by additional visitor accommodations, offices and dwellings. To assure adequate space for visitor-serving uses, properties within this designation should not include general retail stores such as larger grocery and drug stores, auto sales or repair, or business services that are more suited to shopping centers. Although mixed-use development is encouraged, it is not required.

**Implementation Measures**

- Amend applicable sections of the Zoning Code to incorporate the above preferences.
- Review development projects for consistency with the above policy as part of the development review process.
LU-6.5 **Street character.** In general, buildings constructed in the area designated Visitor Serving – Mixed Use should be placed at the back of sidewalk along the street frontage, especially along Grand Avenue, with adequate space between the building and the curb to accommodate pedestrian walkways, street furniture (seating, lighting, landscaping, public art), and for outdoor dining and gathering.

**Implementation Measures**

- Amend applicable sections of the Zoning Code to incorporate the above preferences.
- Review development projects for consistency with the above policy as part of the development review process.
- The City will complete median/bulb-out and pedestrian improvements to the West Grand Avenue area from 4th Street to the railroad by 2010.

LU-6.6 **4th Street and Grand Avenue.** The properties surrounding the intersection of 4th Street and Grand Avenue should be developed with visitor-serving mixed-use development that includes retail on the ground floors and housing, offices and/or visitor accommodations on the upper floors. This area may be appropriate for taller (e.g., four story) buildings.

**Implementation Measures**

- Prepare and adopt a Master Plan for the Grand Avenue corridor to guide the development and re-development of mixed-use sites.
- Review development projects for consistency with the Master Plan following adoption.

LU-6.7 **Industrial area south of Grand Avenue.** The industrial area south of Grand Avenue between 3rd Street and the railroad right-of-way is an appropriate area for additional visitor-serving commercial development such as visitor-serving retail and bed and breakfast accommodations with adequate setback from the railroad.

**Implementation Measures**

- Prepare and adopt a Master Plan for the Grand Avenue corridor to guide the development and re-development of mixed-use sites. Involve the property owners in this process.

LU-6.8 **Transition of the Front Street industrial area to Visitor-Serving Uses.** The Front Street industrial area north of Ramona Avenue east of Front Street extending to Beckett Place is an appropriate location for additional visitor-serving commercial
Industrial Land Uses

development. Accordingly, the City will encourage existing businesses to relocate to more suitable locations in the industrial area south of Farroll Avenue with the exception of the property west of Front Street extending to the railroad which remains designated Industrial. The City/Redevelopment Agency should assist property owners in the relocation of their businesses.

**Implementation Measures**

- Prepare and adopt a Master Plan for the Grand Avenue corridor to guide the development and re-development of mixed-use sites.
- Assist property owners in relocating their businesses to more suitable locations in the industrial park south of Farroll Avenue.

**LU-6.9 Tourism.** The City should continue efforts to capitalize on its beach-side setting by marketing to a broad range of tourist activities, including 'eco-tourism'.

**Implementation Measures**

- Continue to implement the City’s Economic Development Strategy.

**Goal LU-7:** To create a well-defined, pedestrian-oriented central business district/civic center that serves as the center of Grover Beach’s business, civic, and cultural life.

**Policies**

**LU-7.1 Central Business District/Civic Center Core Area.** The City and the Redevelopment Agency shall promote the development of a well-defined, pedestrian-oriented central business district core area bounded by 8th Street, 11th Street, Ramona Park and Rockaway Avenue, consistent with the requirements of policy LU-5.1. The City shall encourage the concentration and intensification of urban uses in this area, including residential uses, as a means of increasing pedestrian activity and providing support for commercial and civic activities. The central business district core area shall include commercial, professional office, financial, civic, residential, cultural, and recreational uses, and shall serve all segments of the community.

**Implementation Measures**

- Amend the Land Use Diagram to designate this area for Central Business Mixed-Use development.
• Amend applicable sections of the Zoning Code to accommodate Central Business Mixed-Use development.
• Prepare and adopt a Master Plan for the Grand Avenue corridor to guide the development and re-development of mixed-use sites.
• Review development projects for consistency with the specific plan following adoption.

LU-7.2 Development of a City Center Around City Hall. The city should encourage County, State and other agencies to locate facilities in proximity to the existing City Hall to create a Civic Center that would meet the needs of the residents, businesses and visitors to the City.

Implementation Measures

• Work with County, State or other agencies to identify possible locations to locate or relocate these services to create a Civic Center near to the downtown area.

LU-7.3 Preferences for uses. In general, the ground floor of development within the Central Business District – Mixed-Use designation should be reserved for retail shops, service businesses (including eating and drinking establishments) and professional offices, with the upper floors reserved for visitor accommodations, offices and dwellings.

Implementation Measures

• Amend applicable sections of the Zoning Code to incorporate the above preferences.
• Review development projects for consistency with the above policy as part of the development review process.

LU-7.4 Street character. In general, buildings constructed in the area designated Central Business – Mixed Use should be placed at the back of sidewalk along the street frontage, especially along Grand Avenue, with adequate space between the building and the curb to accommodate pedestrian walkways, street furniture (seating, lighting, landscaping, public art), and for outdoor dining and gathering.

Implementation Measures

• Incorporate provisions for streetscape improvements in a Master Plan prepared for the Grand Avenue corridor.
• Continue development of pedestrian improvements, street trees and medians extending from 4th Street through to 11th Street.
- Amend applicable sections of the Zoning Code to incorporate the above preferences.
- Implement the Grover Beach Improvement Project.
- Incorporate streetscape improvements as part of the City’s Capital Improvement Program. The timing of these improvements will be determined as transportation funding becomes available.

**LU-7.5 Infill development.** The City shall encourage infill development that promotes strengthening and revitalizing the central business district/civic center.

*Implementation Measures*

- Review development projects for consistency with the above policy as part of the development review process.

**LU-7.6 Parks in the Central Business District.** The City shall continue to provide parks in and near the central business district to foster an environment that supports businesses that depend on pedestrian activity.

*Implementation Measures*

- Identify suitable locations for parks as part of the Grand Avenue Master Plan.
- Continue to require park land dedication or the payment of in lieu fees for park acquisition.
- Implement the programs provided in the Parks and Recreation Element.
- Partner with the Chamber of Commerce in community events at Ramona Park and Cleaver Park (once developed) that will bring residents and visitors into the Central Business District area.

**LU-7.7 Streetscape improvements.** The City (and Redevelopment Agency) shall take the lead in upgrading the visual quality of streets in the downtown area and require individual development projects to incorporate frontage improvements.

*Implementation Measures*

- Implement the Grand Avenue Master Plan recommendations for Streetscape Improvements.
- Complete the Grand Avenue Enhancement Project and the proposed streetscape improvements through the Central Business District.
• Incorporate streetscape improvements as part of the City’s CIP. The City shall complete the streetscape improvements as funding become available (anticipated in 2011).
• Continue the façade improvement programs and determine if there are other appropriate tools to upgrade the visual quality of the downtown.
• Evaluate the existing sign standards and develop a program to encourage replacement/upgrade of signs that are not in conformance with the standards established in the Master Plan.
• Require development projects to install required frontage improvements through the development review process.

Goal LU-8: To develop the east commercial area along Grand Avenue from 14th Street to Oak Park Boulevard with businesses that provide a wider range of goods and services desired by residents of Grover Beach and surrounding communities.

LU-8.1 Designate areas for larger commercial centers. The commercial development along Grand Avenue east of 14th Street to Oak Park Boulevard supports more conventional, larger-scale retail centers that provide for the day-to-day needs of Grover Beach residents. These centers support a diverse assortment of retail and service businesses and are designed to be visited primarily by automobile. City will promote the development of larger commercial centers along the east end of Grand Avenue to provide a broader range of the goods and services desired by Grover Beach residents.

Implementation Measures

• Amend the Land Use Diagram to designate suitable locations for Retail and Commercial Services development.
• Amend the Zoning Code as necessary to establish development standards for neighborhood serving businesses.

LU-8.2 Broaden the tax base. The City should assist property owners and prospective developers in the development of larger, more diverse businesses in the east Grand Avenue area that provide a broader range of the goods and services desired by Grover Beach residents.

Implementation Measures

• Implement the Economic Development Strategy.
LU-8.3 **Streetscape improvements.** The City should continue to provide street trees, landscaped medians, sidewalks, bicycle paths, street lighting and signage to facilitate access to East Grand Avenue businesses by means other than motor vehicles.

*Implementation Measures*

- Incorporate streetscape improvements as part of the City’s CIP.
- Require pedestrian facilities to be incorporated into new development as part of the development review process.

**Goal LU-9:** To provide for an expansion of the highway-oriented commercial node at Oak Park Boulevard and El Camino Real.

LU-9.1 **Northerly property fronting El Camino (APN 060-031-021).** This property consists of about 5.8 acres and is an appropriate extension of the Retail Commercial Services land use designation on the northerly and easterly portions of the site outside of sensitive biological resources. Appropriate land uses for the site would include visitor accommodations, a restaurant, small-scale retail and other similar uses and possible residential development to provide a transition into the adjoining residential areas to the west.

*Implementation Measures*

- Review development projects for consistency with the above policy.
- A single Master Plan governing development of the three properties near the northwest corner of Atlantic City and Oak Park Boulevard (APNs 060-031-005, 060-031-021 and 022) shall be prepared and approved by the City prior to the development of any of the three properties. (See details provided in policy LU-3.4 regarding Master Plan provisions.)
- Incorporate a substantial buffer of a minimum of 50 feet or provide a transition with residential development to the residences to the west to minimize compatibility impacts, including noise, glare, time of operation.
- Comply with policies LU-16.1, et seq relating to the protection of sensitive biological resources.

LU-9.2 **Middle property (APN 060-031-022).** This property consists of about 1.8 acres and is an appropriate location for Retail and Commercial Services, visitor accommodations, a restaurant, small-scale retail and other similar uses and possible residential development to provide a transition into the adjoining residential areas to the west.
Goal LU-10: To provide for the day-to-day needs of Grover Beach residents by establishing neighborhood-serving businesses within walking and biking distance of surrounding neighborhoods.

LU-10.1 Preserve existing neighborhood-serving retail. Existing neighborhood serving commercial businesses should be retained, and expanded only where such expansion does not adversely impact surrounding residences.

Implementation Measures

- Review development projects for consistency with the above policy as part of the development review process.

LU-10.2 Preserve residential development along S. 13th Street. Existing residences along 13th Street south of Grand Avenue, including the mobile home park, should be retained and protected from the impacts of non-residential development. There may be portions of these developments that front directly onto Grand Avenue that may transition to commercial mixed use development in accordance with City requirements.

Implementation Measures

- Review development projects for consistency with the above policy as part of the development review process.
- Complete street improvements (curbs, gutters, sidewalks, street trees, lighting, etc.) including traffic calming and pedestrian oriented improvements.

LU-10.3 Preserve existing neighborhood serving businesses along S. 13th Street. The existing neighborhood-serving commercial businesses along 13th Street south of Grand Avenue should be retained. Limited expansion of non-residential development
should be allowed only where such expansion does not adversely impact surrounding residences.

Implementation Measures

- Amend the Land Use Diagram to designate suitable locations for additional neighborhood serving commercial development.
- Review development projects for consistency with the above policy as part of the development review process.

Policy LU-10.4 has been deleted.

LU-10.5 Neighborhood serving nodes to serve existing residential neighborhoods. The City will investigate the establishment of neighborhood-serving commercial nodes within walking distance of existing residential neighborhoods, especially in the vicinity of Oak Park Boulevard and Atlantic City Avenue.

Implementation Measures

- Assess the suitability of remaining vacant and underutilized properties for their suitability.
- Consider incorporating neighborhood-serving development as part of the development of APN060-031-005 (refer to Policy LU-3.4).
Industrial Land Uses

Goal LU-11: To designate appropriate locations and provide support for industrial uses that create jobs and enhance the economy of Grover Beach.

Policies

LU-11.1 Industrial development. The City shall promote, and assist in the maintenance and expansion of, Grover Beach’s industrial sector by implementing the Redevelopment Agency Industrial Enhancement Project.

**Implementation Measures**

- Implement the Industrial Enhancement Project.

LU-11.2 Expansion and retention of industrial businesses. The City will provide for the continuation of existing and the development of additional industrial uses that capitalize upon the existing and emerging types of industries, offer opportunities for the clustering of key economic sectors and maintain the character and quality of the City. The City should pursue establishing a connection to the Pacific Crossing access hub and promote the unique opportunity it affords for high technology businesses.

LU-11.3 Location of industrial development. New industrial development shall be located generally south of Farroll Road, east of Highway One and west of 13th Street and in the 4th Street corridor south of Rockaway along the railroad tracks.

**Implementation Measures**

- Review development projects for consistency with the above policies as part of the development review process.
- Maintain truck routes to minimize traffic through residential neighborhoods.
- Ensure emergency access is maintained, especially at the south end of Huber at Highland Avenue.

LU-11.4 Clean industries. The City shall promote the development of clean or green industries that use sustainable production practices and identify and promote the use of alternative and clean technologies and do not pose health risks associated with water and air pollution or potential leaks or spills.
Implementation Measures

- Review development projects for consistency with the above policy as part of the development review process.

**LU-11.5 Live-work settings.** The City will promote the establishment of live-work settings in industrial districts.

**Implementation Measures**

- Amend applicable sections of the Zoning Code as necessary to allow live-work units and to establish performance standards for such units.
- Review development projects for consistency with the above policy as part of the development review process.

**LU-11.6 Compatibility of new industrial development.** Where new industrial development adjoins a residential neighborhood, the buildings should be placed at the front of the site with landscaping provided between the building and the sidewalk. Storage and loading areas and outdoor activities should be located on the interior of the site and screened from public view.

**Implementation Measures**

- Amend applicable sections of the Zoning Code to incorporate the above design standards.
- Review development projects for consistency with the above policy as part of the development review process. The City should consider assisting businesses in providing site improvements that lessen impacts on surrounding residential areas, and consider providing assistance with relocation when the impacts cannot be removed.
Parks and Recreation

Goal LU-12: To establish and maintain a public park system and recreation facilities suited to the needs of Grover Beach residents and visitors.

LU-12.1 Park land requirements for development. New development shall be required to assist in meeting the City's standard for parkland acres per 1,000 residents.

Implementation Measures

- Implement the measures provided in the Parks and Recreation Element.
- Review development projects for consistency with the above policy and other relevant provisions of State law relating to the provision of park land.

Public and Quasi-Public Land Uses

Goal 13: To designate adequate land for development of public and quasi-public uses to support existing and new residential, commercial, and industrial land uses.

Policies

LU-13.1 Land for public facilities. The City shall designate adequate, appropriately-located land for City, County, School District, and health care facilities.

Implementation Measures

- Amend the Land Use Diagram as needed to provide suitable building sites for public facilities.

LU-13.2 Clustering of public facilities/joint use. The City shall promote the clustering of public and quasi-public uses such as schools, parks, libraries, child care facilities, and community activity centers. Joint-use of public facilities shall be promoted, and agreements for sharing costs and operational responsibilities among public service providers shall be encouraged.

Implementation Measures

- Review the siting of public facilities for consistency with the above policy as part of the development review process.
LU-13.3 **Public safety facilities.** The City shall pursue the development of additional public safety facilities as needed to serve the growing population.

*Implementation Measures*

- Amend the Land Use Diagram as needed to provide suitable building sites for public facilities.
- Incorporate needed public facilities as part of the CIP.

**Goal LU-14:** To ensure continued compliance with the requirements of the Oceano Airport Land Use Plan (OCALUP).

**Policies**

LU-14.1 **Airport Land Use Plan.** Development within the City’s General Plan area shall be permitted only if it is consistent with the Oceano Airport Land Use Plan. Prospective buyers of property subject to airport influence shall be so informed.

*Implementation Measures*

- Development projects must be reviewed and found consistent with the above policy and OCALUP.
- Prior to enacting certain ordinances and actions (general plan and general plan amendments, specific plans, and specific plan amendments, zoning ordinances and building codes and modification thereof) pertaining to lands within the airport land use planning areas, such actions shall be referred to the Airport Land Use Commission for approval.
Urban Reserve

**Goal LU-15:** Preserve areas designated Urban Reserve (the Strawberry Field) in agriculture until such time as urban development is initiated by the property owner.

**LU-15.1 Timing of development.** Until such time as the property owner initiates an application for a general plan amendment, the Strawberry Field area should remain designated Urban Reserve.

**LU-15.2 Development preceded by a specific plan.** Development of the Strawberry Field shall be preceded by the adoption of a specific plan as prescribed by Government Code §65451. In addition to addressing all of the requirements of Government Code §65451, the specific plan shall address at least the following:

- a. The appropriate boundaries of the area to be included within the specific plan area. The properties along 4th Street could be considered for inclusion in the Specific Plan.
- b. A land use plan incorporating an appropriate range and location of land uses. Table LU-15.1 has made assumptions regarding the appropriate mix of future land use categories. However, the property owner may propose modifying the mixture of uses based on needs within the community.

<table>
<thead>
<tr>
<th>Land Use Category</th>
<th>Gross Acreage^1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low Density Residential</td>
<td>40-50% of total^4</td>
</tr>
<tr>
<td>Medium Density Residential</td>
<td>13% - 17% of total^4</td>
</tr>
<tr>
<td>High Density Residential</td>
<td>4% - 6% of total^4</td>
</tr>
<tr>
<td>Neighborhood Serving Mixed Use</td>
<td>1 acre per 1,000 residents of project</td>
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<tr>
<td>Office and Light Industrial^8</td>
<td>5-10%</td>
</tr>
<tr>
<td>Developed Parkland^2,^5</td>
<td>5 acres per 1,000 residents of project</td>
</tr>
<tr>
<td>Public/Quasi-Public^3,^5</td>
<td>As determined by service provider</td>
</tr>
</tbody>
</table>

Notes:
1. Total acreage of the project site before subdivision.
2. Acreage of parkland exclusive of drainage detention basins.
3. Includes school sites, city facilities such as police and fire stations, storm drainage facilities.
4. Acreage exclusive of affordable housing inclusionary requirements.
5. These uses will require Airport Land Use Commission Review.
6. Could include mixed use or live-work projects.
c. A description of housing products. The specific plan application shall describe the range of housing products allowed within the project. The description will include:
   i. Building type (single-family detached, single family attached, apartments, townhome, etc.);
   ii. Gross residential density for each product type;
   iii. Building elevations;
   iv. Number of bedrooms;
   v. Colors and materials;
   vi. Tenure (for-sale, for rent);

d. Specific Plan. Design guidelines for new development that address at least the following:
   i. Architectural character, and especially the placement of buildings on a lot and how buildings relate to the street
   ii. Conceptual building elevations for each product type including color palette, materials, etc.
   iii. Site planning
   iv. Parking and access
   v. Landscaping
   vi. Signage

e. Development standards, including a list of allowed and conditionally allowed uses;

f. Public and private (off-street) parking;

g. A mobility plan for motor vehicles, pedestrians, bicycles, transit, and the physically impaired;

h. A plan for implementation;

Implementation Measures

- Amend the Zoning Code to create an Urban Reserve district.
- When initiated by the property owner, prepare and adopt a specific plan consistent with the above requirements.
- Review development projects for consistency with the specific plan following adoption.

LU-15.3 Farmland preservation. The City shall continue to work with the County and other jurisdictions to implement conservation strategies that preserve productive farmland.

Implementation Measures

- Adopt and implement a Right To Farm Ordinance or provide protection as provided in state regulations include AB 2881 and California Nuisance Code (Civil Code Section 3479 et.seq.)
- Adopt and implement an Agricultural Conservation Program to help mitigate the permanent conversion of productive farmland to a non-agricultural use.
Open Space/Resource Conservation

Goal LU-16: To protect and enhance the City’s important natural and human-made resources.

Policies

LU-16.1 Open space/resource conservation land. The City shall designate the following types of land as open space:

a. Sensitive habitats or unique resources such as oak woodlands, riparian/creek corridors, significant wetlands and corridors which connect habitats.

b. Those areas which are best suited to non-urban uses due to:
   a. infeasibility of providing proper access or utilities;
   b. excessive slope or slope instability;
   c. wildland fire hazard;
   d. noise exposure;
   e. flood hazard;
   f. scenic value;

Implementation Measures

- Amend the Land Use Diagram as needed consistent with the above policy.

LU-16.2 Open space uses. Lands designated Open Space/Resource Conservation should be used for purposes which do not need urban services, major structures, or extensive landform changes. Such uses include:

a. Unimproved trails.

b. Watershed protection; wildlife and native plant habitat; and passive recreation.

c. Buildings, lighting, paving, use of vehicles, and alterations to the landforms and native or traditional landscapes on open space lands should be minimized, so rural character and resources are maintained.

Implementation Measures

- Review development projects for consistency with the above policy as part of the development review process.

LU-16.3 Hillsides. Hillside development shall:

a. Keep a low profile and conform to the natural slopes;

b. Avoid large, continuous walls or roof surfaces, or prominent foundation walls, poles, or columns;
c. Minimize grading of roads;
d. Minimize grading on individual lots;
e. Locate houses close to the street; minimize the grading of visible driveways;
f. Include planting which is compatible with native hillside vegetation and which provides a visual transition from developed to open areas;
g. Use materials, colors, and textures which blend with the natural landscape and avoid high contrasts;
h. Minimize exterior lighting.

Implementation Measures

- Amend applicable sections of the Zoning Code to incorporate the above preferences.
- Review development projects for consistency with the above policy as part of the development review process.

LU-16.4 Meadow Creek and wetland resources. The City should manage its Meadow Creek wetlands, floodplains, and associated resources to achieve the multiple objectives of:

a. Maintaining and restoring natural conditions and fish and wildlife habitat;
b. Preventing loss of life and minimizing property damage from flooding;
c. Providing recreational opportunities which are compatible with fish and wildlife habitat, flood protection, and use of adjacent private properties.

Implementation Measures

- Review development projects for consistency with the above policy as part of the development review process.

LU-16.5 Natural resources as amenities. New public or private developments adjacent to creeks, oak woodlands and wetlands must respect the natural environment and incorporate the natural features as project amenities, provided doing so does not diminish natural values. Developments along creeks should include public access across the development site to the creek and along the creek, provided that wildlife habitat, public safety, and reasonable privacy and security of the development can be maintained.

Implementation Measures

- Amend applicable sections of the Zoning Code to incorporate the above preferences.
Review development projects for consistency with the above policy as part of the development review process.

**LU-16.6 Trail system.** The City should work with property owners, resource conservation agencies, the State of California, the adjoining cities, and the County to establish an interconnected system of trails connecting open space resources with surrounding neighborhoods.

*Implementation Measures*

- Prepare and adopt a Trail Plan to achieve the intent of the above policy. Trail connections to be considered include a trail along Meadow Creek to Pismo Marsh, and a trail along the railroad right-of-way to the City of Pismo Beach with appropriate links to the regional DeAnza Trail.
- Review development projects for consistency with the above policy as part of the development review process.

**LU-16.7 Creeks and flood hazards.** To limit the potential for increased flood damage in previously developed areas, the City will:

a. Ensure that infill, remodel, and replacement projects:
   i. Do not displace more flood water than previous structures on a site;
   ii. Do not contribute floating debris to flood waters;
   iii. Have finish floors at least one foot above the flood level or, if this is not practical, be flood-proofed, to minimize risk to life and damage to utilities, furnishings, merchandise, and equipment.

b. Require new infill buildings to have greater setbacks than their older neighbors, when necessary to achieve the purposes of this section.

c. Remove man-made obstruction from channels.

d. Ensure that any new development in the watershed detains rather than accelerates runoff from development sites.

*Implementation Measures*

- Maintain FEMA flood hazard information for areas subject to flooding within the City.
- Review development projects for consistency with the above policy and applicable flood hazard mitigation as part of the development review process.

**LU-16.8 Stormwater quality.** The City shall require new development to protect the quality of water bodies and drainage systems through adaptive site design, stormwater management, and the implementation of best management practices (BMPs). In addition, the City will undertake long-term watershed planning
and management activities in coordination with adjoining cities, San Luis Obispo County, and State Parks.

 Implementation Measures

- **The City shall adopt and implement an Urban Storm Water Quality and Discharge Control Ordinance.**

- **To ensure new development and the redevelopment of existing sites adequately protects water quality, the City shall consider, and implement where appropriate, low impact development options and revisions to the City’s water quality management regulations consistent with the Storm Water Management Program adopted by the Regional Water Quality Control Board.**

- **The City will also undertake long-term watershed planning and management activities in coordination with adjoining cities, San Luis Obispo County and State Parks. The main objectives of these efforts are to ensure the protection of water quality, the beneficial uses of water, and the biological and physical integrity of watersheds and aquatic habitat. The City will consider amendments to the policies and programs of the Land Use Element and other General Plan elements as necessary to incorporate the findings and recommendations of these watershed planning efforts.**

- **The City shall ensure that new development will maintain historic off-site storm flows unless improvements are in place or made with the development that will maintain historic downstream and upstream flows.**

- **The City has adopted and shall periodically update a Storm Water Master Plan including shared detention facilities.**

- **Apply best management practices for stormwater management.**

- **Comply with relevant provisions of the National Pollution Discharge Elimination (NPDES) program as part of the development review process.**

**LU-16.9 Archaeological resources.** The City shall provide for the protection of both known and potential archaeological resources. To avoid development on important archaeological sites, all available measures, including purchase of fee interest or development rights, shall be explored at the time of a development proposal. Where such measures are not feasible and development would adversely affect identified archaeological or paleontological resources, adequate mitigation shall be required.
Implementation Measures

- **Review development projects** for consistency with the above policy and other relevant provisions of State law relating to archaeological resources as part of the development review process.

- **To avoid development on important archaeological sites,** all available measures, including purchase of fee interest or development rights, shall be explored at the time of a development proposal. Where such measures are not feasible and development would adversely affect identified archaeological or paleontological resources, adequate mitigation shall be required.

- **The City should work with appropriate resource agencies to develop a map of archaeological sites to assist in reviewing to determine if additional review should be required.**

**LU-16.10 Protection of sensitive species.** Prior to the approval of a project with the potential to adversely impact special status plant or animal species or their habitats, the City shall ensure compliance with the relevant provisions of state and federal laws relating to the preservation of rare, threatened, or endangered species and their habitat. Such laws include, but are not limited, the federal and state Endangered Species Acts, the federal Clean Water Act.

**LU-16.11 On-site resource preservation.** The City shall encourage new development to preserve on-site natural elements that contribute to the community’s native plant and wildlife species value and to its aesthetic character.

**LU-16.12 Overriding considerations.** Unless there are significant overriding considerations, the City shall not approve projects that would adversely impact rare, threatened, or endangered wildlife or plant species or their habitats.

**LU-16.13 Agency coordination.** The City shall support, and participate in, local and regional efforts of local, state and federal resource agencies to protect, restore and maintain viable, contiguous areas of habitat for sensitive plant and animal species.

**LU-16.14 Project-specific surveys for special status plants and animals.** Where future development projects have the potential to impact natural plant communities or sensitive wildlife resources, the City shall require the project applicant to conduct appropriate surveys prepared by a qualified biologist in accordance with applicable regulatory guidelines. Such surveys shall identify and map any existing rare, threatened, or endangered plant and animal species and recommend appropriate mitigation measures.
LU-16.15 Riparian habitat protection. The City shall preserve the ecological integrity of creek corridors that support riparian resources by preserving native riparian plants and, to the extent feasible, removing invasive nonnative plants. If preservation of the ecological integrity of existing resources is found to be infeasible, adverse impacts to riparian resources shall be fully mitigated consistent with the requirements of applicable state and federal regulations.

LU-16.16 Wetland protection. The City shall preserve and protect wetland resources including creeks and other seasonal wetland areas, to the extent feasible. If preservation of the ecological integrity of existing wetland resources is found to be infeasible, adverse impacts to such resources shall be fully mitigated consistent with the requirements of applicable state and federal regulations.

LU-16.17 Monitoring. Monitoring of mitigation and restoration activities shall be consistent with requirements for each species or habitat as prescribed by the relevant regulatory jurisdictional agencies. For listed or candidate species, species of special concern, or sensitive habitats for which no mitigation or avoidance measures have been published, the City shall require evidence of coordination with the responsible agencies prior to acceptance of mitigation, avoidance measures, or monitoring requirements.

Implementation Measures

- Review development projects for consistency with the above policies as part of the development review process.

- Work with the County, conservation organizations, the San Luis Obispo Council of Governments, the California Department of Fish and Game, and the US Fish and Wildlife Service to identify strategies for the permanent protection of habitat for rare and endangered species.

- Amend the Open Space and Conservation Element to incorporate the above policies and relocate from Land Use Element.
The Coastal Zone

Goal LU-17: To ensure continued compliance with the California Coastal Act.

Policy

LU-17.1 Local Coastal Program. The City will adhere to, and implement, the policies and directives of the California Coastal Act by implementing the certified Local Coastal Program.

*Implementation Measures*

- Amend the Local Coastal Program consistent with this General Plan.
- Comply with relevant provisions of the Coastal Act as part of the development review process.
- In reviewing and permitting proposed development within the Coastal Zone, the city will require public access when appropriate or make the required finding for why access is not being required.

Growth Management

Goal LU-18: To provide for orderly, well-planned, and balanced growth community where the majority of residents can live, work and play, consistent with the limits imposed by the city’s infrastructure and environmental constraints.

Policies

LU-18.1 Managing the pace of development. The City shall ensure that urban development proceeds in an orderly fashion and in pace with the expansion of public facilities and services, including schools. The City should continue to regulate the development of housing so that the number of new dwelling units grows no faster than 123 units annually or at a rate of 2.5%.

*Implementation Measures*

- Monitor residential development to ensure residential growth does not exceed 2.5 percent.
- Review development projects for consistency with the above policy as part of the development review process.
LU-18.2 Managing the relationship between jobs and housing. The City shall monitor residential and non-residential development and encourage adjustments as necessary in land use designations and the rate of project approvals to promote a reasonable citywide balance between new employment-generating development and housing development and to minimize traffic impacts.

Implementation Measures

- Monitor residential development to ensure residential growth does not exceed 2.5 percent.
- Develop an inventory of the total number of jobs within the City.

LU-18.3 Status of land prior to urban development. Land within the General Plan Area shall ultimately be developed to urban standards described in this Chapter. Pending connection to City services, such land shall remain in agricultural, open space, or other low intensity uses.

Implementation Measures

- Review development projects for consistency with the above policy as part of the development review process.

LU-18.4 Regional planning. The City will encourage regional planning and growth management throughout the County, and in cooperation with neighboring cities. The City should coordinate planning with neighboring communities, San Luis Obispo County, and the San Luis Obispo Council of Governments (SLOCOG) to craft regional solutions for regional issues such as affordable housing and transportation funding.

Implementation Measures

- Actively participate in the regional planning programs including (but are not limited to):
  - the Community 2050 project
  - Regional Housing Needs Allocations
  - Development of the Sustainability Community Strategies required by SB 375.
  - Greenhouse gas inventories and a Climate Action Plan that recognizes the regional nature of air quality concerns.
  - The Regional Transportation Plan and the Air Quality Management Plan
Community Design and Character

Goal LU-19: To promote the development of a coherent and distinctive physical form and structure that reflects Grover Beach’s small-town qualities and beach-orientation.

Policies

LU-19.1 Preserve neighborhood qualities. The City shall seek to preserve the vital qualities of existing, stable residential neighborhoods and shall promote the development of new residential neighborhoods with these same qualifies.

LU-19.2 Link and define neighborhoods. The City shall use the circulation system and the pedestrian and bicycle pathway system as important structural elements to link and define neighborhoods and districts in Grover Beach.

Implementation Measures

- The above policies will be implemented as part of the development review process.
- Incorporate roadway, pedestrian, transit and bicycle circulation facilities as part of the CIP.
- Continue citywide efforts to infill and improve curb, gutter, and sidewalks through private development projects, CDBG architectural barrier removal projects and programs such as Safe Routes to School.

Goal LU-20: To preserve the existing community character and fabric and promote the development of neighborhoods and commercial and industrial districts that emphasize pedestrian convenience.

Policies

LU-20.1 Overall design objectives for commercial and mixed-use development. The design of new commercial and mixed-use development should work toward achieving the following objectives:

- Consider Grover Beach’s small town scale and demonstrate sensitivity to the design context of the surrounding area.
b. Avoid “boxy” structures with large, flat wall planes by articulating building forms and elevations to create interesting roof lines, building shapes, and patterns of shade and shadow.

c. Provide landscaping as a project amenity, and to help screen parking, equipment and storage areas.

d. Provide site access, parking and circulation that is planned in a logical, safe manner that avoids awkward or cramped turning movements.

e. Consider the need for signs and their appropriate scale and locations early in the design process, so that they are not an afterthought.

f. Design spaces for outside equipment, trash receptacles, storage, and loading areas in the least conspicuous part of the site.

g. Mitigate the potential nuisance impacts of placing dwellings in proximity to non-residential development whether they are placed within the same building, within the same site, and between commercial and residential sites.

LU-20.2 Pedestrian amenities for commercial areas. New commercial and office development should promote walking, bicycling and public transit, especially in the central business district/civic center and the west Grand Avenue/beach area.

LU-20.3 Overall design objectives for industrial development. The design of new and redeveloped industrial projects should incorporate the following elements:

a. Easily identifiable site access;
b. Service areas located at the sides and rear of buildings;
c. Convenient access, visitor parking and on-site circulation;
d. Screening of outdoor storage, work areas, and equipment;
e. Emphasis on the main building entry and landscaping;
f. Placement of buildings to provide plazas and courtyards;
g. Landscaped open space.
h. A variety of building and parking setbacks to avoid long monotonous building facades and to create diversity within the project.
i. An architectural style appropriate for the business type. Buildings should project an image of high quality through the use of appropriate durable materials and well landscaped settings.
LU-20.4 **Protect residential neighborhoods.** Commercial and industrial development adjacent to existing residences should be designed to adequately protect the residential use from the impacts of noise, light, vehicular traffic, privacy, and operational hazards.

LU-20.5 **Transit facilities.** New development (including, but not limited to, commercial and mixed-use centers, industrial parks, and residential neighborhoods) should incorporate facilities to promote the use of public transit, such as bus turnarounds and drop-offs where appropriate.

LU-20.6 **Architecture.** No particular architectural style or design theme is required in the City nor can Grover Beach be defined by any one particular architectural style. A wide range of architectural characteristics adds to the City’s overall image. While variety in design is generally encouraged, the compatibility of new projects with the existing built environment should be a priority. The goal is to preserve not only the beach flavor of the community but, equally important, its scale and ambience. “Canned” or “trademark” building designs and signs used by franchised businesses in other cities may not be acceptable in Grover Beach, as they can collectively have the effect of making the portions of the City look like anywhere in California.

LU-20.7 **Neighborhood design.** The City shall promote the creation of well-defined residential neighborhoods in newly-developing and existing areas. Each of these neighborhoods should have a clear focal point, such as a park, school, or other open space and community facility, and should be designed to promote pedestrian convenience. To this end, the City shall encourage the use of existing Grover Beach neighborhoods, including the grid street system, as models for the planning and design of new residential neighborhoods. Design of proposed development should address low impact development opportunities in accordance with the Storm Water Management Plan discussed in policy LU 16.8.

LU-20.8 **Qualities desired in residential development.** Residential projects should provide:

a. Privacy, for occupants and neighbors of the project;
b. Adequate usable outdoor area, sheltered from noise and prevailing winds, and oriented to receive light and sunshine;
c. Use of natural ventilation, sunlight, and shade to make indoor and outdoor spaces comfortable with minimum mechanical support;
d. Pleasant views from and toward the project;
e. Security and safety;
f. Separate paths for vehicles and for people, and bike paths along collector streets;
g. Adequate parking and storage space;
Community Design & Character

h. Noise and visual separation from adjacent roads and commercial uses.
i. Design elements that facilitate neighborhood interaction, such as front porches, front yards along streets, entryways facing public walkways, and building design and orientation to minimize the prominence of the garage door.

LU-20.9 Building height of residential infill development. The height of residential infill projects should be consistent with that of surrounding residential structures, and incorporate features to protect existing views and privacy where reasonable. Where greater height is desired, an infill structure should set back the upper floors from the edge of the first story to reduce impacts on adjacent properties.

Implementation Measures

- The above policies will be implemented as part of the development review process.
- The City shall review and update the Zoning Code sign regulations to ensure that signs reflect a pedestrian scale and to evaluate where pole signs are appropriate.

Goal LU-21: To maintain and enhance the quality of the Grover Beach’s landscape and streetscape, and to improve the appearance of the City’s gateways.

Policies

LU-21.1 Street trees. The City shall endeavor to protect the urban forest created by mature trees in existing developed areas and in newly developing areas.

LU-21.2 Boulevard planting. The City shall establish, extend and reinforce major street tree/boulevard plantings to enhance the visual character of special and important streets within Grover Beach, including Grand Avenue, Oak Park Boulevard, 4th Street and 13th Street.

LU-21.3 Landscaped medians. The City shall identify appropriate streets for inclusion of landscaped medians.

Implementation Measures

- Implement the Improvement Project.
- Incorporate streetscape improvements as part of the City’s CIP.
- Review street tree requirements and the list of appropriate trees.
• Create Heritage Tree list.
• Review the Tree Removal policies to ensure they are preserving significant trees.
• Complete the Grand Avenue Enhancement Project and continue through the Downtown area as reflected in the City’s CIP.
• Complete the Longbranch demonstration project and identify where the use of Landscape Medians may be appropriate for this area.
• Evaluate the extension of medians along 4th Street at Grand Avenue.

LU-21.4 Gateways. The City should establish a program for improving the appearance of the City’s gateways, including north 4th Street, Oak Park Boulevard, State Route 1 and Grand Avenue.

Implementation Measures

• Prepare and implement a Gateway Plan and Wayfinding Signage Program for major gateways to the community.
• Incorporate gateway improvements as part of the City’s CIP.
Economic Development

Goal LU-22: Provide for a stable economic base to sustain a range of employment and business opportunities to generate sufficient revenues to support adequate levels of public services.

Policies

LU-22.1. Business and employment. The City will retain and expand existing businesses and work to attract new businesses to improve employment opportunities and the range of goods and services available to the community.

Implementation Measures

- Continue to update and maintain the City’s Economic Development Strategy.
- Create and maintain a business retention and attraction program.
- Implement the recommendations of the Technology Master Plan.
- Periodically review City regulations and processes to ensure they support economic development opportunities.
- Continue working with economic development partners such as the Chamber of Commerce, Economic Vitality Corporation, and tourism organizations.

LU-22.2. Expand industrial sector. The City will continue to facilitate development/redevelopment of the City’s industrial areas.

Implementation Programs

- Provide the necessary infrastructure to serve the industrial area south of Farroll Road.
- Implement the recommendations of the Technology Master Plan.
- Pursue opportunities for recruiting targeted industries that would complement existing businesses or create new job opportunities.
Goal LU-23: Create an identity for the City that will enhance its image as a tourist destination.

Policies

LU-23.1. Promote the City's image. The City will promote the City's tourist amenities including the Oceano Dunes State Vehicular Recreational Area, Pismo State Beach, monarch butterfly preserve, and Amtrak train service.

LU-23.2. Gateways. The City will establish entry monuments at major City entrances to identify Grover Beach, and provide signage directing visitors to key amenities such as the train station and dune access.

Implementation Programs

- Implement a marketing strategy to promote the City.
- Work with the Chamber of Commerce to increase the marketing of the City.
- Prepare and adopt a City Gateway and Wayfinding Signage Program.

Goal LU-24: To establish and maintain a supportive business climate and a healthy, sustainable economy.

Policies

LU-24.1 Small businesses. The City should encourage establishment of small businesses, including minority- and women-owned businesses.

LU-24.2 Economic sustainability. The City shall work to attract and retain long-term, economically sustainable businesses.

LU-24.3 Evaluate fiscal impacts. The City should evaluate the fiscal impacts of new major development to encourage a pattern of growth that will allow the City to provide high standards of public services, facilities, and infrastructure.

LU-24.5 Regional cooperation. The City shall work with other cities, San Luis Obispo County, and local and regional economic development entities to expand and improve the economic sustainability of the region.

LU-24.6 Partnerships. The City should partner with the Chamber of Commerce to promote downtown and the City’s cultural, entertainment, and commercial center and the development of a
Visitor-Service Corridor that will provide for accommodations, shopping and services for visitors to the city and region.

**LU-24.7 Entrepreneurship.** The City will support local efforts to create new products, services and businesses.

*Implementation Measures*

- The above policies will be implemented by continuing to implement the Economic Development Strategy, the Improvement Project and Industrial Enhancement Project.

**Goal LU-25:** To promote a diverse and balanced mix of employment opportunities.

**Policies**

**LU-25.1 Jobs-to-housing ratio.** The City shall maintain an adequate supply of retail, business, and industrial land to improve the ratio of jobs to housing. (see also Policy LU-25.1)

**LU-25.2 Workplace alternatives.** The City shall encourage the use of alternative workplaces (such as live-work settings) by making land use designations and zoning codes compatible with qualified home-based businesses (home occupations) and telecommuting in all residential areas, subject to City Codes and regulations. (see also Policy LU-11.5)
Sustainability and Environmental Justice

Goal LU-26: To promote the sustainable use of resources.

Policies

LU-26.1 Commute reduction. The City shall promote the expansion of employment opportunities in Grover Beach to reduce the volume and distance of home-to-work commute trips by motor vehicle.

Implementation Measures

- Amend the Land Use Diagram as needed to accommodate expansion of employment in Grover Beach.
- Monitor the pace of employment and housing growth to better balance jobs with housing.

LU-26.2 Conservation of land resources. The City should encourage the efficient utilization of limited land resources by encouraging development at the upper end of the permitted Zoning Code/General Plan residential density where appropriate. Using land efficiently offers a number of advantages, including:

- Reducing pressure to convert agricultural or open space land to urban use;
- Higher residential densities have a lower land cost per unit, which helps to hold down housing costs;
- Infill development facilitates the use of alternate modes of travel, such as walking and bicycling which in turn reduces traffic and improves air quality.

Implementation Measures

- The above policy will be implemented as part of the development review process.

LU-26.3 Water conservation. To minimize the need for the development of new water sources and facilities and sewer treatment needs, the City shall promote water conservation both in City operations and in private development.

Implementation Measures

- Implement the Urban Water Management Plan.
- Continue to promote the use of drought tolerant landscaping.
- Evaluate the collection of fresh water in rain-barrels.
Support storm drainage systems that would keep runoff on-site through Low Impact Design (LID) and hydromodification approaches and percolate into the groundwater.

Consider restructuring water rates to discourage high water use

Educate the public of the benefits of water conservation.

**Goal LU-27:** To reduce to the emission of greenhouse gases and to promote energy efficiency.

**Policies**

**LU-27.1 Greenhouse gas reduction goal.** The City shall work with the Air Resources Board and the San Luis Obispo County Air Pollution Control District to comply with statewide greenhouse gas reduction goals as established in the Global Warming Solutions Act of 2006 (AB 32) for 2020, and subsequent goals.

*Implementation Measures*

- Work with the Air Resources Board and the SLO County APCD to comply with statewide greenhouse gas reduction goals as established by the Global Warming Solutions Act of 2006 which requires a reduction of emissions to the 1990 levels by the year 2020 and additional reductions extending long-term to 2050.

- Complete the GHG emissions inventory of municipal operations and the community wide emissions. Using this, develop the Climate Action Plan consistent with the requirements of AB32 and SB 375 (See policy LU-27.2). Such a plan should consider City participation in the Climate Action Registry, ridesharing programs and renewable energy programs, and the potential effects of sea level rise that may result from climate change.

**LU-27.2 Climate Action Plan.** The City shall comply with the relevant provisions of State law (i.e. AB 32 and SB 375) to minimize the effect of citywide greenhouse gas emissions associated with buildout of the General Plan. This shall be achieved through the preparation and implementation of a Climate Action Plan.

*Implementation Measures*

- Prepare a Climate Action Plan consistent with the requirements of AB32 and SB375.

**LU-27.3 Sustainable government buildings.** All new, or major renovations to, City buildings shall be designed and constructed to meet Leadership in Energy and Environmental Design (LEED)
Silver rating requirements, or their equivalent. The City should also evaluate the potential of the use of solar photovoltaics on major city buildings.

**Implementation Measures**

- The above policy will be implemented as part of the development review process.

**LU-27.4 Greenhouse gas emissions from new development.** The City shall implement measures to reduce the emission of greenhouse gases from new development by:

  a. Discouraging auto-dependent patterns of development;
  b. Promoting compact, mixed-use, pedestrian-friendly, and transit oriented development;
  c. Promoting energy-efficient building design and site planning using either Build It Green and LEED Silver standards for residential and non-residential buildings, respectively; and
  d. Working to improve the ratio of jobs to housing.
  e. Incorporating transit facilities in new development, and by promoting transit use.

**Implementation Measures**

- Implement the policies and programs of the General Plan.
- Review development projects for consistency with the above policy as part of the development review process.

**LU-27.5 Passive solar heating.** To the extent feasible, the City shall require the orientation of buildings to accomplish the following:

  a. Maximize passive solar heating during cool seasons;
  b. Avoid solar heat gain in warm seasons;
  c. Enhance natural ventilation and effective use of daylight;
  d. Maximize opportunities for the installation of solar panels;
  e. Facilitate the use of sunlight for direct heating and illumination whenever possible; and
  f. Take advantage of natural ventilation and shading to cool a building.

**Implementation Measures**

- Review development projects for consistency with the above policy as part of the development review process. The City shall develop a checklist to assist applicants in identifying how their project can/does incorporate those features.
LU-27.6 **Energy-saving elements efficiency.** The use of exterior shading devices, skylights, daylighting controls, high performance glazing that allows the transmission of light with minimal heat gain, and high thermal mass building components is encouraged.

*Implementation Measures*

- Review development projects for consistency with the above policy as part of the development review process.

LU-27.7 **Environmentally responsible government purchasing.** The City shall, in its purchasing of products, equipment, or services, give preference to those which reduce or eliminate indirect greenhouse gas emissions.

*Implementation Measures*

- Amend purchasing practices consistent with the above policy.

LU-27.8 **Life-cycle costing.** The City shall incorporate the method of life-cycle costing to determine the most energy-efficient equipment and systems for its buildings and operations.

*Implementation Measures*

- Amend life cycle costing practices consistent with the above policy.

LU-27.9 **APCD cooperation.** The City shall work with the San Luis Obispo Air Pollution Control District to ensure the earliest practicable attainment and subsequent maintenance of federal and state ambient air quality standards, and will ensure to the extent possible that sensitive receptors (at risk population groups) are located away from freeway corridors, rail yards, gasoline facilities, dry cleaners, etc., consistent with the recommendations of the District’s Air Quality and Land Use Handbook: A Community Health Perspective, as prepared by the Air Pollution Control Board.

LU-27.10 **CEQA.** The City shall use the CEQA process to identify and avoid or mitigate potentially significant air quality impacts of new development. The CEQA process shall be used to ensure early consultation with the San Luis Obispo Air Pollution Control District concerning air quality issues associated with specific development proposals. The City will use the most recent APCD version of the APCD CEQA Guidelines to mitigate for asbestos and other air quality emissions.
Goal LU-28: To ensure the fair and equitable distribution of public amenities and facilities.

Policies

LU-28.1 Environmental justice. The City shall ensure that public facilities are equitably distributed throughout the city, avoiding over-concentration in areas that are well-served, and shall ensure that facility location and design are compatible with nearby land uses.

Implementation Measures

- Review the siting of public facilities for consistency with the above policy as part of the development review process.
Administration of the General Plan

Goal LU-29: Ensure that the City’s General Plan is maintained to be an accurate guide for development and resource conservation.

Policies

LU-29.1 Review of policy document. The City shall review the General Plan on an annual basis to retain internal consistency and consistency with other Federal, State and local regulations and policies.

LU-29.2 Annual Report. The City will prepare an annual report apprising the Planning Commission and City Council of the status and effectiveness of the General Plan. The report should detail how the goals, objectives, policies, and implementation programs have been achieved.

LU-29.3 General Plan amendments. The General Plan shall be amended no more than four times per year. Each amendment, however, may include multiple changes.

LU-29.4 Major review of General Plan and supporting materials. The City shall conduct a major review of the General Plan, including the Policy Document and background information, every five years and revise it as deemed necessary.

LU-29.5 Capital Improvement Program. The City shall prepare, adopt, and periodically update a five-year Capital Improvement Program (CIP). The CIP shall be reviewed for its consistency with the General Plan.

LU-29.6 Ordinance amendments. The City shall review and amend, as necessary, the Zoning Code and Subdivision Ordinance to ensure consistency with the General Plan.

Implementation Measures

- The above policies will be implemented as stated.
Summary Table of Implementation Measures

Table 8 provides a complete listing of implementation measures, the policies they implement [to be added following adoption], the party responsible for implementation, and a recommended implementation timeframe.
<table>
<thead>
<tr>
<th>No.</th>
<th>Implementation Measure</th>
<th>Policies*</th>
<th>Responsibility</th>
<th>Timeframe</th>
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<tbody>
<tr>
<td>1.</td>
<td>The City and Redevelopment Agency will apply the goals, policies and programs of the</td>
<td>All</td>
<td>City Council, Redevelopment Agency, City Staff</td>
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<td>General Plan and Local Coastal Program.</td>
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<td>2.</td>
<td>The City shall review and revise as necessary the Local Coastal Program to ensure</td>
<td>LU-17.1</td>
<td>City Council Community Development Department</td>
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<td></td>
<td>consistency with the General Plan and California Coastal Act.</td>
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<td>3.</td>
<td>The City and Redevelopment Agency will implement the Grover Beach Improvement Project</td>
<td>All</td>
<td>City Council, Redevelopment Agency, City Staff</td>
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<td>and Industrial Enhancement Project as a means of achieving the objectives of the General</td>
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<td>Plan.</td>
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<td>4.</td>
<td>The City shall review and revise, as necessary, the Zoning Code and Subdivision Ordinance</td>
<td>All</td>
<td>City Council Community Development Department</td>
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<td>to accomplish the following purposes:</td>
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<td>a. Ensure consistency with the General Plan in terms of zoning districts and development</td>
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<td>standards.</td>
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<td>b. Ensure consistency with the General Plan in terms of the distribution and boundaries</td>
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<td></td>
<td>of zoning districts.</td>
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<td>c. Create separate new zoning districts to adequately implement the General Plan.</td>
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<td>d. Accommodate live/work units and establish performance criteria for such units.</td>
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<td>e. Ensure consistency with ALUP.</td>
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<td>5.</td>
<td>The City shall prepare and adopt master development plans (e.g., specific plans and</td>
<td>LU-1.2, LU-1.3,</td>
<td>City Council Community Development Department</td>
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<td>planned unit development plans) as deemed necessary for new development areas.</td>
<td>LU-3.4, LU-5.1,</td>
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<td>LU-15.2</td>
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<td>6.</td>
<td>The City shall develop a program to monitor residential and non-residential development</td>
<td>LU-18.1, LU-18.2</td>
<td>City Council Community Development Department</td>
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<td>to promote a reasonable balance between jobs and housing.</td>
<td>LU-25.1</td>
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<td>7.</td>
<td>The City shall continue to seek grants for the funding of efforts to achieve the</td>
<td>All</td>
<td>All departments</td>
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<td>objectives outlined in the General Plan and Improvement Project.</td>
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<td>8.</td>
<td>The City shall continue to implement an economic development strategy to attract new</td>
<td>LU-22.1, LU-22.2,</td>
<td>City Council Economic Development</td>
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<td></td>
<td>commercial development and industry to Grover Beach and to expand tourism. The active</td>
<td>LU-23.1, LU-24.1,</td>
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<td></td>
<td>promotion of its industrial parks and the support of minority- and women-owned small</td>
<td>LU-24.1, LU-24.2</td>
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<td>businesses shall be a part of this strategy.</td>
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<td>Implementation Measure</td>
<td>Policies*</td>
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<td>9.</td>
<td>The City shall establish and maintain a program to monitor the fiscal status of the City as it relates to the implementation of the General Plan.</td>
<td>LU-24.3</td>
<td>City Council Economic Development Finance Department</td>
<td>Near-Term □</td>
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<td>10.</td>
<td>The City will continue to implement a program for the placement and maintenance of street trees throughout the City, and especially along its major thoroughfares.</td>
<td>LU-21.1,  LU-21.2,  LU-21.3</td>
<td>Public Works and Parks and Recreation Departments</td>
<td>Mid-Term □</td>
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<td>11.</td>
<td>The City shall prepare, adopt and implement a Climate Change Action Plan to ensure compliance with State and federal regulations relating to climate change.</td>
<td>LU-27.2</td>
<td>City Council Community Development Department</td>
<td>Long-Term □</td>
</tr>
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<td>12.</td>
<td>The City and/or Redevelopment Agency shall implement a program for streetscape improvements, especially along Grand Avenue, to provide landscaping, seating, lighting and other pedestrian amenities.</td>
<td>LU-5.1,  LU-6.1,  LU-6.5,  LU-7.4,  LU-7.7</td>
<td>City Council Redevelopment Agency Community Development Department</td>
<td>□</td>
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<td>13.</td>
<td>The City will prepare a plan for strengthening the appearance of the City’s gateways.</td>
<td>LU-21.4</td>
<td>City Council Community Development Department</td>
<td>□</td>
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<td>14.</td>
<td>The Planning Commission shall review the General Plan Policy Document every two years, focusing principally on actions undertaken in the previous two years to carry out the implementation programs of the Plan. The Planning Commission’s report to the City Council shall include, as the Commission deems appropriate, recommendations for amendments to the General Plan. This review shall also be used to satisfy the requirements of Public Resources Code §21081.6 for a mitigation monitoring program.</td>
<td>LU-29.1,  LU-29.2</td>
<td>Community Development Department City Council Planning Commission</td>
<td>□</td>
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<td>15.</td>
<td>The City shall conduct a major review of the General Plan, including the Policy Document and Background Report, every five years and revise it as deemed necessary.</td>
<td>LU-29.4</td>
<td>Community Development Department City Council Planning Commission</td>
<td>□</td>
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<td>16.</td>
<td>The City shall prepare, adopt, and periodically update a Capital Improvements Program (CIP).</td>
<td>LU-29.5</td>
<td>City Council Community Development Department Public Works Department</td>
<td>□</td>
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<td>17.</td>
<td>The City and Redevelopment Agency will continue to implement the façade improvement program.</td>
<td>LU-20.1</td>
<td>Community Development Department Redevelopment</td>
<td>□</td>
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<td>Implementation Measure</td>
<td>Policies*</td>
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<td>Agency</td>
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<td>18.</td>
<td>The City shall prepare (or cause to be prepared) a master plan for the Grand Avenue</td>
<td>LU-5.1</td>
<td>Community Development Department</td>
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<td>corridor.</td>
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<td>City Council</td>
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<td>19.</td>
<td>When initiated by the property owner, the City will prepare (or cause to be prepared)</td>
<td>LU-15.2</td>
<td>Community Development Department</td>
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<td></td>
<td>a specific plan for the Strawberry Field area as prescribed by Government Code ‘65451</td>
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<td>City Council</td>
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<td>to address the following minimum issues:</td>
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<td>a. The appropriate boundaries of properties to be included within the specific plan</td>
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<td></td>
<td>area.</td>
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<td>b. The appropriate mix and location of land uses</td>
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<td>c. Design guidelines for new development</td>
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<td>d. Development standards, including a list of allowed and conditionally allowed uses;</td>
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<td>e. Public and private (off-street) parking;</td>
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<td>f. A mobility plan for motor vehicles, pedestrians, bicycles, transit, and the</td>
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<td>physically impaired;</td>
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<td>g. A plan for implementation;</td>
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<td>20.</td>
<td>The City should encourage county, state and other agencies to locate facilities in</td>
<td>LU-7.2</td>
<td>City Council</td>
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<td>proximity to the existing City Hall to create a Civic Center that would meet the needs</td>
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<td>Community Development Department</td>
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<td>of the residents, businesses and visitors to the City.</td>
<td></td>
<td>Economic Development</td>
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<td>21.</td>
<td>The City shall partner with community service agencies and organizations to fund energy</td>
<td>LU-27.2,</td>
<td>City Council</td>
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<td></td>
<td>efficient projects for low income residents.</td>
<td>LU-27.4</td>
<td>Community Development Department</td>
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<td></td>
<td>Eligible projects include but are not limited to the installation of heating,</td>
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<td>ventilation, and air-conditioning systems, lighting, water heating equipment, and</td>
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<td>insulation and weatherization.</td>
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<td>22.</td>
<td>The City shall consider adopting a program to provide incentives for projects that</td>
<td>LU-27.2,</td>
<td>City Council</td>
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<td></td>
<td>make an existing home or business more energy-efficient.</td>
<td>LU-27.4,</td>
<td>Community Development Department</td>
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<td>Eligible projects include but are not limited to the installation of solar panels,</td>
<td>LU-27.5</td>
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<td>tankless water heaters, and highly energy-efficient heating, ventilation, and air-</td>
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<td>conditioning systems.</td>
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<td>23.</td>
<td>The City shall investigate options for providing low-interest financing for energy</td>
<td>LU-27.2,</td>
<td>City Council</td>
<td></td>
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<td></td>
<td>efficient improvements and solar system installation for residents. Such financing</td>
<td>LU-27.4,</td>
<td>Community Development Department</td>
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<td>could take the form of long-term assessments on individual</td>
<td>LU-27.5</td>
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<td>Implementation Measure</td>
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<td>Long-Term</td>
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<td>24</td>
<td>The City will use redevelopment to help fund street calming improvements and incorporate traffic calming elements in the Capital Improvement Program</td>
<td>LU-10.2,</td>
<td>City Council Redevelopment Agency Community Development Department</td>
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<td>LU-19.1,</td>
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<td>LU-20.2</td>
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<td>25</td>
<td>As part of Zoning Code amendments necessary to implement the General Plan, the City will establish performance criteria for noise, lighting, security, loading, etc., for live-work settings.</td>
<td>LU-11.5</td>
<td>City Council Community Development Department</td>
<td>☑</td>
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<td>26</td>
<td>The City will review the siting of public facilities as part of the development review process to facilitate the clustering of facilities and to take advantage of opportunities for shared facilities.</td>
<td>LU-13.2</td>
<td>City Council Community Development Department</td>
<td>☑</td>
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<td>27</td>
<td>The City will prepare and adopt an Urban Trail Plan.</td>
<td>LU-16.6</td>
<td>City Council Community Development Department and Parks &amp; Recreation Departments</td>
<td>☑</td>
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<td>28</td>
<td>The City will identify and map areas subject to flood hazard within the City consistent with FEMA requirements and apply flood hazard protection strategies as required by federal and State law.</td>
<td>LU-16.7</td>
<td>City Council Community Development Department</td>
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<td>29</td>
<td>The City will prepare and adopt a program to monitor residential development to ensure residential growth does not exceed 2.5 percent.</td>
<td>LU-18.1</td>
<td>City Council Community Development Department</td>
<td>☑</td>
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<td>30</td>
<td>The City will actively participate in regional planning programs that include (but are not limited to) the Community 2050s, Regional Housing Needs Allocations, Development of the Sustainable Community Strategies required by SB 375 to meet the air quality reductions required by state and federal programs, greenhouse gas inventories and a Climate Action Plan that recognizes the regional nature of air quality concerns, the Regional Transportation Plan, the Air Quality Management Plan</td>
<td>LU-18.4,</td>
<td>City Council Community Development Department</td>
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<td>LU-27.9</td>
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<td>31</td>
<td>The City will work with ARB, SLO County and the APCD to comply with greenhouse gas reduction goals, in part by preparing a Climate Action Plan. Such a plan should consider City participation in the Climate Action Registry, the ICLEI (local governments for sustainability), ridesharing programs and</td>
<td>LU-18.4,</td>
<td>City Council Community Development Department</td>
<td>☑</td>
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<td>LU-27.9</td>
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<td>Near-Term</td>
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<td>32.</td>
<td>The City will consider amending its purchasing and life cycle costing practices to conserve non-renewable resources and energy.</td>
<td>LU-27.8</td>
<td>City Council</td>
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<td>33.</td>
<td>The City will actively advertise the availability of funds available for energy conservation improvements.</td>
<td>LU-27.1, LU-27.4</td>
<td>Building Department</td>
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<td>34.</td>
<td>The City will investigate options for providing low-interest financing or grants for energy efficient improvements to residential, commercial, and commercial projects, including the use of federal stimulus programs coupled with city funding sources.</td>
<td>LU-27.1, LU-27.4</td>
<td>City Council Community Development Department</td>
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<td>35.</td>
<td>The City will consider the waiver of permit fees to encourage energy efficiency, based upon budget limitations.</td>
<td>LU-27.1, LU-27.4</td>
<td>City Council Community Development Department</td>
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<td>36.</td>
<td>The City will prepare an annual report apprising the Planning Commission and City Council of the status and effectiveness of the General Plan. The report should detail how the goals, objectives, policies, and implementation programs have been achieved.</td>
<td>LU 29.2</td>
<td>City Council Planning Commission Community Development Department</td>
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<td>37.</td>
<td>The City shall prepare, adopt, and periodically update a five-year Capital Improvement Program (CIP). The CIP shall be reviewed for its consistency with the General Plan.</td>
<td>LU 29.5</td>
<td>City Council Community Development Department Public Works Department</td>
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<td>38.</td>
<td>The City shall adopt and implement a Right To Farm Ordinance to provide residents notification of the City’s recognition of, and support for, the right to farm, and to promote a good neighbor policy by advising purchasers of residential property, and owners of other property in the City, of the inherent potential problems associated with the purchase of such property.</td>
<td>LU 15.3</td>
<td>City Council Planning Commission Community Development Department</td>
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<td>39.</td>
<td>The City shall develop an Agricultural Conservation Program to help mitigate the permanent conversion of productive farmland to a non-agricultural use. Such a program will address at least the following:  - The establishment of a ratio of comparable agricultural lands to be permanently protected for each acre of agricultural use, and  - Options for satisfying the required ratio of</td>
<td>LU-15.3</td>
<td>City Council Planning Commission Community Development Department</td>
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<td>No.</td>
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<td>preserved agricultural land for each acre converted to a non-agricultural use. Such options may include, but are not limited to, the payment of an in lieu fee sufficient to purchase a farmland conservation easement, farmland deed restriction, or other farmland conservation mechanism.</td>
<td>LU-16.1, LU-16.2, LU-16.4, LU-16.5, LU-16.10, LU-16.11, LU-16.12, LU-16.13, LU-16.14</td>
<td>City Council Planning Commission Community Development Department</td>
<td>Near-Term Mid-Term Long-Term Ongoing</td>
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<td>40.</td>
<td>The City shall work with other agencies to identify strategies for the permanent protection of habitat for rare and endangered species.</td>
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<td>41.</td>
<td>The City can provide relocation assistance to businesses and property owners in the Front Street industrial area.</td>
<td>LU-6.8</td>
<td>City Council Redevelopment Agency Community Development Department</td>
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<td>42.</td>
<td>To ensure that new development and the redevelopment of existing sites will adequately protect water quality, reduce runoff volumes and pollutant loads to the Maximum Extent Practicable (MEP), the City shall consider, and implement where appropriate, low impact development options and revisions to the City’s water quality management regulations consistent with the Storm Water Management Program adopted by the Regional Water Quality Control Board.</td>
<td>LU-16.8</td>
<td>City Council Public Works Department Community Development Department</td>
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<td>43.</td>
<td>The City will also undertake long-term watershed planning and management activities in coordination with adjoining cities, San Luis Obispo County and State Parks. The main objective of these efforts is to ensure the protection of water quality, beneficial uses of water, and the biological and physical integrity of watersheds and aquatic habitat. The City will consider amendments to the policies and programs of the Land Use Element and other General Plan elements as necessary to incorporate the findings and recommendations of these watershed planning efforts.</td>
<td>LU-16.8</td>
<td>City Council Public Works Department Community Development Department</td>
<td></td>
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<td>44.</td>
<td>The City shall adopt and implement an Urban Storm Water Quality and Discharge Control Ordinance.</td>
<td>LU-16.8</td>
<td>City Council Public Works Department Community Development Department</td>
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<td>Near-Term</td>
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<td>46.</td>
<td>Amend the Conservation Element to incorporate relevant policies and programs from the Land Use Element.</td>
<td>LU-16.1-LU-16.17</td>
<td>City Council Planning Commission Community Development Department</td>
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<td>47.</td>
<td>Amend the Circulation Element to incorporate the following policies and programs:</td>
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<td>City Council Planning Commission Community Development Department</td>
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<td>Policies:</td>
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<td></td>
<td>Level of service standard. The City shall endeavor to maintain a minimum Level of Service “C”, as defined by the 2000 Highway Capacity Manual or subsequent revisions, on all streets and intersections within the city. To identify the potential impacts of new development on traffic service levels, the City shall require the preparation of traffic impact analyses at the sole expense of the developer for developments determined to be large enough to have potentially significant traffic impacts.</td>
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<td></td>
<td>Traffic calming. Traffic calming techniques, including roundabouts, traffic circles, ‘chokers’ and chicanes, shall be considered as an alternative to traditional intersection controls.</td>
<td>[No policy references in the Land Use Element]</td>
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<td></td>
<td>Paving Surface. The City will consider using rubberized asphalt or open-grade asphalt where appropriate to help lessen the noise impacts of roadway traffic.</td>
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<td>Programs:</td>
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<td></td>
<td>Roadway Standards. The City shall prepare roadway design standards for new and existing streets, roads and roundabouts. Such standards should include right-of-way width, roadway section design, and dedication requirements for new development to accommodate traffic levels expected at buildout of the General Plan. The roadway design standards should be interpreted with flexibility so that the roadways provided are no wider than required to maintain safe and efficient circulation and access.</td>
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</tbody>
</table>
Table 8 -- Implementation Measures

<table>
<thead>
<tr>
<th>No.</th>
<th>Implementation Measure</th>
<th>Policies*</th>
<th>Responsibility</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Safe Routes To School</strong></td>
<td></td>
<td></td>
<td>Near-Term</td>
</tr>
</tbody>
</table>

Safe Routes To School. The City shall work with the School District and other stakeholders to prepare a Safe Routes To School Program for each of the School Sites.

Near-Term = Within 5 Years
Mid-Term = Within 10 Years
Long-Term = 10 Years and Beyond