



STAFF REPORT SAN CLEMENTE PLANNING COMMISSION

May 22, 2013

PLANNER: Jeff Hook  Principal Planner

SUBJECT: **Public Hearing Draft Centennial General Plan:** Review the Draft Land Use Element and the Draft Urban Design Element with regard to Downtown design and the discussion of two v. three story Downtown building heights.

BACKGROUND

This is the second in a series of Planning Commission meetings to discuss policies and implementation measures in the new Public Hearing Draft Centennial General Plan ("Draft"). The Commission will review the Draft Land Use Element, Attachment 1, the most comprehensive element in terms of its scope and land use effects. It will also review portions of the Draft Urban Design Element, Attachment 2, regarding policies and implementation measures related to Downtown design, building height and number of stories.

These are *annotated* versions of the Public Hearing Draft the Commission received at its May 1, 2013 meeting. With numbered outlines, they show text locations where staff is asking the Commission to consider possible changes to policies or implementation measures. Numbered text locations refer to Attachment 3, which lists the possible changes, their source and comments explaining the changes. The Draft Plan, Initial Environmental Study and Notice of EIR Preparation are available on the City's website at <http://san-clemente.org/sc/News1.aspx?PageID=1>.

This Draft was prepared by the City's consultant, The Planning Center, and reflects extensive input received at over 60 public workshops and meetings conducted by the General Plan Advisory Committee (GPAC), a 25-member citizen committee appointed by the City Council, and by the Planning Commission.

DISCUSSION

Review Strategy. The purposes of the Commission's review are to 1) verify that previous Commission changes and direction have been addressed, 2) consider public comments and testimony, 3) consider "possible" changes identified by staff from various City departments, 4) review the document for consistency with the General Plan Guidelines and overall General Plan vision, and 5) *make final edits to the draft elements, as appropriate.* The Commission's focus should not be stylistic editing or "wordsmithing" – if changes are needed in that area, staff suggests the Commission provide appropriate direction.

Public Hearing Draft Centennial General Plan: Urban Design, Historic Preservation, Economic Development, May 22, 2013

The Public Hearing Draft's format, policies and programs should seem quite familiar. Its policies were shaped at over 20 Planning Commission meetings. However, earlier reviews focused on individual draft elements and sections. This Draft combines all elements into one document, which facilitates policy comparisons within *and across* elements to ensure internal consistency and verification that the City's General Plan goals are addressed. Key questions the Commission should consider are:

- 1) Does the Draft address key principles or objectives that the new General Plan was intended to address, as outlined in **Attachment 5**?
- 2) Does the Draft accurately respond to previous Commission direction?
- 3) Are Implementation Measures supported by and logically related to goals and/or policies?
- 4) Are the policies and implementation measures "internally consistent" with policies and implementation measures in other draft General Plan elements?
- 5) What additional changes are needed, if any?

Proposed Land Use Changes. Attachment 4 shows the land use changes proposed in several Focus Areas. GPAC and the Planning Commission have discussed these potential land use changes at numerous meetings, as part of their review of the Focus Areas; however, this is the first time this detailed information is available in a detailed, graphic format showing the entire City. The Commission should review each of the proposed changes to understand their purposes, to verify consistency with previous direction and to consider whether the proposed changes are consistent with Draft Land Use Element policies. The General Plan consultant will review the list of changes at the meeting and provide additional background.

Two- and Three-Story Buildings Issue. One of the most important issues to arise during preliminary general plan discussions was GPAC's recommendation to change current policies that allow Downtown mixed-use buildings to be up to three stories and 45 feet tall and to limit all buildings along Del Mar and a portion of El Camino Real in the "T-Zone" to a maximum of two stories. As directed by the Planning Commission, this Draft continues to allow three-story, mixed-use Downtown buildings but includes additional policies and implementation measures intended to ensure three-story development is compatible with Downtown's Spanish Village by the Sea character. The issue is closely related to both Land Use and Urban Design, since the third story provision was originally intended to encourage mixed use development, Downtown housing, and allow for on-site parking. The Commission reviewed all portions of the Draft Urban Design Element on May 15th, except for Downtown building height/stories and related issues. Attachment 2 includes the changes the Planning Commission made on May 15th. Additional information will be provided at the meeting.

Public Hearing Draft Centennial General Plan: Urban Design, Historic Preservation, Economic Development, May 22, 2013

History. A brief “history” might help explain how the Public Hearing Draft was developed. Its predecessor, the “Preliminary Draft General Plan, was developed by the consultant based on public outreach efforts, including a community-wide survey in 2009, a series of Focus Area workshops in 2011 and other input from citizens, community groups, City advisory bodies and the City Council. Over 29 public meetings, GPAC recommended policy and program changes to the Preliminary Draft, and represented varied community perspectives and interests. GPAC’s forwarded its recommended changes to the Planning Commission for consideration. The Commission then reviewed and incorporated most of GPAC’s recommendations, and in some cases modified GPAC’s recommended policies and programs while adding its own changes. GPAC and Commission changes are shown in tracked changes on the “Final Preliminary Draft”, available on the City’s website at the above link.

In April, staff from various City Departments reviewed an administrative draft version of the Public Hearing Draft. Staff reviewed if for minor “editorial” issues (grammar, typos, flow, etc.), as well as for policy/program wording and content. Minor editorial corrections and changes have been included in the Public Hearing Draft.

Staff also identified more substantive changes to address community needs, concerns or to avoid policy conflicts or other potential issues. Since these possible changes could affect policy intent, scope or effect, they have *not* been included in the Draft. These are being presented to the Commission as part of your review, starting with these first three draft Elements. The intent is to allow full and open review and discussion of the possible changes. Staff anticipates that the Commission will complete its review of the Draft over several meetings. Upcoming tentative dates and topics are:

- May 29 special joint City Council/GPAC/PC meeting at 910 Calle Negocio at 6 pm, 2nd floor conference room, to discuss GPAC’s General Plan recommendations;
- June 11th special meeting: review Mobility and Complete Streets, Beaches Parks and Recreation, Natural Resources and Coastal elements;
- June 19th regular meeting: review Safety, Public Services Facilities and Utilities, Growth Management, and Governance elements; Glossary;
- June 26th special meeting: Final recommendations on Public Hearing Draft General Plan, Draft EIR, Draft Climate Action Plan and Draft Pedestrian and Bicycle Master Plan.

ATTACHMENTS:

- 1) Annotated Public Hearing Draft Land Use Element
- 2) Annotated Public Hearing Draft Urban Design Element
- 3) Table 1, Possible Changes to Policy and Implementation Measures
- 4) Proposed Land Use Changes
- 5) General Plan Guiding Principles

Land Use Element

The Land Use Element is an essential tool in achieving San Clemente's vision, as described in the "2009 Vision San Clemente Final Report" and "2009 Vision and Strategic Plan" for San Clemente. It is one of thirteen chapters, or "elements" that comprise the Centennial General Plan. Traditionally, the Land Use Element is considered the General Plan's most important policy document because it describes the allowed types and configurations of land uses and where they can be located, including residential, commercial, mixed-use, industrial, open space, recreation and public uses. In combination with the other elements, the Land Use Element guides how we plan, arrange, develop and conduct these land uses and serves as a key tool in ensuring a high quality of life for our citizens. Land use decisions have the potential to add value to our community in terms of safety, convenience, environmental quality, aesthetics and economic benefits.

To help guide land use and development-related decisions, this Element provides:

- 1) a Land Use Plan that graphically depicts where different types of land uses are allowed;
- 2) a description of Land Use Designations that comprise the Land Use Plan, including density and development intensity standards;
- 3) a summary of population and employment buildout estimates for the City; and
- 4) goals and policies that help guide public and private land use actions.

The Land Use Element provides more detailed goals and policies for Focus Areas. Following the 1993 General Plan, which focused on managing growth and development in the City's inland Ranch areas, this General Plan focuses on land use changes in eight geographic areas and on maintaining and enhancing the overall quality of life San Clemente citizens and visitors enjoy.

PRIMARY GOALS: Achieve the City's Vision by establishing and maintaining balance of uses that provides:

- 1) a diversity of residential neighborhoods and housing opportunities;
- 2) distinct and vibrant commercial and industrial areas offering a range of retail, service and employment uses that complement rather than compete with one another;
- 3) a mix of passive and active recreational areas available to all of our residents, employees and visitors;
- 4) access to a host of historic, cultural and social amenities and resources;
- 5) protected open space and natural resource areas that offer solitude and a respite from urban life, recreation and views, diverse and healthy natural habitats for a variety of plant and animal species, and distinct community edges; and

- 6) a mix of public and institutional uses that provide lifelong learning opportunities, places of worship and City facilities offering a wide range of services and cultural amenities.

GOAL AND POLICY SECTIONS:

1. Land Use Plan
2. Residential Land Uses
3. Commercial Land Uses
4. Mixed Use Land Uses
5. Industrial Land Uses
6. Automobile-Related Land Uses
7. Public and Institutional Land Uses
8. Focus Areas
 - a. Camino de Los Mares
 - b. North Beach/North El Camino Real
 - c. Los Molinos
 - d. Rancho San Clemente Business Park
 - e. Del Mar/T-Zone
 - f. Pier Bowl
 - g. South El Camino Real (West of Interstate 5)
 - h. South El Camino Real (East of Interstate 5)

ADDITIONAL LINKS

- San Clemente Community Profile [staff to provide link]
- San Clemente Vision and Strategic Plan [staff to provide link]
- Zoning Code
[<http://library.municode.com/index.aspx?clientId=16606&stateId=5&stateName=California>]
- Government Code Section 65302(a) (Requirement for Land Use Element)
[<http://codes.lp.findlaw.com/cacode/GOV/1/7/d1/3/5/s65302>]
- Rancho San Clemente Specific Plan [http://san-clemente.org/sc/standard.aspx?pageid=443]
- West Pico Corridor Specific Plan [http://san-clemente.org/sc/standard.aspx?pageid=443]
- Pier Bowl Specific Plan [http://san-clemente.org/sc/standard.aspx?pageid=443]
- Talega Specific Plan [http://san-clemente.org/sc/standard.aspx?pageid=443]
- Marblehead Coastal Specific Plan [http://san-clemente.org/sc/standard.aspx?pageid=443]
- Rancho San Clemente Specific Plan [http://san-clemente.org/sc/standard.aspx?pageid=443]
- Forster Ranch Specific Plan [http://san-clemente.org/sc/standard.aspx?pageid=443]

Land Use Plan

The [Land Use Plan](#) [link to Land Use Plan figure] for San Clemente accommodates the full range of uses existing in San Clemente in 2013, as well as uses to be allowed in areas where change is desired. The buildout of land uses contemplated in the 1993 Land Use Plan has essentially been realized. In 2013, most of the City's expansion areas are built

out, with the exception of Marblehead Coastal, and growth will primarily occur on vacant infill parcels or through redevelopment. Consequently, this Land Use Plan anticipates that land use changes will be concentrated within eight Focus Areas [link to Focus Area Page which provides a map and list of Focus Areas and links to their respective goals and policies].

This land use plan builds upon a wealth of assets, including: many safe and attractive residential neighborhoods, a variety of commercial and coastal destinations that are unique to the region, unique historic resources that distinguish our community, visual and functional landmarks to our neighborhoods and districts, a thriving business and industrial sector, a historic downtown, convenient multi-modal transportation facilities and access to some of the best beach, ocean and open space resources that Southern California has to offer.

PRIMARY GOALS:

The Land Use Plan seeks to:

- 1) retain and enhance established residential neighborhoods, commercial and industrial districts, recreational resources, community-activity areas and amenities, and open spaces that improve the community's quality of life, enhance the appeal of our many attractions, maintain our small-town character, and ensure long-term environmental and fiscal health;
- 2) provide for the revitalization, adaptive re-use, and improvement of deteriorated neighborhoods, historic buildings and districts;
- 3) allow for some intensification of commercial and industrial districts to maintain economic vitality, while preserving or enhancing their character;
- 4) provide opportunities for new residential, commercial, and job-generating uses in targeted areas, within the capacities of existing infrastructure and public services;
- 5) preserve and enhance coastal recreation, resources, access and amenities;
- 6) protect and maintain significant environmental resources;
- 7) protect and preserve significant historic resources;
- 8) provide a diversity of land use areas that complement one another and are characterized by differing functional activities and intensities of use;
- 9) locate commercial, public services, recreation, transit opportunities and jobs near residents and businesses; and
- 10) Ensure our policies, programs and actions continue to celebrate and reinforce San Clemente's role as a unique and distinctive place in southern Orange County and in the greater Southern California region.

GENERAL PLAN FIGURES

[Figure LU-1, Land Use Plan](#)

[Figure LU-2a, Mixed Use Areas Map](#)

[Figure LU-2b, Mixed Use Areas Map](#)

[Figure LU-2c, Mixed Use Areas Map](#)

[Table LU-1, Land Use Designations \[link to Land Use Summary page\]](#)

[Table LU-2, General Plan Buildout Estimates \[link to Buildout Estimates page\]](#)

ADDITIONAL LINKS

- [Focus Areas Land Use Alternatives Package \[http://san-clemente.org/sc/Services/Planning/Centennial/FocusAreasPackageFinal.pdf\]](http://san-clemente.org/sc/Services/Planning/Centennial/FocusAreasPackageFinal.pdf)--delete after adoption of GP
- [Specific Plans \[http://san-clemente.org/sc/standard.aspx?pageid=443\]](http://san-clemente.org/sc/standard.aspx?pageid=443)
- [San Clemente Vision and Strategic Plan \[http://san-clemente.org/sc/Standard.aspx?PageID=558\]](http://san-clemente.org/sc/Standard.aspx?PageID=558)

Table LU-1 General Plan Land Use Designations Summary Table				
Land Use Designations		Proposed Maximum Density/ Intensity (FAR)	Existing Maximum Density	Intention
Residential				
Residential Very Low (RVL)		1 unit per 20 gross acres or per parcel, whichever is smaller	No change	Single-family detached homes, typically in an estate setting
Residential Low (RL)		4.5 units per gross acre 7.0 units per net acre	No change	Single-family detached homes
Residential Medium Low (RML)		7.0 units per gross acre 10.0 units per net acre	No change	Single-family detached and attached homes, including clustered homes and townhomes
Residential Medium (RM)		15.0 units per gross acre 24.0 units per net acre	No change	Single-family detached and attached homes, including clustered homes and townhomes, and multifamily apartments
Residential High (RH)		24.0 units per gross acre 36.0 units per net acre	No change	Single-family attached homes, including townhomes and condominiums, and multifamily apartments
Commercial				
Neighborhood Serving (NC)		NC 1: 0.35 FAR NC 2: 0.50 FAR NC 3: 0.75 FAR	No change 0.35 FAR 0.35 FAR	Local-serving retail commercial, personal service, professional office, lodging, cultural facilities and eating

Table LU-1
General Plan Land Use Designations Summary Table

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Community Serving (CC)	CC 1: 0.50 FAR CC 2: 0.75 FAR	No change 0.50 FAR (except for hospital uses)	and drinking uses More intense development of local-serving retail commercial; personal service; professional office; hospital, medical offices, congregate care, and related uses; lodging; cultural uses and eating and drinking uses
Regional Serving (RC)	0.50–2.00 FAR	No change	Regional-serving retail commercial, entertainment, dining, financial and professional offices
Coastal and Recreation Serving (CRC)	1.00-1.50 (with public benefits) FAR	No change	Coastal-oriented retail commercial, recreation, dining, and lodging
Light Industrial (LI) (formerly C-2)	LI-1: 0.35–0.50 FAR LI-2: 0.75 FAR	No change	A mixture of business park, research and development, professional offices, light industrial uses such as light assembly and manufacturing, and supportive retail. Limited retail and service commercial uses supporting these areas are allowed
Heavy Industrial (HI) (formerly C-3)	0.75 FAR	No change	Industrial uses including vehicle storage, warehousing, and wholesaling
Light Industrial (LI)	LI 1: 0.35–0.50 FAR LI 2: 0.75 FAR	No change	A mixture of business park, research and development, professional offices, light industrial uses such as light assembly and manufacturing, and supportive retail. Limited retail and service commercial uses supporting these areas are allowed
Heavy Industrial (HI)	0.75 FAR	No change	Industrial uses including vehicle storage, manufacturing, warehousing, and wholesaling
Mixed Use			
MU 1	0.35 FAR without residential 1.0 FAR with residential >24.0–36.0 dwelling units per acre	No change	A vertical or horizontal mix of Neighborhood Serving (NC) and Community Serving (CC). Attached and multifamily housing is permitted on the second floor or higher
MU 2	0.50 FAR without residential 1.5 FAR with residential	No change	A vertical or horizontal mix of Neighborhood Serving (NC), Community Serving (CC), and multifamily housing

Table LU-1 General Plan Land Use Designations Summary Table			
	>24.0–36.0 dwelling units per acre		
MU 3.1	1.00 FAR without residential 2.00 FAR with residential >24.0–36.0 dwelling units per acre	No change	A vertical or horizontal mix of Neighborhood Serving (NC), Community Serving (CC), and multifamily housing
MU 3.2	1.00 FAR without residential 1.50 FAR with residential >10.0-24.0 dwelling units per acre	FAR/density not specified	A vertical or horizontal mix of Neighborhood Serving (NC) and attached and multifamily housing
MU 4	1.00-2.00 FAR >24.0–36.0 dwelling units per acre	No change	A vertical or horizontal mix of Neighborhood Serving (NC) and Community Serving (CC). Attached and multifamily housing is permitted on the second floor or higher
MU 5	0.35 FAR >24.0–36.0 dwelling units per acre	No change	Neighborhood Serving (NC) commercial uses and attached and multifamily housing
Public and Institutional			
Civic Center (CC)	0.35 FAR	No change	Government offices
Institutional (I)	N/A	FAR/density not specified	Private institutions and religious facilities
Open Space			
Open Space (OS 1) (Public)	N/A	N/A	Publicly owned existing and dedicated parklands, passive open space areas, recreational facilities, and golf courses
Open Space (OS 2) (Private)	N/A	N/A	Privately owned parklands, recreational facilities, passive open space areas and golf courses
Overlays			
Architectural Design (-A)	As specified in underlying land use designation.	No change	Uses permitted by the underlying land use category; must be designed in accordance with Spanish Colonial Revival standards pursuant to the Urban Design Element, Design Guidelines and Zoning Code
Affordable Housing (-AH)	As specified in underlying land use designation.	No change	Refer to goals and policies of the Housing Element
Central Business (-CB)	As specified in underlying land use designation.	No change	
Coastal (-CZ)	As specified in	No change	Refer to goals and policies of

Table LU-1 General Plan Land Use Designations Summary Table				
		underlying land use designation.		the Coastal Element and standards in the Local Coastal Plan (LCP)
Medical Office Overlay		0.75 FAR	No change to underlying use (Community Commercial); adds option with Master Plan	Provides additional medical office capacity with Master Plan. Ancillary retail and service uses allowed. Community Commercial uses are still permitted as underlying land use.
Pedestrian (-P)		As specified in underlying land use designation.	No change	Uses permitted by the underlying land use category; offices located to the rear of ground floor retail and second floor and higher, limited street front use; refer to applicable design standards in the Urban Design Element, Design Guidelines and Zoning Code
Planned Residential District (-PRD)		As specified in underlying land use designation.	No change	Provides flexible regulations to foster creative design, environmental sensitivity, variety, innovation, and amenities
Professional Business Overlay		0.75 FAR	No change to underlying use (Community Commercial); adds option with Master Plan	Provides additional office capacity and institutional uses (e.g., small university, college or trade school) with Master Plan. Ancillary retail and service uses allowed. Community Commercial uses are still permitted as underlying land use.

Note: Land uses densities and standards within adopted Specific Plan areas are guided by the Specific Plans. The General Plan Land Use Plan for these areas is only intended for graphic purposes.

Residential Land Uses

San Clemente is home to diverse residential neighborhoods, from the planned communities of Talega, Forster Ranch, Rancho San Clemente and Marblehead to the older neighborhoods and subdivisions generally located along the east side of Interstate 5 and the areas west to the Pacific Ocean. Neighborhoods offer a number of single-family and multifamily housing opportunities in a number of settings (e.g., along golf courses, overlooking the Pacific Ocean, in master planned communities with amenities like swimming pools and tennis courts, or in mixed use developments).

While the [Focus Areas](#) [link to the Focus Areas page] section of the General Plan provides more specific direction for neighborhoods within these areas, this section of the Land Use Element provides overall direction for residential land uses throughout the City.

Additional policies related to housing, including housing for those with special needs, such as senior citizens and the physically challenged, are included in the [Housing Element](#) [link to separately adopted Housing Element pdf; this element was not prepared with the rest of the General Plan].

GOAL:

Achieve a mix of residential neighborhoods and housing types that meets the diverse economic and physical needs of residents, that is compatible with existing neighborhoods and the surrounding environmental setting, and that reflects community expectations for high quality.

POLICIES:

LU-1.01. **General.** We accommodate the development of a variety of housing types, styles, tenure and densities that are accessible to and meet preferences for different neighborhood types (e.g., mixed use pedestrian environments and traditional suburban neighborhoods), physical abilities and income levels, pursuant to the [Land Use Plan](#) [link to the Land Use Plan page] and [Housing Element](#) [link to the pdf file].

LU-1.02. **Access to Amenities.** We require residential developments to be designed to promote safe and convenient access to nearby commercial centers, community facilities, parks, open space, transit facilities, bikeways, trails and other amenities, as applicable.

LU-1.03. **Maintenance of Neighborhood Character.** We maintain elements of residential streets that unify and enhance the character of neighborhoods, including parkways, street trees, and compatible setbacks.

LU-1.04. **Single-Family Residential Uses.** We require that single-family houses and sites be designed to convey a high level of architectural and landscape quality in accordance with the Urban Design Element and Zoning Code, and in consideration of the following:

- a. Varied and distinct building elevations, facades, and masses (avoiding undifferentiated "box-like" structures);
- b. building scale and massing that is compatible with existing development;
- c. use of extensive site landscaping to complement the architectural designs of structures;
- d. reduced area and width of paving in front yards for driveway and garage access; and

- e. location and design of garages so that they do not dominate the appearance of the dwelling from the street.

LU-1.05. Multi-Family Residential Uses. We require that multi-family residential projects be designed to convey a high level of quality and distinctive neighborhood character in accordance with the Urban Design Element and Zoning Code. New multi-family housing development projects shall:

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- a. use building materials, colors, and forms which complement the neighborhood, while allowing flexibility for distinguished design solutions;
- b. design all building elevations to convey the visual character of individual units rather than a single, continuous building mass and volume;
- c. visually hide or buffer subterranean parking garages;
- d. use a well-defined roofline;
- e. include separate, well-defined entries to convey the visual character of individual identity of each residential unit. Entries may be developed onto exterior facades, interior courtyards, and/or common areas;
- f. locate and design parking areas and garages to be architecturally integrated with and complementary to the main structure;

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- g. use adequate site landscaping;
- h. include setbacks, consistent with the surrounding neighborhood, along the street frontage containing landscaping. Building entries shall be connected to public sidewalks to encourage safe and convenient pedestrian access; and

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- i. reduce the length and width driveway paving in relation to landscaping.
- j. provide on-site open space amenities that are accessible and of sufficient size to be usable by tenants, in common areas and/or with individual units pursuant to the Zoning Code.

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LU-1.06. Residential Infill. We require that new residential development in existing residential neighborhoods or along commercial corridors be compatible with existing structures, including the:

- a. mitigation of noise, traffic (automobile and truck), and lighting impacts of abutting commercial uses, where applicable;
- b. use of complementary building materials, colors, and forms, while allowing flexibility for distinguished design solutions.

LINKS TO OTHER GENERAL PLAN INFORMATION

- [Land Use Plan](#) [link to the Land Use Plan page]
- [Land Use Designations Table](#) [link to the Land Use Summary page]
- [Housing Element](#) [link to the pdf file]

- [Urban Design Element \[link to the UDE Homepage\]](#)

ADDITIONAL LINKS

- [Zoning Code Residential Districts](#)
[http://library.municode.com/HTML/16606/level2/TIT17ZO_CH17.32REZOST.html]

Commercial Land Uses

San Clemente offers a full spectrum of retail, service, professional, office, medical, tourist-related, and entertainment uses at a range of intensities to meet the daily needs of our residents and employees and attract visitors to our key destination areas. In addition to providing jobs, amenities and services, commercial uses generate tax revenues that are essential for maintaining our community's quality of life.

The City's key commercial areas are discussed in detail in the [Focus Areas \[link to Focus Areas page\]](#) section of the Land Use Element.

GOAL:

Achieve and maintain a healthy employment base with diverse retail, office, and service uses that: 1) meet citizens' needs; 2) help generate municipal revenues that improve quality of life; 3) are compatible with adjacent residential neighborhoods; and 4) support the goals and policies of the [Economic Development Element \[link to EDE Homepage\]](#).

POLICIES:

- LU-2.01. **Quality.** We require that new development protect community character by providing architecture, landscaping and urban design of equal or greater quality than surrounding development, and by respecting the architectural character and scale of adjacent buildings.
- LU-2.02. **Identification of Commercial Areas.** We require distinctive entry and informational signage, street trees, street furniture, pedestrian-scaled lighting, and other improvements to uniquely identify individual commercial districts.
- LU-2.03. **Neighborhood Compatibility.** We require that commercial projects abutting residential neighborhoods be designed and operated to protect residents from the effects of noise, light, odors, vibration traffic, parking and other operational impacts.
- LU-2.04. **Maintenance.** We require proper maintenance of commercial areas to ensure they reflect community expectations for a quality environment and remain competitive with commercial facilities located outside of the City.

LU-2.05. ***Pedestrian, Bicycle and Transit Access.*** We require commercial projects to be designed to promote convenient access to and from nearby neighborhoods, transit facilities, bikeways, and other amenities.

LU-2.06. ***Multi-Use of Public Alleys.*** We consider alleys as multi-use public spaces that buffer commercial uses from residential areas and serve circulation, parking, utilities, loading areas and trash receptacles. They may also provide access to paseos, rear commercial entries, multiple storefronts and public use areas.

LU-2.07. ***Environmental Compatibility and Quality.*** We require commercial districts and uses to be compatible with their environmental setting, promote City environmental goals and be designed and operated to avoid or mitigate environmental impacts.

LU-2.08. ***Drive-Through Facilities.*** We support land use regulation to encourage healthy dining options and discourage the proliferation of drive-through facilities.

LINKS TO GENERAL PLAN CONTENT

- [Land Use Plan \[link to Land Use Plan page\]](#)
- [Land Use Designations \[link to Land Use Summary page\]](#)
- [Focus Areas \[link to Focus Areas page\]](#)
- [Economic Development Element \[link to EDE homepage\]](#)

LINKS TO OTHER DATA AND BACKGROUND INFORMATION

- [Zoning Code Commercial Districts](#)
[\[http://library.municode.com/HTML/16606/level2/TIT17ZO_CH17.36COZOST.html\]](http://library.municode.com/HTML/16606/level2/TIT17ZO_CH17.36COZOST.html)

Mixed Use

Mixed use zoning, as it is applied in San Clemente, refers to the vertical or horizontal mixing of commercial and residential uses. The Land Use Plan provides for the development of single or combined parcels for mixed commercial and residential development. Vertically mixed structures typically incorporate retail, office, and/or parking on the lower floors and residential units above. Areas that allow a horizontal mix also allow stand-alone uses and provide greater flexibility as to where specific uses are located on a site. While the Plan does not mandate the development of mixed-use projects, it does permit these in key commercial areas.

Areas designated as mixed use are concentrated in six of the eight Focus Areas of the General Plan: Los Molinos (Pico Plaza area), North Beach/North El Camino Real, Del Mar/T-Zone, Pier Bowl, South El Camino Real (West of Interstate 5), and South El Camino Real (East of Interstate 5). The development standards that apply to Mixed Use zoning may vary by district. Five different mixed-use zones are established, depending

upon the land use intensity, arrangement and relationship of residential and commercial uses on a site. These relationships are summarized in [Table LU-1 \[link to Land Use Plan Summary page\]](#) and graphically shown on [Figures LU-2a, LU-2b, and LU-2c \[links to figures\]](#). Mixed use zones create enhanced vitality and pedestrian activity in areas where residents have convenient access to retail, services, jobs and other amenities. They can also help reduce vehicle trips and associated air pollution, provide “built-in” customers for businesses and encourage development of convenient and affordable housing opportunities.

GOAL:

Promote and support mixed use development that is attractively designed, adds vitality and pedestrian activity, enhances economic opportunities, reduces vehicle trips and associated air pollution and offers convenient and affordable housing opportunities for all income levels.

POLICIES:

- LU-3.01. ***Horizontal and Vertical Mix.*** We permit a range of horizontally and vertically mixed uses appropriate to key areas of the City.
- LU-3.02. ***Flexibility.*** We apply flexible development standards to respond to changing market demands, where it can be demonstrated that by doing so, the proposed development or land use will help achieve General Plan goals.
- LU-3.03. ***Ground Floor Retail.*** In pedestrian-oriented environments, we require retail uses to be located on the ground floor and near the public sidewalk to provide convenience and good visibility for shoppers. Whenever possible, we require off-street parking to be screened and located on the side or at the rear of buildings.
- LU-3.04. ***Upper Floors.*** Where buildings over two stories are allowed, we require building facades above the second floor to be set back from lower, street-facing facades to minimize building height and bulk, pursuant to the Zoning Ordinance, Design Guidelines, and applicable Specific Plans.
- LU-3.05. ***Stand Alone Residential Uses.*** Where new, stand alone residential developments are allowed within areas designated for mixed use, we require development to be compatible with adjacent commercial and mixed uses and with adjacent neighborhoods. Such developments shall:
 - a. buffer the residential use from abutting commercial uses;
 - b. adequately mitigate the noise, traffic, parking (automobile and truck), and lighting impacts of abutting commercial use;

c. locate and design dwellings to provide adequate security and privacy for residents; and

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d. prevent adverse impacts on the integrity and continuity of nearby commercial uses by considering the long term needs of commercial and residential uses, such as commercial loading, solid waste and recycling storage, private open space, landscape buffers, noise and odors.

LINKS TO GENERAL PLAN INFORMATION

- [Land Use Plan](#) [link to Land Use Plan page]
- [Land Use Designations](#) [link to Land Use Summary page]
- [Focus Areas](#) [link to Focus Areas page]

ADDITIONAL LINKS

- [Zoning Code Mixed Use Districts](#)
[http://library.municode.com/HTML/16606/level2/TIT17ZO_CH17.40MIEZOST.html]

Industrial Land Uses

Industrial uses in San Clemente are concentrated in three areas: the [Rancho San Clemente Business Park](#) [link to this Focus Area page] and [Los Molinos Focus Area](#) [link to this Focus Area page] Areas, and the [Talega Specific Plan](#) [<http://san-clemente.org/sc/standard.aspx?pageid=443>] Area.

A wide range of employment-generating land uses are provided within these areas, including manufacturing, research and development, offices, and in designated areas, automobile, truck, boat, RV and motorcycle sales and services. The allowable mix and intensity of uses within these areas provide significant job opportunities for residents and allows development to respond to changing market conditions and commercial space needs. The industrial areas also allow a range of compatible or complementary, non-industrial uses that benefit from the location and type of facilities, such as restaurants, religious facilities, specialized schools, emergency shelters, and other public assembly uses.

For specific guidance for the areas, please refer to their respective Focus Areas and applicable Specific Plan documents identified below.

GOAL:

Create and maintain diverse employment opportunities located in areas that provide strategic advantages for employers to locate in San Clemente, provide head-of-household jobs, generate municipal revenues, and improve quality of life, while minimizing impacts on surrounding neighborhoods.

POLICIES:

All General Plan guidance for Industrial Land Uses and their surrounding areas are contained within the Land Use Designations descriptions and in the Focus Areas noted below. Additional guidance for these areas is provided by Specific Plans for each area.

LINKS TO GENERAL PLAN INFORMATION

- [Land Use Plan](#) [link to the Land Use Plan page]
- [Land Use Designations](#) [link to the table]
- [Rancho San Clemente Business Park Focus Area](#) [link to this Focus Area page]
- [Los Molinos Focus Area](#) [link to this Focus Area page]
- [Economic Development Element](#) [link to the EDE Homepage]

ADDITIONAL LINKS

- [Rancho San Clemente Specific Plan](#)
[<http://san-clemente.org/sc/standard.aspx?pageid=443>]
- [Los Molinos Specific Plan \(area formerly included in the West Pico Specific Plan\)](#)
[until new SP is prepared, link to W. Pico SP; to be provided by staff][<http://san-clemente.org/sc/standard.aspx?pageid=443>]
- [Talega Specific Plan](#) [<http://san-clemente.org/sc/standard.aspx?pageid=443>]

Automobile-Related Land Uses

Given San Clemente's location along Interstate 5, the main route between Orange and San Diego Counties, San Clemente has a long history of providing automobile-oriented services, particularly along the historic El Camino Real Corridor.

El Camino Real has long provided various automotive repair services, auto-related retail businesses and gasoline stations for San Clemente residents, employees, visitors and travelers. As residential neighborhoods adjacent to the corridor developed, concerns increased about the compatibility of automobile-related uses along El Camino Real with adjacent neighborhoods and with the surrounding community character.

The long range intent for automobile-related uses is that these uses are gradually relocated from El Camino Real to industrial areas and business parks in the City. In the meantime, General Plan policies allow automobile-related uses that are existing at the time of adoption of this General Plan to continue. The policies are intended to improve the compatibility of such uses with surrounding uses.

GOAL:

Encourage the relocation of automobile-related uses to industrially-designated lands and business parks and permit the continuation of automobile-related uses, existing as of the date of adoption of this General Plan, that do not detract from the aesthetics, character and function of the surrounding area.

POLICIES:

LU-5.01. ***New Fueling Stations and Supporting Service Facilities.*** We permit the development of new fueling stations and support facilities in commercial and business park districts, provided they are:

- a. Designed to convey a high quality architectural and landscape character, consistent with the overall character and image of the City, as specified in the Urban Design Element; and
- b. Limited to a single corner of a street intersection and located at a limited number of key activity intersections, as designated in the Specific Plans for the Ranches.
- c. Consistent with the Zoning Ordinance and Design Guidelines.

LU-5.02. ***Existing Gasoline Stations and Supporting Service Facilities.*** We permit the continuation of gasoline stations and supporting service facilities existing as of the date of adoption of this General Plan and located along major streets and highways and require that expansions or modifications of such facilities be designed to convey a high quality architectural and landscape character, consistent with the overall character and image of the City as specified in the Urban Design Element.

LU-5.03. ***New Automobile-Related Service and Repair Uses.*** We permit the development of automobile-related service and repair uses (e.g., tire shops, lube and tune, and other similar uses) in commercial and business park districts and designated sites within specific plans provided that the facilities for such uses are designed to convey a high quality architectural and landscape character, consistent with the overall character and image of the City as specified in the Urban Design Element.

LU-5.04. ***El Camino Real and Other Mixed Use and Pedestrian-Oriented Areas.*** We prohibit new and major expansions of automobile-related uses along El Camino Real and in other commercial and mixed-use areas of the City designated to promote pedestrian activity.

7 LU-5.05. ***Existing Auto Related Service and Repair Uses along El Camino Real.*** We consider auto service and repair uses located along El Camino Real, existing as of date of adoption of this General Plan, to be conforming land uses and may continue indefinitely.

LINKS TO GENERAL PLAN INFORMATION

- Urban Design Element [[link to UDE Homepage](#)]

LINKS TO OTHER DATA AND BACKGROUND INFORMATION

- [Zoning Code Commercial Districts](http://library.municode.com/HTML/16606/level2/TIT17ZO_CH17.36COZOST.html)
[http://library.municode.com/HTML/16606/level2/TIT17ZO_CH17.36COZOST.html]
- [Talega Specific Plan](http://san-clemente.org/sc/standard.aspx?pageid=443) [<http://san-clemente.org/sc/standard.aspx?pageid=443>]
- [Rancho San Clemente Specific Plan](http://san-clemente.org/sc/standard.aspx?pageid=443)
[<http://san-clemente.org/sc/standard.aspx?pageid=443>]
- [West Pico Specific Plan](http://san-clemente.org/sc/standard.aspx?pageid=443) [<http://san-clemente.org/sc/standard.aspx?pageid=443>]

Public and Institutional Land Uses

Public and institutional uses include governmental offices, hospitals, social services, recreational and cultural facilities, schools and libraries. To effectively serve the public, such uses are located throughout the City.

GOAL:

Provide a variety of public and institutional uses, such as governmental, administrative, recreation, cultural, religious, social services and educational uses that help meet the broader community's needs and that are designed to be compatible with surrounding neighborhoods, and with the architectural character of the areas in which they are located.

POLICIES:

LU-6.01. **Existing and New Uses.** We allow the continuation of public recreational, cultural (libraries, museums, etc.), educational, institutional (governmental, police, fire, etc.), and health and social service uses at their locations as of the date of adoption of this General Plan. We also allow the development of new Public and Institutional uses in areas designated as Institutional and in other land use zones where they complement and are compatible with adjacent land uses.

8 LU-6.02. **New Private and Non-profit Uses.** We allow new private and non-profit recreation, cultural, educational, institutional, and health and social service uses in areas designated for commercial or business park uses, and other uses as are identified on the Land Use Plan, provided they are compatible with adjacent uses.

LU-6.03. **Religious Facilities.** We allow for the continuation of existing and development of new religious facilities in any land use zone where they are compatible with adjacent uses.

LU-6.04. **Child and Adult Day Care.** We allow for the continuation of existing and development of new child and adult day-care facilities in any land use zone where they are compatible with adjacent uses.

LU-6.05. **Public Buildings and Sites.** We establish standards for City-owned facilities and coordinate with other public agencies to ensure that public buildings and sites are designed to be compatible in scale, mass, character, and architecture with adjacent buildings and to ensure they follow design standards in this General Plan and in the Design Guidelines for the district or neighborhood in which they are located, including the use of landscaped setbacks, walls, and other appropriate elements to mitigate operational and visual impacts on adjacent land uses.

LINKS TO GENERAL PLAN INFORMATION

- [Land Use Plan \[link to Land Use Plan page\]](#)
- [Land Use Designations \[link to Land Use Summary page\]](#)

ADDITIONAL LINKS

- [Zoning Ordinance, Public Zones and Standards](#)
[http://library.municode.com/HTML/16606/level2/TIT17ZO_CH17.48PUZOST.html#TOPTITLE]

Focus Areas

San Clemente is known as the “Spanish Village by the Sea” and is comprised of various neighborhoods and communities that vary in terms of their uses, types of development and architectural character. When the City began the process of preparing a new General Plan in 2009, the community identified eight Focus Areas considered to have the most potential for change. These areas are identified below and their locations are depicted on the [Focus Area Locations Map \[link to Figure LU-3\]](#).

Focus Area policies provide specific direction above and beyond those policies that are applicable Citywide. Additional direction is provided in the Zoning Code, Design Guidelines and applicable Specific Plans.

GOAL AND POLICY SECTIONS:

9. [Camino de Los Mares](#)
10. [Rancho San Clemente Business Park](#)
11. [Los Molinos](#)
12. [North Beach/North El Camino Real](#)
13. [Del Mar/T-Zone](#)
14. [Pier Bowl](#)
15. [South El Camino Real \(West of Interstate 5\)](#)
16. [South El Camino Real \(East of Interstate 5\)](#)

GENERAL PLAN FIGURES

- [Focus Area Locations Map \[link to Figure LU-3\]](#)

LINKS TO REFERENCE MATERIALS AND BACKGROUND INFORMATION

- [Focus Areas Land Use Alternatives Package \[staff to provide link to pdf\]](#)
- [Rancho San Clemente Specific Plan \[http://san-clemente.org/sc/standard.aspx?pageid=443\]](http://san-clemente.org/sc/standard.aspx?pageid=443)
- [West Pico Corridor Specific Plan \[http://san-clemente.org/sc/standard.aspx?pageid=443\]](http://san-clemente.org/sc/standard.aspx?pageid=443)
- [Pier Bowl Specific Plan \[http://san-clemente.org/sc/standard.aspx?pageid=443\]](http://san-clemente.org/sc/standard.aspx?pageid=443)
- [San Clemente Vision and Strategic Plan \[http://san-clemente.org/sc/standard.aspx?pageid=558\]](http://san-clemente.org/sc/standard.aspx?pageid=558)
- [San Clemente Community Profile \[http://san-clemente.org/sc/Services/Planning/Centennial/SCProfile_FINAL.pdf\]](http://san-clemente.org/sc/Services/Planning/Centennial/SCProfile_FINAL.pdf)

Camino de Los Mares Focus Area

As the City's northern gateway from Interstate 5, the Camino de Los Mares Focus Area serves as one of the primary community commercial areas and is also a medical office hub. The area extends along Camino de Estrella from Avenida Vaquero and underneath Interstate 5 to Vista Del Mar at the border with Dana Point. It offers retail sales and commercial services for the local community and surrounding neighborhoods and medical services for south Orange County.

While the area will continue to provide retail and commercial services for residents, the area is also envisioned to provide expanded opportunities for medical offices and services that respond to changing patient needs and demands, and to a rapidly changing health care industry.

GOAL

Maintain and improve the Area as a community hub that provides diverse retail opportunities and commercial services for local residents and high quality medical services and related employment opportunities for San Clemente and surrounding communities.

POLICIES

- LU-7.01. **Commercial Areas.** We support the continuation and enhancement of commercial centers that meet the needs of community residents, are compatible with adjacent residential neighborhoods, and are well-maintained.

LU-7.02. **Medical Office Uses.** We support the expansion of health care facilities and related medical offices that are consistent with the Land Use Plan and Zoning Code and are compatible with surrounding neighborhoods.

LU-7.03. **Collaboration with Health Care Providers.** We collaborate with local health care providers and facilities to understand their changing requirements and help meet the needs of our residents.

LU-7.04. **Entryways and Landscaped Corridors.** We maintain entryways and an attractive, well-defined landscaped edge along Caminos Estrella and de Los Mares to signify arrival to the City of San Clemente and the Camino de Los Mares area.

9

LU-7.05. **Bike and Pedestrian Environment.** We provide a quality bicycle and pedestrian environment with “living street [link to Glossary]” designs, consistent landscaping, lighting, sidewalks, traffic calming measures, bikeways and trails, consistent with the Bicycle and Pedestrian Master Plan, Tree Ordinance and Design Guidelines.

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Design Treatment

LINKS TO OTHER GENERAL PLAN CONTENT

- [Medical Office Overlay Designation](#) [link to Land Use Summary page]
- [Urban Design Element, Architecture and Landscaping](#) [link to Architecture and Landscaping section]

ADDITIONAL LINKS

- [Focus Area Land Use Alternatives Package](#) [http://san-clemente.org/sc/Services/Planning/Centennial/FocusAreasPackageFinal.pdf]--delete after GP adoption]
- [Bicycle and Pedestrian Master Plan](#) [staff to provide link to pdf]
- [Design Guidelines](#) [http://san-clemente.org/sc/standard.aspx?pageid=438]

Rancho San Clemente Business Park Focus Area

Rancho San Clemente Business Park is the primary hub for large-scale industrial and office uses, and for vehicle (to include marine) sales and services. It is located in a choice location for those businesses seeking access to both Orange County and San Diego County markets. The Business Park is developed in accordance with the Rancho San Clemente Specific Plan and is defined by the developable areas along Avenida Pico

between Calle Amancer and Avenida La Pata and on both sides of Avenida La Pata, between Avenida Pico and the San Diego County border. The area allows a variety of office and industrial uses to be developed and grow in an area where such uses do not conflict with residential neighborhoods.

While most of this Focus Area is built out, several large vacant, developable parcels remain in 2013. This General Plan provides for additional intensity and development potential that can attract and accommodate new businesses and allow business expansion.

GOAL:

Maintain and promote the Rancho San Clemente Business Park as a premier office and industrial location for start-up businesses, expanding businesses, and for businesses relocating to San Clemente.

POLICIES:

LU-8.01. **Priorities.** Pursuant to the Economic Development Strategy*, we assign a high priority to those initiatives, investments, and development approvals that contribute to our vision of the Rancho San Clemente Business Park as a premier office and industrial employment center that capitalizes on San Clemente’s access to the Orange County and San Diego County markets.

LU-8.02. **Vehicle Sales and Services.** We permit vehicle sales and services consistent with the Rancho San Clemente Business Park Specific Plan.

LU-8.03. **Existing Businesses and Property Owners.** We periodically survey property owners and businesses to understand and plan for their needs so that businesses can remain and flourish in San Clemente.

LU-8.04. **Partnerships.** We collaborate with the Rancho San Clemente Business Park Association and Orange County Workforce Investment Board to implement the General Plan and Specific Plan, to respond to changing property owner, business owner and workforce needs, and to help ensure the long-term success of the Business Park.

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LU-8.05. **Development Monitoring and Maintenance.** We monitor development to ensure anticipated Business Park buildout and infrastructure capacities are not exceeded and properties are adequately maintained.

LU-8.06. **Bike and Pedestrian Environment.** We provide a quality bicycle and pedestrian environment with “living street [link to Glossary]” designs, consistent landscaping, lighting, sidewalks, traffic calming measures, bikeways and trails,

consistent with the Bicycle and Pedestrian Master Plan, Tree Ordinance and Design Guidelines.

LINKS TO GENERAL PLAN INFORMATION

- [Economic Development Element \[link to EDE Homepage\]](#)
- [Competitive Employment Centers \[link to EDE, Competitive Employment Centers section\]](#)

ADDITIONAL LINKS

- [Focus Area Land Use Alternatives Package \[staff to provide pdf link; delete after GP adoption\]](#)
- [Rancho San Clemente Business Park Specific Plan \[staff to provide pdf link\]](#)
- [Economic Development Strategy*](#)

**Note: the Economic Development Strategy is one of the priority implementation programs for the Economic Development Element.*

Los Molinos

The Los Molinos Focus Area is a special industrial district in the community. It celebrates its history as the industrial center for the surfing industry, local arts and crafts, and as an area where business incubation is encouraged. At the same time, the area continues to allow successful small businesses to maintain and expand their operations. Los Molinos is primarily an industrial and commercial neighborhood located north of the western end of North El Camino Real, bounded on the east by Interstate 5, on the west by the Avenida Pico and Marblehead Coastal, on the north by Marblehead Coastal, and on the south by Los Obreros lane and residential neighborhoods.

The area generally west of Calle Industrias and southeast of Avenida Pico is primarily an industrial area. It is envisioned as the heart of a thriving, creative business incubator district that builds upon its industrial and surf heritage. Vehicle and marine sales and services are also accommodated in this Area. The largely commercial area east of Calle Industrias and adjacent to Interstate 5 is envisioned as an institution-anchored employment center offering learning, employment and housing opportunities.

GOAL:

A vibrant business incubator district that respects, protects, and builds upon the area's eclectic character and land uses, and that provides new educational and employment opportunities for San Clemente's residents and employees.

POLICIES:

LU-9.02. *Existing Industrial Property Owners and Businesses.* Recognizing the industrial heritage of the area and its economic benefits to the community, we

allow property owners and business to maintain and expand their operations, consistent with the General Plan and Zoning Code.

LU-9.03. **Los Molinos Public/Private Partnership.** We routinely communicate and collaborate with existing property owners and businesses to understand their needs, identify strategies to improve their businesses and properties, and ensure compliance with City standards and regulations.

LU-9.04. **Institutional, Residential and Office Uses.** We encourage the transition of the Pico Plaza commercial center through means of a [Professional/Office Overlay \[link to Land Use Summary Page\]](#) that requires a master plan for employment and or educational/institutional uses. The Pico Plaza is also identified in the Housing Element as having potential for mixed, residential and commercial uses with an affordable housing component. Existing uses, including residential uses that are consistent with the underlying Community Commercial land use designation, will continue to be allowed.

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LU-9.05. **Transit Opportunities.** We require planning efforts to redevelop the existing Pico Plaza commercial center to reserve an adequate portion of the site to accommodate a transportation center in the event that coastal railroad tracks are relocated inland.

LU-9.06. **Bike and Pedestrian Environment.** We provide a quality bicycle and pedestrian environment with “living street [\[link to glossary\]](#)” designs, consistent landscaping, lighting, sidewalks, traffic calming measures, bikeways and trails, consistent with the Bicycle and Pedestrian Master Plan, Tree Ordinance and Design Guidelines.

LU-9.07. **Design Treatment.** We encourage an eclectic mix of architectural styles, colors, materials, landscaping and public art throughout the area, consistent with City Design Guidelines and the Urban Design Element.

LU-9.08. **Nearby Residential Neighborhoods.** We work with property owners, businesses and nearby residents to avoid, and where they possible, resolve conflicts between industrial operations and residents’ quality of life.

LU-9.09. **Entryways/Corridor Landscaping.** We maintain entryways and an attractive, well-defined landscaped edge along Avenida Pico and Calle de Los Molinos to signify arrival to the City of San Clemente and the Los Molinos area.

LINKS TO OTHER GENERAL PLAN INFORMATION

- [Economic Development Element \[link to EDE Homepage\]](#)
- [Urban Design Element, Architecture and Landscaping \[link to Architecture and Landscaping section\]](#)

ADDITIONAL LINKS

- [Focus Area Land Use Alternatives Package](#) [staff to provide pdf link; delete after GP is adopted for all Focus Areas]
- [West Pico Specific Plan*](#) [staff to provide pdf link]
- [Bicycle and Pedestrian Master Plan](#) [staff to provide pdf link]
- [Design Guidelines](#) [staff to provide pdf link]

North Beach/North El Camino Real Focus Area

The North Beach/North El Camino Real Focus Area is a unique, community- and coastal visitor-oriented entertainment hub and recreation area. It is an important City gateway along the historic El Camino Real/Pacific Coast Highway from beach cities to the north. The area's on-going revitalization is based on the community's desire to preserve and enhance its key assets. The Area's assets include: views of the ocean, convenient beach access, a rich inventory of historic buildings, access to passive and active recreational amenities and numerous visitor-serving shops and services.

With access to the Metrolink rail station, the Beach Trail, numerous bikeways and pedestrian paths, and the historic El Camino Real corridor that connects many of the City's activity areas, the NB/NECR area is a key multimodal transportation hub. There is a health-giving balance between automobile, bicycle and pedestrian orientation, and the Area is well connected to adjacent neighborhoods.

GOAL:

Re-establish and maintain a vibrant community- and visitor-serving, mixed use activity center which capitalizes on its proximity to the beach and significant historic resources.

POLICIES:

LU-10.01. **Historic Preservation.** We preserve North Beach historic resources, through measures such as considering the establishment of a historic district, ensuring new development is consistent with the Historic Preservation and Urban Design Elements, providing historic preservation incentives and enforcing the protective measures of the Zoning Ordinance.

LU-10.02. **Miramar Theater Rehabilitation.** We encourage the rehabilitation and adaptive reuse of the historic Miramar Theatre as a movie theater, performing arts center or other high quality cultural use.

LU-10.03. **Gateways.** We maintain attractive gateways and informational signage signifying arrival to the North Beach/North El Camino Real area at the following locations along North El Camino Real: 1) the northern entrance to North Beach,

2) the historic entryways to Max Berg Plaza Park at El Portal, and 3) the southern entryway to the area at Avenida Palizada.

LU-10.04. **Beach Access.** We preserve and enhance safe, convenient pedestrian and bicycle linkages to the shoreline for community and visitor access.

LU-10.05. **Ocean Views.** We preserve the General Plan-designated public view corridor from Avenida Pico through North Beach and encourage new development along El Camino Real to take advantage of ocean vistas.

LU-10.06. **Quality Development.** We require that site, building and landscape development be of high quality design and materials and that promote pedestrian activity, in accordance with the Urban Design Element, North Beach Specific Plan and Zoning Ordinance.

LU-10.07. **Public Streetscape.** We provide a distinctive visual and physical environment for the public streetscape, in accordance with the Urban Design Element, including standards for the consistent use of street trees, landscaping, street furniture (benches, trash receptacles, news racks, etc.), decorative street and crosswalk paving, pedestrian-scaled lighting, public and entry signage and other appropriate streetscape elements.

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LU-10.08. **Maintenance.** We ensure the built environment is clean and well-maintained through coordination with property owners, local businesses and residents and adequately staffed code enforcement.

LU-10.09. **Bike and Pedestrian Environment.** We provide a high quality bicycle and pedestrian environment with “living street [[link to Glossary](#)]” designs, consistent landscaping, lighting, sidewalks, traffic calming measures, bikeways and trails, consistent with the Bicycle and Pedestrian Master Plan, Tree Ordinance and Design Guidelines.

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LU-10.10. **Alleys/Paseos.** We consider improvements to our alleyways to provide alternative pedestrian and bicycle routes.

LU-10.11. **Parking Opportunities.** Through a combination of parking standards, provision of public parking spaces and incentives, we ensure adequate parking for residents, employees and visitors.

LU-10.12. **Shared Parking.** We encourage the development of shared parking facilities and shared parking management techniques.

LU-10.13. **Parking Incentives.** We use parking incentives (e.g., subsidies or provision of public parking) to stimulate historic preservation or other public

purposes and reserve the right to subsidize parking to provide community-wide economic benefits.

LU-10.14. ***Parks and Recreation.*** Consistent with the Parks and Recreation Element and North Beach Specific Plan*, we provide ample recreational facilities and programs for residents and visitors.

LU-10.15. ***Automobile-Related Land Uses.*** We support the conversion of automobile-related land uses in the area to conforming uses, such as recreation, entertainment and retail sales. We prohibit new automobile-related uses and proactively work with property owners of existing automobile-related land uses to improve the appearance and compatibility of such properties.

LU-10.16. ***Residential Buffers.*** While entertainment and cultural uses are focuses of the Area's revitalization, we require new development to be compatible with nearby residential uses through horizontal distance requirements and building and site design standards established by the Zoning Ordinance and Specific Plan.

LU-10.17. ***Art in Public and Private Places.*** We encourage the incorporation of art in public and private spaces that reflects the area's historic and small town beach character.

LU-10.18. ***Partnerships.*** We create public-private business partnerships to develop City owned property and encourage the development of privately-owned land and to help transform the district into an active, mixed-use, recreation and entertainment hub.

LU-10.19. ***Property Improvements.*** We encourage property owners to renovate or upgrade their properties through a combination of incentives, grants and other programs (e.g., façade improvement programs).

LINKS TO OTHER GENERAL PLAN INFORMATION

- [Economic Development Element \[link to EDE Homepage\]](#)
- [Historic Preservation Element \[link to HPE Homepage\]](#)
- [Urban Design Element, Architecture and Landscaping \[link to Architecture and Landscaping section\]](#)

ADDITIONAL LINKS

- [Focus Area Land Use Alternatives Package \[staff to provide pdf link; delete link upon GP adoption\]](#)
- [North Beach Specific Plan \[link unavailable until specific plan is prepared and adopted\]](#)
- [Bicycle and Pedestrian Master Plan \[staff to provide pdf link\]](#)
- [Design Guidelines \[staff to provide pdf link\]](#)

**Note: the North Beach Specific Plan has not been created and is one of the priority implementation programs for the Land Use Element.*

Del Mar/T-Zone Focus Area

The Del Mar/T-Zone is the City's historic core and the heart of the Downtown area. It is the City's most diverse, pedestrian-oriented commercial district, offering retail shops, commercial services, eating and drinking places, offices and dwellings – a true mixed-use district. It is, as stated in the General Plan Guiding Principles, “the heart of the Spanish Village by the Sea—it is everybody's neighborhood.” As a successful retail, restaurant and entertainment center, it attracts locals and visitors with activities throughout the day and evening and with festive street fairs and festivals throughout the year. The Area exhibits a balance between economic and cultural vitality and village character through its Spanish Colonial Revival architecture, pedestrian-orientation and ocean views that provide a unique sense of place. The retail core is well connected to residential neighborhoods within and adjacent to the area, and it serves as one of the primary community gathering places.

The vision for the T-Zone is to maintain its overall character, scale and massing of buildings, while creating opportunities for improvements, enhancements and refinements to the physical environment.

GOAL:

Preserve and where appropriate, improve the Del Mar/T-Zone so that serves as the symbolic, functional, historic and physical center of the City; emphasizing its use as a pedestrian-oriented commercial and residential "village" providing for the needs of residents and visitors.

POLICIES:

- LU-11.02. **Historic Preservation.** We preserve historic resources in the Del Mar/T-Zone area by implementing policies and programs in the Historic Preservation Element, providing historic preservation incentives, and by enforcing the Zoning Ordinance. Development and redevelopment within the Area should exhibit high quality design and materials, linking it to the City's historical roots and reinforcing its role as the heart of San Clemente.
- LU-11.03. **Land Uses.** We prioritize and guide land uses, particularly retail uses, to the locations identified in the [Del Mar/T-Zone Mixed Use Guide](#) [link to Figure LU-4] and consistent with the Land Use Plan and Zoning Ordinance.
- LU-11.04. **Flexibility.** We allow flexibility to accommodate market changes for the mix of uses identified in the [Del Mar/T-Zone Mixed Use Guide](#) [link to Figure LU-4], if doing so promotes achieving the Area's vision and improves livability, reduces vehicular trips, creates community gathering places and activity nodes, or helps strengthen the its character and identity.
- LU-11.05. **Outdoor Dining.** We encourage the development of outdoor dining and other similar uses which do not impede pedestrian use of the sidewalks.
- LU-11.06. **Bike and Pedestrian Environment.** We provide a high-quality bicycle and pedestrian environment with "living street [\[link to glossary\]](#)" designs, consistent landscaping, lighting, sidewalks, traffic calming measures, bikeways and trails, consistent with the Bicycle and Pedestrian Master Plan, Tree Ordinance and Design Guidelines.
- LU-11.07. **Public Streetscape.** We maintain a distinctive visual and physical environment for the Del Mar/T-Zone area's public streetscape, in accordance with the Urban Design Element, including the use of consistent street trees, landscape (planters), street furniture (benches, trash receptacles, news racks, etc.), street and crosswalk paving, pedestrian-scaled lighting, public and entry signage, and other appropriate elements
- LU-11.08. **Access Between Buildings.** Where feasible, we require new development to link buildings and sites with adjacent development and public alleys through the use of walkways or paseos, in addition to street-abutting sidewalks.
- LU-11.09. **Parking.** We provide adequate and accessible parking for visitors, employees and residents through a comprehensive program of: 1) paseos and signage that provide better linkage between parking lots, structures and the core commercial area; 2) more efficient use of the public and private parking facilities around the district that improve circulation and district patronage; 3) provision of adequate off-street parking for employees; 4) the identification of shared use opportunities; and 5) enforcement of parking standards.

LU-11.10. **Public Spaces and Plazas.** We provide public spaces, such as courtyards, plazas and paseos, community gatherings and civic events through a combination of development standards, incentives and the use of public property (e.g., adjacent to community facilities or the temporary use of Avenida Del Mar).

LU-11.11. **Unique Commercial Character.** We encourage unique, locally-based businesses and services that help maintain and enhance Downtown’s unique village character (define term).

LU-11.12. **Art in Public and Private Places.** We encourage the incorporation of art in public and private spaces that reflects the area’s historic and small town beach character.

LINKS TO OTHER GENERAL PLAN INFORMATION

- [Figure LU-4, Del Mar/T-Zone Mixed Use Guide \[link to pdf figure\]](#)
- [Economic Development Element \[link to EDE Homepage\]](#)
- [Historic Preservation Element \[link to HPE Homepage\]](#)
- [Urban Design Element \[link to UDE Homepage\]](#)
- [Urban Design Element, Architecture and Landscaping \[link to Architecture and Landscaping section\]](#)
- [Architectural Overlay \[link to Land Use Summary page\]](#)

ADDITIONAL LINKS

- [Focus Area Land Use Alternatives Package \[staff to provide link to pdf; delete after GP adoption\]](#)
- [Economic Development Strategy*](#)
- [Design Guidelines \[staff to provide link to pdf\]](#)

Pier Bowl Focus Area

The Pier Bowl is a high activity, pedestrian-oriented, coastal activity center serving residents and visitors. It capitalizes on its exceptional ocean views, ocean-side location, and abutting historic Municipal Pier. The former home of the City’s founder, Ole Hanson (now the [Casa Romantica Cultural Center and Gardens \[link to http://www.casaromantica.org/\]](http://www.casaromantica.org/)) is located here, plus many other historic resources. The Pier Bowl is another key destination area of the City with a rich heritage.

The Pier Bowl is defined by its exceptional beach experience, rich history, nearby amenities and its own Amtrak/Metrolink station. It is an ocean-side recreation area with a mix of housing types, lodging beach- and community-serving retail uses, small-scale supporting services, and strong connections to other the Del Mar/T-Zone and North Beach areas. It also contains one of the City’s most recognizable landmarks—the

San Clemente Municipal Pier—a destination in its own right, offering dining, sightseeing, fishing and other recreation opportunities.

In addition to the General Plan Land Use Plan, development in the area is guided by the Pier Bowl Specific Plan [staff to provide link to pdf].*

GOAL:

Preserve and where appropriate, revitalize the Area to maintain an attractive and easily accessible, pedestrian-oriented center of resident and visitor activities which capitalizes on its history and coastal location, and which embodies much of the small-town, beach-oriented lifestyle enjoyed by San Clemente residents.

POLICIES:

LU-12.01. **Views/Scenic Corridors.** We preserve public view corridors consistent with the Urban Design Element [link to UDE Homepage]. Ocean views are among the most valued assets in the Pier Bowl area. New development should take advantage of, and not detract from, these important view corridors.

LU-12.02. **Infill Development.** We accommodate development that is compatible with coastal-oriented and community-serving commercial uses (including overnight accommodations), mixed residential and commercial uses, residential uses, and public recreational uses whose function or scale are compatible with the Area’s recreational character.

LU-12.03. **Parking.** To address parking constraints during peak season and peak hour demand, we prioritize parking strategies that reexamine improved efficiencies at existing parking lots, encourage shared parking, explore greater use of and access to remote parking facilities, and minimize impacts to existing view corridors.

LU-12.04. **Connectivity to the Del Mar/T-Zone.** We provide effective visual and transportation connections to the Del Mar/T-Zone area with visual cues such as signage, landscaping and lighting and work with property owners and businesses to provide transit options for visitors seeking to visit both the Pier Bowl and Del Mar/T-Zone destinations.

LU-12.05. **Wayfinding Signage.** We provide clear wayfinding signage at key locations throughout the area (e.g., train station, Pier Bowl parking lot, Casa Romantica, etc.) to direct visitors to local amenities

LU-12.06. **Historical Resource Preservation and Character.** We preserve Pier Bowl historic resources and historic character through enforcement of the policies of

the Historical Preservation and Urban Design Elements and enforcement of the Zoning Ordinance, including the Spanish Colonial Revival Architectural Overlay.

LU-12.07. **Economic Development.** We leverage Del Mar/T-Zone and Pier Bowl economic development efforts and special events to enhance regional appeal and encourage visitors to visit both destinations. The City will support efforts to develop tools that aid in the Area's revitalization.

LU-12.08. **Public Streetscape.** We provide a distinctive visual and physical environment for the Pier Bowl's public streetscape in accordance with the Urban Design Element, including the use of consistent street trees, landscape (planters), street furniture (benches, trash receptacles, news racks, etc.), street and crosswalk paving, pedestrian-scaled lighting, public and entry signage, and other appropriate elements.

LU-12.09. **Bike and Pedestrian Environment.** We provide a high-quality bicycle and pedestrian environment with "living street [\[link to Glossary\]](#)" designs, consistent landscaping, lighting, sidewalks, traffic calming measures, bikeways and trails, consistent with the Bicycle and Pedestrian Master Plan, Tree Ordinance and Design Guidelines.

LU-12.10. **Art in Public and Private Places.** We encourage the incorporation of art in public and private spaces that reflects the Area's surf heritage and historic, small town beach and maritime character.

LINKS TO OTHER GENERAL PLAN INFORMATION

- [Economic Development Element \[link to EDE Homepage\]](#)
- [Historic Preservation Element \[link to HPE Homepage\]](#)
- [Urban Design Element, Architecture and Landscaping \[link to Architecture and Landscaping section\]](#)

ADDITIONAL LINKS

- [Focus Area Land Use Alternatives Package \[staff to provide link to pdf; delete after GP adoption\]](#)
- [Economic Development Strategy*](#)
- [Pier Bowl Specific Plan** \[staff to provide link to pdf\]](#)
- [Design Guidelines \[staff to provide link to pdf\]](#)

**Note: the Economic Development Strategy is one of the priority implementation programs for the Economic Development Element.*

***Note: the Pier Bowl Specific Plan must be amended to ensure consistency with the General Plan and is one of the priority implementation measures for the new General Plan.*

South El Camino Real (West of Interstate 5)

The South El Camino Real Area extends along El Camino Real, west of Interstate 5, from Avenida Rosa to Avenida Valencia and the Interstate 5 overpass. Interstate 5 borders the Area on the east and residential neighborhoods border it on the west.

This portion of the South El Camino Real (SECR-W) Area is envisioned as a transitional corridor from the Del Mar/T-Zone Area to the I-5 freeway that provides employment and residential opportunities anchored by neighborhood-serving retail uses. Unlike the Del Mar/T-Zone, which offers a unique retail experience tailored to both residents and visitors, the SECR-W area caters primarily to residents' retail and commercial service needs. The area is anchored by a grocery store serving this area of San Clemente and a concentration of neighborhood retail uses between Avenida Cadiz and Esplanade, the center of SECR-W. New development, including mixed use and residential uses on the west side of the corridor, are designed to maximize views of the Pacific Ocean.

GOAL:

Create a transitional area between Interstate 5 and the Del Mar/T-Zone, featuring spectacular ocean views, attractive mixed-use housing with local-serving commercial uses, restaurants and hotels. The district strikes a balance between automobile, bicycle and pedestrian orientation and is well connected to adjacent neighborhoods.

POLICIES:

LU-13.01. ***Alleys/Paseos.*** We consider improvements to our alleyways to provide alternative pedestrian and bicycle routes.

LU-13.02. ***Bike and Pedestrian Environment.*** We provide a quality bicycle and pedestrian environment with "living street [\[link to Glossary\]](#)" designs, consistent landscaping, lighting, sidewalks, traffic calming measures, bikeways and trails, consistent with the Bicycle and Pedestrian Master Plan, Tree Ordinance and Design Guidelines.

LU-13.03. ***Corridor Residential Development.*** We require that sites developed exclusively for residential use are designed to convey a high level of quality in accordance with the Urban Design Element, Zoning Ordinance and Design Guidelines and incorporate features to ensure compatibility with adjacent commercial uses and adjacent neighborhoods, including the following:

- a. buffer residential use from abutting commercial uses;

- b. mitigate the noise, traffic (automobile and truck), and lighting impacts of abutting commercial uses;
- c. locate and design dwellings to provide adequate security and privacy for tenants; and
- d. preserve the economic viability and continuity of nearby commercial uses through consideration of residential and business needs, hours of operation, delivery and parking requirements in reviewing development requests.

LU-13.04. **Automobile-Related Uses.** We support the conversion of [automobile-related uses](#) [link to glossary] in the area to legal, conforming uses. We prohibit new automobile-related uses and proactively work with property owners of existing automobile-related uses to improve their properties' appearance and compatibility.

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LU-13.05. **Views.** We prohibit new development that obstructs ocean views from public view corridors and from the I-5 freeway.

LU-13.06. **Screening buildings.** We require new development to provide visual screening and/or architectural treatments on rear building facades and rooftops to buffer views from adjacent and hillside neighborhoods.

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LU-13.07. **Gateways.** We maintain gateways that are designed to be safe for pedestrians, bicyclists and motorists, well-landscaped and litter-free. These gateways signify arrival to the Area at the following locations along South El Camino Real: 1) the southern entrance at the I-5 freeway off-ramp and Avenida Valencia, 2) Avenida Presidio, the gateway between South El Camino Real and the Del Mar/T-Zone, and 3) the intersection of South El Camino Real and Esplanade, signifying the core neighborhood commercial area.

LU-13.08. **Art in Public and Private Places.** We encourage the incorporation of art in public and private spaces that reflects the City's heritage and small town beach character.

LU-13.09. **Outdoor Areas/Public Space.** We work with property owners and developers to identify opportunities for providing usable outdoor areas and public spaces for visual relief from the built environment and areas for gathering.

LINKS TO OTHER GENERAL PLAN INFORMATION

- [Urban Design Element](#) [link to UDE Homepage]
- [Urban Design Element, Architecture and Landscaping](#) [link to Architecture and Landscaping section]
- [Gateways](#) [link to UDE, Gateways page]

ADDITIONAL LINKS

- [Focus Area Land Use Alternatives Package](#) [staff to provide link to pdf; delete after GP adoption]
- [Bicycle and Pedestrian Master Plan](#) [staff to provide link to pdf]
- [Design Guidelines](#) [staff to provide link to pdf]

South El Camino Real Focus Area (East of Interstate 5)

This Area, along South El Camino Real, is located east of the southernmost I-5 overpass and extends to the southern City limits near Avenida Santa Margarita. It is characterized by a mix of restaurants, small hotels, offices and residential uses. Areas furthest south have a more residential character, with larger multi-family buildings lining El Camino Real and small, mostly detached houses on streets to the east. Overall, its proximity to prime surfing locations and the presence of various surf-related businesses give the Area a decidedly casual and eclectic atmosphere.

The South El Camino Real, East of Interstate 5 (SECR-E) area is envisioned as a visitor and local-serving corridor that serves as a hub to a wealth of outdoor recreation (e.g. San Clemente State Park and San Onofre State Beach, world-class surf spots, San Luis Rey Park, San Clemente Golf Course, San Mateo Campgrounds, the old PCH bikeway and other attractions).

GOAL:

Create a coastal visitor- and community-serving corridor that welcomes travelers and celebrates the City's surf history and culture and a vibrant, mix of shops, dwellings, services and public spaces easily accessed by pedestrians and bicyclists.

POLICIES:

LU-14.01. **Gateways.** We maintain attractive gateways signifying arrival and reflecting the eclectic character of the Area at the following locations along the corridor: 1) the northbound I-5 freeway off-ramp near Avenida San Juan, 2) the I-5 freeway on/off ramp midway between Avenida San Gabriel and Avenida Magdalena, and 3) the southern entrance to the area between the City boundary and Avenida Santa Margarita.

LU-14.02. **Architecture at Gateways.** We require new development in gateway areas to provide visual screening and/or architectural treatments on all sides of buildings to buffer views from adjacent neighborhoods and provide attractive entryways to the Area. We acknowledge and promote the Area's eclectic, surfing heritage by encouraging a wide range of architectural styles, including "surf culture" architectural style.

LU-14.03. **Economic Development Strategies.** We support economic strategies that capitalize on the Area's surf and active sports heritage and culture and on the

Area's access to significant open space and recreation resources, pursuant to the City's overall [Economic Development Strategy](#) [\[link to implementation program\]](#).

LU-14.04. ***Bike and Pedestrian Environment.*** We provide a high-quality bicycle and pedestrian environment with "living street [\[link to glossary\]](#)" designs, consistent landscaping, lighting, sidewalks, traffic calming measures, bikeways and trails, consistent with the Bicycle and Pedestrian Master Plan, Tree Ordinance and Design Guidelines.

LU-14.05. ***Transportation Improvements.*** We support transportation improvements in the area that enhance the safety, convenience and appearance of bicycle and pedestrian facilities and that minimize adverse impacts on adjacent neighborhood streets and parking, pursuant to the Mobility Element and Bicycle and Pedestrian Master Plan. ([Figure LU-5, Design Concept](#)) [\[link to Figure LU-5\]](#)

LU-14.06. ***Corridor Residential Development.*** We require that sites developed exclusively for residential use are designed to convey a high level of quality in accordance with the Urban Design Element, Zoning Ordinance and Design Guidelines and require the incorporation of features to ensure their compatibility with adjacent commercial uses and adjacent neighborhoods, including the following:

- a. buffer the residential from abutting commercial uses;
- b. adequately mitigate the noise, traffic (automobile and truck), and lighting impacts of abutting commercial use;
- c. design and site units to provide adequate security and privacy for tenants; and
- d. prevent adverse impacts on the integrity and continuity of other commercial uses.
- e. (for sites developed exclusively for multi-family uses) provide on-site recreation and open space amenities which are designed and sized to be accessible to and usable by tenants

LU-14.07. ***Automobile-Related Uses.*** We support the conversion of [nonconforming](#) [\[link to Zoning Ordinance section regarding nonconforming uses, http://library.municode.com/HTML/16606/level2/TIT17ZO_CH17.72NOSTUS.html#TOPTITLE\]](#) automobile-related uses in the area to legal, conforming uses. We prohibit new automobile-related uses and proactively work with property owners of existing auto-related uses to improve their properties' appearance and compatibility.

LU-14.08. ***Art in Public and Private Places.*** We encourage the incorporation of art in public and private spaces that reflects the Area's surf heritage and eclectic, small town beach character.

LINKS TO GENERAL PLAN INFORMATION

- [Figure LU-5, South El Camino Real \(East of Interstate 5\) Design Concept \[link to pdf\]](#)
- [Urban Design Element \[link to UDE Homepage\]](#)
- [Urban Design Element, Architecture and Landscaping \[link to Architecture and Landscaping section\]](#)

ADDITIONAL LINKS

- [Focus Area Land Use Alternatives Package \[staff to provide link to pdf; delete upon GP adoption\]](#)
- [Bicycle and Pedestrian Master Plan \[staff to provide link to pdf\]](#)
- [Design Guidelines \[staff to provide link to pdf\]](#)
- [Economic Development Strategy](#)
- [Zoning Ordinance, Nonconforming Structures and Uses \[http://library.municode.com/HTML/16606/level2/TIT17ZO_CH17.72NOSTUS.html#TOPTITLE\]](#)

Land Use Implementation Measures

1. Update the Zoning Ordinance, Zoning Map, Local Coastal Program and specific plans to ensure consistency with the Centennial General Plan. Key land use related areas to be revised include, but are not limited to:
 - a. Zoning district changes to reflect General Plan land use changes.
 - b. Mixed use districts development standards to reflect land use changes in the Focus Areas.
 - c. Consideration of form-based standards for Avenida del Mar and El Camino Real, with emphasis on the commercial core in the T-Zone.
 - d. New development standards for Professional Business and Medical Office Overlays.
 - e. New standards to reflect the increases in Floor Area Ratios (FARs) in commercial areas along El Camino Real.
2. Establish design standards for automobile repair, fueling stations, outdoor storage, and similar uses which provide for their physical and visual compatibility with the district in which they are located; including standards for building character and design, materials, colors, landscape, signage, lighting, and other pertinent elements.

3. Examine the feasibility of a shuttle or trolley type transit system that connects San Clemente's key destination areas (e.g., North Beach, Del Mar/T-Zone, Marblehead and Pier Bowl) with public transit and bicycle routes.
4. Evaluate the locations of fast food outlets and drive-through restaurants and where applicable, establish standards for the spatial distribution of such uses.

CAMINO DE LOS MARES

5. Meet with medical office professionals and hospital administration to better understand their needs and use of City resources and to help them better accomplish their goals and objectives.

RANCHO SAN CLEMENTE BUSINESS PARK

6. Update the Rancho San Clemente Business Park Specific Plan to strengthen policies to encourage light manufacturing and business-oriented uses, and to protect employment-oriented businesses.
7. Consider establishing a Green Business Zone in industrial areas, including the Rancho San Clemente and Talega Business Parks. [Consultant to clarify "Green Building Zone" or delete measure entirely]
8. Amend the Zoning Ordinance, Design Guidelines and Rancho San Clemente Specific Plan to accommodate automobile, truck, motorcycle, watercraft, and RV sales and services.

LOS MOLINOS

9. Update the West Pico Specific Plan to reflect the vision, land uses and policies for the Los Molinos Focus Area.
10. Identify a local champion for fostering an arts and design business incubator district.
11. Meet with higher education administrators, trade school organizations and local businesses to better understand the opportunities to attract an educational or occupational training anchor in the Professional Business Overlay area.
12. Work with U.S. Postal Service to explore opportunities to close, or to relocate the post office located on Avenida Pico to a more appropriate location to provide opportunities for improved circulation and new development opportunities with a master plan for the Pico Plaza area.

DEL MAR/T-ZONE

13. Identify opportunities (e.g., sites and programming) for new or improved public spaces along or near Avenida Del Mar to provide areas for socializing or relaxing.
14. Develop new flexible use standards in the Zoning Ordinance to accommodate changing market demands. Consideration should be given, however, to preserving "experiential retail uses" in key shopping areas along Avenida Del Mar and El Camino Real. [Experiential retail uses are those that enhance consumer interaction, drive repeat visits and purchases, and create distinction. This

experience can only be achieved in “brick and mortar” retail establishments—not online.]

15. We will identify a qualified public- or private sector professional to help manage or enhance the retail “synergy” of Downtown land uses and work with the Downtown Business Association (DBA) and Downtown property owners to identify funding sources for such a position. Whether this is a staff position or a consultant to the City or DBA is to be determined.

NORTH BEACH/NORTH EL CAMINO REAL

16. Initiate a General Plan catalyst project by funding improvements for the rehabilitation and reuse of the Miramar Theater.
17. Prepare a specific plan, zoning overlay or similar planning mechanism for North Beach to reflect the changes in the North Beach/North El Camino Real Focus Area.

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18. Consider relocating the sewage treatment plant from the North Beach area.

19. Consider establishing a historic district to ensure new and remodeled buildings are architecturally compatible with the area’s Spanish Colonial Revival character, provide historic preservation incentives, and enforce historic preservation measures in the Zoning Ordinance.
20. Consider improvements to our alleyways and paseos to provide alternative pedestrian and bicycle routes.

PIER BOWL

21. Update the Pier Bowl Specific Plan for consistency with the new General Plan or retire the Plan by relocating its unique development standards to the Zoning Ordinance.
22. Develop an Access Enhancement Plan to reduce congestion, possibly including shuttle services and bicycle facilities.
23. Working with the Chamber of Commerce, Downtown Business Association, Pier Bowl Merchants’ Association, property owners and business, support efforts to develop economic development tools to aid in the area’s continued revitalization.

SOUTH EL CAMINO REAL (WEST OF INTERSTATE 5)

24. Meet with developers who specialize in mixed use and residential infill development to better understand changing opportunities and constraints (physical, regulatory and financial).
25. Create new development standards for mixed use, including stand-alone corridor residential uses.
26. Develop a Downtown Improvement Plan to improve sidewalk quality and consistency and to encourage the construction and expansion of public spaces such as courtyards, plazas and paseos.

27. Consider traffic calming strategies in the neighborhood retail center (between Avenida Cadiz and Esplanade).
28. Staff will prepare and implement a public view corridor plan that will be used to help maintain and restore ocean views from the I-5 Freeway, by reviewing development for its visual effects, including, but not limited to new buildings, signs, and noise walls.

SOUTH EL CAMINO REAL (EAST OF INTERSTATE 5)

29. Develop a new streetscape and landscaping plan and Safe Routes to School program to implement the Mobility and Complete Streets Element and Bicycle Pedestrian Master Plan.

Urban Design Element

The City's distinctive built environment and its wealth of natural resources help distinguish San Clemente from the rest of Orange County and define its visual character. The focus of this element is on the physical and design characteristics of human-made urban features that unify San Clemente: public places, gateways, architecture, landscaping, public views, and our urban forest. San Clemente is believed to be one of California's first "planned communities", created through the foresight and support from the City's founder, Ole Hanson. Citizens continue to value San Clemente's beauty and character which were established, in part, through its early urban design plan. Today, urban design can help preserve and enhance those qualities of the "Spanish Village by the Sea" that residents and visitors enjoy. Preservation and enhancement of historical resources, protection of our valued coastal environment and other natural resources, celebration of arts and culture and the multi-modal transportation network that connects our neighborhoods and key destinations also contribute to San Clemente's unique visual character. These topics are addressed elsewhere in the General Plan, and additional design goals and policies that are tailored to individual areas of the City are included in the [Focus Areas \[link to Focus Areas page\]](#) section of the General Plan [Land Use Element \[link to LUE Homepage\]](#).

The General Plan is one of several tools that guide the physical development of our City and enhance community character. The [Zoning Code \[http://library.municode.com/index.aspx?clientId=16606&stateId=5&stateName=California\]](#), [Design Guidelines \[staff to provide link to pdf\]](#) and various specific plans provide additional, detailed land use and design regulations, guidelines and implementation programs that guide public and private improvements throughout San Clemente.

PRIMARY GOAL:

Create and enhance a high-quality, built environment that protects and enhances our treasured natural and historical resources, maintains our small town beach character, provides accessibility to residents, employees and visitors, and distinguishes San Clemente as the Spanish Village by the Sea.

GOAL AND POLICY SECTIONS:

1. [Public Places](#)
2. [Gateways](#)
3. [Compatibility](#)
4. [Maintenance](#)
5. [Architectural & Landscape Character](#)
6. [Urban Forest/Trees](#)

LINKS TO OTHER GENERAL PLAN INFORMATION

- [Historic Preservation Element \[link to HPE Homepage\]](#)

ADDITIONAL LINKS

- [San Clemente Design Guidelines \[http://san-clemente.org/sc/standard.aspx?pageid=438\]](http://san-clemente.org/sc/standard.aspx?pageid=438)
- [Architectural Overlay District \(Zoning Code, 17.56.020\) \[http://library.municode.com/HTML/16606/level2/TIT17ZO_CH17.56OVDIST.html#TIT17ZO_CH17.56OVDIST_17.56.020AROVDI\]](http://library.municode.com/HTML/16606/level2/TIT17ZO_CH17.56OVDIST.html#TIT17ZO_CH17.56OVDIST_17.56.020AROVDI)
- [SCR Architectural Design Guidelines by Henry Lenny \[staff to provide link to pdf\]](#)
- [Forster Ranch Specific Plan \[http://san-clemente.org/sc/standard.aspx?pageid=443\]](http://san-clemente.org/sc/standard.aspx?pageid=443)
- [Marblehead Coastal Specific Plan \[http://san-clemente.org/sc/standard.aspx?pageid=443\]](http://san-clemente.org/sc/standard.aspx?pageid=443)
- [Pier Bowl Specific Plan* \[http://san-clemente.org/sc/standard.aspx?pageid=443\]](http://san-clemente.org/sc/standard.aspx?pageid=443)
- [Rancho San Clemente Specific Plan \[http://san-clemente.org/sc/standard.aspx?pageid=443\]](http://san-clemente.org/sc/standard.aspx?pageid=443)
- [Talega Specific Plan \[http://san-clemente.org/sc/standard.aspx?pageid=443\]](http://san-clemente.org/sc/standard.aspx?pageid=443)
- [West Pico Corridor Specific Plan* \[http://san-clemente.org/sc/standard.aspx?pageid=443\]](http://san-clemente.org/sc/standard.aspx?pageid=443)
- [North Beach Specific Plan \(To be added following GP adoption\)](#)

**indicates Specific Plans to be updated or removed.*

Public Places

Public places help give San Clemente its unique identity and are a prominent *aspect of the built environment*. They include parks, plazas, roadways, sidewalks, alleys and similar public spaces. Sometimes referred to as the “public realm”, these places can serve multiple community uses and help promote social interaction, community events, outdoor dining, recreation and relaxation.

San Clemente’s public places are well-designed and are accessible to everyone, including pedestrians and bicyclists. Their appearance and quality is at the heart of how we perceive the urban environment. As such, it is essential the public realm is safe, enriching and well-maintained.

Furthermore, because we value [art and culture \[link to Public Services, Facilities and Utilities Element, Arts and Culture Section and Historic Preservation Element Homepage\]](#) in San Clemente, we incorporate both within the public realm.

GOAL:

Create and maintain a network of prominent, accessible, high-quality public places with clear visual and physical linkages.

POLICIES:

- UD-1.01. **Location of Public Buildings and Civic Places.** We locate public buildings and civic places on primary or secondary streets, at important street intersections or viewpoints, adjacent to parks or open space, or as focus points for a neighborhood to ensure their visual prominence and accessibility.
- UD-1.02. **Design of Public Plazas and Spaces.** We require public plazas and spaces to be designed for safety, comfort, convenience and universal accessibility. They should be well-defined by surrounding buildings, located near the public street for good visibility and convenience and incorporate amenities such as seating, distinctive focal points, public art, shade trees and/or eating and entertainment facilities.
- UD-1.03. **Landscaping.** We emphasize the prominence of public places and their linkages to adjacent neighborhoods by creating a distinctive landscape character around them and extending the landscape improvements into neighboring streets, such as extending special paving or landscape treatments.
- UD-1.04. **Bicycle, Pedestrian and Transit Access.** We maintain bicycle and pedestrian routes and encourage the provision of public transit routes that link public places to improve accessibility and reduce reliance on the automobile.
- UD-1.05. **Streetscape Design.** We design new and, when necessary, retrofit existing streets to strengthen connectivity, beautify and enhance community character through public right-of-way improvements, including sidewalks, bicycle paths, street trees, parkways, curbs, signs, street lighting and street furniture.
- UD-1.06. **Streets.** We recognize that public streets are important public spaces as well as transportation routes and support their use for occasional closure for community events, where feasible. Public sidewalks, street trees, landscaping, and other amenities should be provided and maintained to keep these spaces attractive.
- UD-1.07. **Sidewalks.** We design our sidewalks to accommodate pedestrians in a manner that meets City standards and we seek to ensure they are ADA compliant, well lit, safe, comfortable and consistent in style and construction materials. Sidewalk designs and paving materials shall be architecturally compatible with the district or neighborhood in which they are located.
- UD-1.08. **Wayfinding.** We maintain an attractive, unified citywide system of signage, streetscape and landscaping to clearly mark directions to public buildings, parks, beaches, the [Del Mar/T-Zone](#) [link to this focus area page], [North Beach](#) [link to this focus area page], [Pier Bowl](#) [link to this focus area page], [add link to similar policies in other elements] public parking areas, prominent natural features and City entry points.
- UD-1.09. **Signs.** We require quality, balance, consistency, and the use of high quality materials in the design of public and private signs, including commercial signs, municipal signs, and street and traffic signs. Signs should be compatible with the architectural character of buildings on which they are placed, prevailing streetscape character and surrounding community character, and should be not be visually obtrusive.

UD-1.10. **Non-Conforming Signs.** We require replacement of non-conforming signs wherever possible and appropriate, through such mechanisms as sign amortization programs or conditions of project entitlements.

UD-1.11. **Phasing of Public Spaces.** We require the provision of accessible public space in the earliest possible phase of new development.

LINKS TO OTHER GENERAL PLAN INFORMATION

- [Public Services, Facilities & Utilities Element, Arts and Culture Section \[link to section\]](#)
- [Historic Preservation Element \[link to HPE Homepage\]](#)

ADDITIONAL LINKS

- [San Clemente Design Guidelines \[http://san-clemente.org/sc/standard.aspx?pageid=438\]](http://san-clemente.org/sc/standard.aspx?pageid=438)
- [Spanish Colonial Revival Architectural Design Guidelines by Henry Lenny \[staff to provide link to pdf\]](#)
- [Architectural Overlay District \(Zoning Code, 17.56.020\) \[http://library.municode.com/index.aspx?clientId=16606\]](http://library.municode.com/index.aspx?clientId=16606)
- [Forster Ranch Specific Plan \[http://san-clemente.org/sc/standard.aspx?pageid=443\]](http://san-clemente.org/sc/standard.aspx?pageid=443)
- [Marblehead Coastal Specific Plan \[http://san-clemente.org/sc/standard.aspx?pageid=443\]](http://san-clemente.org/sc/standard.aspx?pageid=443)
- [Pier Bowl Specific Plan* \[http://san-clemente.org/sc/standard.aspx?pageid=443\]](http://san-clemente.org/sc/standard.aspx?pageid=443)
- [Rancho San Clemente Specific Plan \[http://san-clemente.org/sc/standard.aspx?pageid=443\]](http://san-clemente.org/sc/standard.aspx?pageid=443)
- [Talega Specific Plan \[http://san-clemente.org/sc/standard.aspx?pageid=443\]](http://san-clemente.org/sc/standard.aspx?pageid=443)
- [West Pico Specific Plan \[http://san-clemente.org/sc/standard.aspx?pageid=443\]](http://san-clemente.org/sc/standard.aspx?pageid=443)

**For purposes of the Centennial General Plan, public spaces are defined as the publicly owned property between the property lines on opposite sides of streets and include, but is not limited to, the roadway, parkway (including street tree planters and public, sidewalks), plazas and alleys.*

Gateways

Gateways are transitional places and visual cues that announce entrances to cities, neighborhoods or districts. From a land use and urban design perspective, important features of gateways include architecture, landscaping, views, lighting, streetscape, and signage.

San Clemente has many gateways to special places, each with its own unique identity. From our freeway off-ramps, which often serve as a visitor's first glimpse into our community, to the thresholds of our distinct commercial districts, to the physical and visual entryways into our rich natural and recreational resources, San Clemente's gateways are a reflection of our unique

heritage, our commitment to preserving our Spanish Colonial Revival architectural character and our expectations for quality development and design.

GOAL:

Create clearly marked and aesthetically pleasing entry points into San Clemente and its many unique neighborhoods and districts, and ensure that such gateways incorporate quality architecture, historic resources, distinctive landscaping, signage and streetscape features that create a sense of arrival and reinforce the City's identity and unique architectural character.

POLICIES:

- UD-2.01. **Architecture/Design Quality.** We require high quality design for buildings at visually significant locations in gateway areas. New buildings and major remodels in Gateway areas adjacent to or opposite I-5 offramps, as shown in Figure UD-1 [link to pdf figure], shall follow Spanish Colonial Revival architectural style, except where otherwise specified in the Design Guidelines and other adopted policies.
- UD-2.02. **Spanish Village by the Sea Design Identity.** We require gateway design elements (e.g., Spanish Colonial Revival and Spanish architecture, landscaping, signage, lighting, streetscape furniture, and overall design character) to reflect San Clemente's unique Spanish Village by the Sea architectural character, unless different standards are specified in the Design Guidelines, Focus Area goals and in standards for specific areas, such as Los Molinos or Surf Zone areas, which are intended to have more eclectic design character.
- UD-2.03. **Historic Resources.** In designing and constructing gateway improvements, we preserve and incorporate views of historic resources.
- UD-2.04. **Circulation.** We encourage roadway improvements in gateway areas to enhance motor vehicle, bicycle, pedestrian, and transit circulation.
- UD-2.05. **Public View Corridors.** We require the preservation of designated public view corridors in the design and construction of gateway area improvements.
- UD-2.06. **Parking.** We limit the visibility of surface parking lots and parking spaces within gateway areas by requiring them to be located behind or to the side of buildings. Where this is not possible, we require screening of street-facing parking spaces and parking lots with landscaping and/or architectural treatments, where feasible.
- UD-2.07. **Wayfinding System.** We provide directional signs and access information to visitors through a clearly articulated and aesthetically pleasing wayfinding sign program.
- UD-2.08. **Hardscape Materials.** We require high-quality paving materials, consistently applied within the districts served by gateways, for all sidewalks, crosswalks and other public spaces.
- UD-2.09. **Art in Public Places.** We encourage the inclusion of public art in private development and in public improvements in gateway areas.

UD-2.10. **Visual Screening.** We require visual screening of blank walls, trash bins, and parking facilities through a variety of landscaping and architectural design treatments. Where possible, we require the screening of utilities infrastructure. Unsightly properties and buildings should be visually screened in an attractive manner.

UD-2.11. **Overhead Utilities.** We encourage the undergrounding of overhead utilities infrastructure in gateway areas.

UD-2.12. **Gateways on Highways.** We work with Caltrans and other agencies to ensure aesthetics are an integral consideration in the design, implementation and maintenance of all highway facilities and rights-of-way, with special emphasis on gateway areas.

Note: Gateway policies and implementation measures specific to individual Focus Areas are included in the [Focus Areas](#) section of the Land Use Element.

Links to General Plan Figures

- [Figure UD-1, Gateways](#) [link to pdf figure]

Links to Other General Plan Information

- [Focus Areas](#) [link to Focus Areas page]

Links to Background Information or Documents:

- [Wayfinding Sign Program](#) [staff to provide link to pdf]
- [Design Guidelines](http://san-clemente.org/sc/standard.aspx?pageid=438) [http://san-clemente.org/sc/standard.aspx?pageid=438]

Architectural Compatibility

The [Land Use Plan](#) provides for a wide range of land uses, including residential, commercial, industrial, and mixed uses. Generally speaking, land uses and the uses permitted within them are compatible with one another, but some have the potential to create adverse impacts. For example, industrial uses located adjacent to a residential use, neighborhood or school could cause noise, odors or visual impacts for neighbors. To ensure compatibility and protect public health, safety and welfare, the City uses a combination of policies, zoning regulations, site planning and urban design controls.

GOAL:

Achieve and maintain a built environment where residents, employees and visitors are protected from nuisances and hazardous uses and, conversely, where businesses and industries are protected from the encroachment of [sensitive uses](#) [link to glossary].

POLICIES:

UD-3.01. **Land Use Decisions.** We use urban design standards and tools to minimize adverse impacts on adjacent properties when considering land use and zoning requests.

UD-3.02. **Regulation of Uses and Nuisances.** We regulate the location, concentration, design and operations of commercial and industrial uses and parking structures that can adversely affect surrounding [sensitive land uses](#) [link to glossary]. Impacts may include, but are not limited to, noise, vibration, odors, exterior light, visibility of activity, vehicular traffic and safety hazards.

UD-3.03. **Buffers and Setbacks.** We require that new uses and buildings, characterized by differing functions, activities, density, scale and massing, to provide mitigation, landscaped buffers and/or setbacks between uses to prevent or mitigate adverse impacts.

UD-3.04. **Hazardous Uses.** We regulate the development of industrial and similar uses that use, store, produce or transport toxic substances, air emissions, other pollutants or [hazardous materials](#) [Link to Safety Element, Hazardous Materials Section].

UD-3.05. **Infrastructure Compatibility.** We require public infrastructure and related facilities or equipment to be aesthetically pleasing and in context with the community character.

UD-3.06. **Police Department Review.** We require Police Department review of uses that may be characterized by or historically associated with high levels of noise, nighttime activities, and/or rates of crime; and impose appropriate conditions or land use and design controls to prevent adverse impacts on adjacent “sensitive uses.” [\[add link to expanded Glossary definition of sensitive uses\]](#)

UD-3.07. **Inter-jurisdictional Coordination.** We maintain work with other public agencies to help minimize and mitigate impacts and improve the operations and aesthetics of their facilities.

UD-3.08. **Transitional Areas.** We require development in transitional areas, where one type of land use (e.g., industrial) transitions to another (e.g., residential) to protect residents’ quality of life through such measures as landscaping, high-quality walls or fencing, or setbacks.

ADDITIONAL LINKS

- [Zoning Code](#)
[\[http://library.municode.com/index.aspx?clientId=16606&stateId=5&stateName=California\]](http://library.municode.com/index.aspx?clientId=16606&stateId=5&stateName=California)

Maintenance

General plans typically guide development and land use; however, many do not provide adequate direction for maintaining the quality of the built environment. Ensuring that San Clemente and its various neighborhoods and districts are well maintained, safe and visually appealing is critical to our overall quality of life. Properties that are properly maintained retain their value, encourage community reinvestment and preserve and enhance community character.

GOAL:

Achieve a sustained level of maintenance and improvement of properties, buildings, landscaping and infrastructure that protects property values, encourages additional public and private investments and promotes San Clemente's high quality of life.

POLICIES:

- UD-4.01. **Long-Term Quality.** We require all public and privately owned structures, above-ground infrastructure (including utilities), landscaping and property (including trails and easements) to be designed and maintained to ensure their long-term quality and appearance.
- UD-4.02. **Monitoring.** We periodically inspect the conditions of buildings in the City and enforce pertinent building and Municipal Code.
- UD-4.03. **Education.** We promote programs and work with local service organizations and educational institutions to inform residential, commercial, and industrial property owners and tenants regarding methods for the maintenance and upkeep of their property.
- UD-4.04. **Community/Neighborhood Based Efforts.** We encourage community and neighborhood-based efforts for the maintenance and renovation of structures, sites and neighborhoods.
- UD-4.05. **Economic Assistance.** We provide economic assistance, as funds are available, for the improvement of physically deteriorated and blighted structures in the City.
- UD-4.06. **Maintenance of Infrastructure and the Public Realm.** As resources allow, we maintain and where appropriate, improve infrastructure and the public realm, including landscaping, sidewalks, signage, furniture and other streetscape elements. We keep public facilities clean.

ADDITIONAL LINKS

- [Municipal Code, Title 8, Health & Safety](http://library.municode.com/HTML/16606/level1/TIT8HESA.html#TOPTITLE)
[<http://library.municode.com/HTML/16606/level1/TIT8HESA.html#TOPTITLE>]

Architecture and Landscaping

"I vision a place where people can live together more pleasantly than any other place in America.... the whole picture is very clear before me.... I can see hundreds of white-walled homes bonneted with red tile, with trees, shrubs, hedges of hibiscus, palms and geraniums lining the drives, and a profusion of flowers framing the patios and gardens..." --Ole Hanson, 1925(from the [San Clemente Historical Society](http://www.sanclementehistoricalsociety.org/) [<http://www.sanclementehistoricalsociety.org/>] website)

Ole Hanson's vision guides the Urban Design Element's policies. By emphasizing the careful integration of buildings and landscape, San Clemente seeks to build on and promote the tradition established by San Clemente's "Spanish Village by the Sea" heritage architecture and

landscaping. In those areas where different architectural styles are predominant, or where an eclectic mix of styles is desired, we also require a commitment to high quality architectural standards and appropriate, sustainable landscaping.

Another critical component of urban design -- landscaping -- is used to enhance buildings and sites, improve safety, frame desirable views, screen and separate undesirable views and uses, and maintain an attractive streetscape. Landscape design should fit the surrounding context and complement the City's natural and historical landscape setting and plantings.

Using an integrated system of design tools (e.g., General Plan, [specific plans](#) [link to other page on City website that lists SPs], [Zoning Code](#) [<http://library.municode.com/HTML/16606/level1/TIT17ZO.html#TOPTITLE>], [Design Guidelines](#) [<http://san-clemente.org/sc/standard.aspx?pageid=438>], and various implementing master plans), the City of San Clemente reviews, regulates, guides, and encourages high-quality architecture, building improvements and appropriate landscaping.

CITYWIDE GOAL:

Create and maintain a unique atmosphere and historic identity as “the Spanish Village by the Sea” where developments exhibit high quality site planning, architecture and landscaping and reflect a lush Mediterranean landscaped character, emphasizing Spanish Architecture and drought tolerant and California native plantings.

POLICIES:

UD-5.01. ***Outdoor Spaces.*** For multi-family residential, mixed use and commercial development, we require integration of outdoor spaces into the architectural and site designs by encouraging the use of courtyards, patios, paseos, plazas, gardens, covered walkways, rooftop terraces, verandas and other outdoor spaces enclosed by architectural or landscape elements, and encourage the same for other types of development.

UD-5.02. ***Three-Story Development.*** In the Pedestrian Overlay and along El Camino Real, three-story commercial and mixed-use developments shall include usable open areas at the ground level to create interest, usable areas for outdoor dining, seating or displays and to help reduce the apparent scale and mass of second and third building stories.

UD-5.03. ***Architectural Overlay District.*** We require that new buildings and major building remodels in the Del Mar/T-Zone, North Beach, and Pier Bowl areas, and El Camino Real between North Beach and the T-Zone, utilize Spanish Colonial Revival architecture, per the Architectural Overlay District and Design Guidelines.

UD-5.04. ***Preserving Distinctive Architecture.*** In the [Architectural Overlay](#) [<http://library.municode.com/index.aspx?clientId=16606>] areas, we require new buildings, additions and remodels to follow City [Design Guidelines](#) [<http://san-clemente.org/sc/standard.aspx?pageid=438>] for Spanish Colonial Revival architectural style,

except that remodels of architecturally significant buildings eligible or potentially eligible for historic listing with distinctive styles other than Spanish Colonial Revival, such as Post-Modern and Mid-Century Modern architectural styles, should reinforce the buildings' original architectural design.

UD-5.05. **Other Spanish Architecture.** We require that new buildings along El Camino Real between the T-Zone and Avenida Valencia utilize Spanish Colonial Revival architecture or other Spanish architecture, per the Architectural Overlay District and Design Guidelines.

UD-5.06. **Los Molinos and the Surf Zone*.** In these areas, we encourage the use of diverse architectural styles that reflect their eclectic character and local contexts. Emphasis shall be placed on quality design and building materials per the Zoning Code and Design Guidelines.

UD-5.07. **Public Buildings.** We require Spanish Colonial Revival architecture for the development and major remodels of public buildings, and for the development and major remodels of visually prominent, non-residential, quasi-public structures such as churches, assembly halls, theaters and cultural facilities, except in those districts allowing for a different architectural style.

UD-5.08. **Scale and Massing.** We require that the scale and massing of development be compatible with its surroundings and any larger vision for an area.

UD-5.09. **Commercial Areas Outside of the Architectural Overlay.** Outside of the Architectural Overlay, new buildings and major remodels shall follow either Spanish Colonial Revival architectural style or shall follow the Design Guidelines for "Other Spanish" architectural styles, unless the area has its own adopted architectural style. Commercial areas where Spanish Colonial Revival or Spanish architecture applies include new and existing commercial centers in: 1) Pico Plaza/Pico Corridor, 2) Los Mares, and 3) Shorecliffs.

UD-5.10. **Building Remodels.** Where Spanish Colonial Revival or Spanish architecture is required, major building remodels (as defined herein) should be designed to incrementally move buildings' exterior architectural character closer to Spanish Colonial Revival, or where applicable, "Other Spanish" architectural designs.

UD-5.11. **Drought Tolerant/Native Species Landscaping.** Ornamental plantings in new, non-residential development should consist primarily of drought tolerant and California native species. Only in small areas and special public locations, such as high-use areas of parks, should lawns or other high water use vegetation be used.

UD-5.12. **Landscaping Plans.** We require that development projects subject to discretionary review submit and implement a landscaping and irrigation plan.

UD-5.13. **Landscape Maintenance.** We require property owners to properly maintain vegetation on developed sites, remove and abate weeds, and replace unhealthy or dead landscape plants.

UD-5.14. **Landscaping in Commercial/Industrial Development.** We require that commercial and industrial development incorporate automatic, drought-conscious, “smart” irrigation systems and maintain landscaping in a healthy and attractive condition.

DOWNTOWN CORE GOAL:

In the Downtown Core, as shown in Figure XX, we seek high-quality development which promotes the Core’s pedestrian scale, character and appeal for specialty retail and entertainment uses.

22

UD-5.15. **Accessible Open Space.** New buildings and major remodels on Avenida Del Mar and El Camino Real in the “T-Zone” should contribute to public and private, publicly accessible open space.

UD-5.16. **Site Access and Entries.** Downtown site and building designs shall be integrated with the public sidewalk, street and where applicable, alleys to create inviting and attractive commercial and residential areas and public spaces.

23

UD-5.17. Storefronts

UD-5.18. **Building Modulation.** To modulate large building facades, provide architectural interest and maintain pedestrian scale, Downtown building forms, facades and footprints should be designed to visually reflect original Downtown lot patterns and spacing.

24

UD-5.19. **Three-Story Mixed Use Buildings.** We permit development of three-story, mixed-use buildings in the area shown in the Avenida Del Mar/T-Zone, where their designs are consistent with adopted standards, reflect high-quality design and materials and reinforce San Clemente’s Spanish Village by the Sea architectural character.

25

UD-5.20. **Offset Building Facades.** To prevent “canyonization” [link to Glossary] and preserve village character, second- and third-story building facades shall be horizontally and vertically setback, with differential setbacks between adjacent buildings for variety and architectural interest.

26

UD-5.21. **Incentives to Maintain Village Character.** We encourage and provide incentives for the remodeling and reuse of buildings in a manner that preserves and reinforces Downtown’s pedestrian-oriented Village character.

27

UD-5.22. Building Design with Topography

*“Surf Zone” refers to the areas along South El Camino Real, south of Avenida Valencia to the San Diego County line.

LINKS TO OTHER GENERAL PLAN INFORMATION

- [Historical Preservation Element](#) [link to HPE Homepage]

ADDITIONAL LINKS

- [San Clemente Design Guidelines](http://san-clemente.org/sc/standard.aspx?pageid=438) [http://san-clemente.org/sc/standard.aspx?pageid=438]
- [SCR Architectural Design Guidelines by Henry Lenny](#) [staff to provide link to pdf]
- [Architectural Overlay District \(Zoning Code, 17.56.020\)](#)
[http://library.municode.com/HTML/16606/level2/TIT17ZO_CH17.56OVDIST.html#TIT17ZO_CH17.56OVDIST_17.56.020AROVDI]
- [Forster Ranch Specific Plan](http://san-clemente.org/sc/standard.aspx?pageid=443) [http://san-clemente.org/sc/standard.aspx?pageid=443]
- [Marblehead Coastal Specific Plan](http://san-clemente.org/sc/standard.aspx?pageid=443) [http://san-clemente.org/sc/standard.aspx?pageid=443]
- [Pier Bowl Specific Plan*](http://san-clemente.org/sc/standard.aspx?pageid=443) [http://san-clemente.org/sc/standard.aspx?pageid=443]
- [Rancho San Clemente Specific Plan](http://san-clemente.org/sc/standard.aspx?pageid=443) [http://san-clemente.org/sc/standard.aspx?pageid=443]
- [Talega Specific Plan](http://san-clemente.org/sc/standard.aspx?pageid=443) [http://san-clemente.org/sc/standard.aspx?pageid=443]
- [West Pico Corridor Specific Plan*](http://san-clemente.org/sc/standard.aspx?pageid=443) [http://san-clemente.org/sc/standard.aspx?pageid=443]

**indicates Specific Plans to be updated or removed.*

Urban Forest/Trees

The urban forest collectively refers to all of the trees growing in San Clemente. The urban forest improves the built environment, provides a connection to and helps sustain the natural world, and frames important places in the community. Trees improve air quality, reduce the heat island effect, improve property values, serve as habitat for a variety of animal species, improve communities' sense of place, and help reduce erosion and runoff. Trees also enhance community aesthetics and provide health and recreation benefits.

GOAL:

Achieve and preserve a well-maintained, healthy stock of mature trees and expanded tree canopy that provide numerous aesthetic, environmental, economic, social and health benefits.

POLICIES:

- UD-6.01. ***Built Environment.*** In the built environment, we will enhance and maintain a diversity of tree species that are resilient to environmental changes, pests and diseases, enhance the character and design themes of individual districts and neighborhoods, and implement City landscape and streetscape guidelines and ordinances.
- UD-6.02. ***Natural Open Space and Conservation Areas.*** In open space and conservation areas, we support natural and indigenous landscaping.

- UD-6.03. **City Priorities.** We prioritize City street tree planting on primary and secondary streets.
- UD-6.04. **Partnerships for Neighborhood Streets.** We initiate neighborhood street tree improvement efforts with homeowners associations and property owners through technical assistance, a promotional program and cooperation in granting right-of-way encroachment permits.
- UD-6.05. **Historically Significant Trees and Public Landscapes.** We require that historically significant trees and public landscapes, as identified in the City's Tree Inventory, are designated as historic resources and are preserved, wherever possible. [\[add link to Tree Inventory on webpage\]](#)
- UD-6.06. **Public View Corridors.** We require that street trees planted along designated public view corridors have narrow form and open structure to allow greater visual access. We require careful tree placement and/or skilled pruning to achieve the desired goal without interruption of significant public views or irreparable harm to trees.
- UD-6.07. **Native Trees.** Where visually, horticulturally and ecologically appropriate, we encourage the planting of Native California, such as Coast Live Oak, Toyon and California Sycamore.
- UD-6.08. **Tree Preservation.** Before considering tree removal, we make every effort to preserve mature trees by modifying street improvements and by using proper arboricultural methods, such as thinning, root pruning and aeration, guying, staking and other horticulturally appropriate measures.

ADDITIONAL LINKS:

- [City Street Tree Planting Standards](http://library.municode.com/index.aspx?clientId=16606)
[\[http://library.municode.com/index.aspx?clientId=16606\]](http://library.municode.com/index.aspx?clientId=16606)
- [Master Landscape Plan for Scenic corridors](http://san-clemente.org/sc/Inf/Forms/Planning/Download/430503%20Landscape%20Review%20-%20Master%20Landscape%20Plan%20for%20Scenic%20Corridors.pdf)
[\[http://san-clemente.org/sc/Inf/Forms/Planning/Download/430503%20Landscape%20Review%20-%20Master%20Landscape%20Plan%20for%20Scenic%20Corridors.pdf\]](http://san-clemente.org/sc/Inf/Forms/Planning/Download/430503%20Landscape%20Review%20-%20Master%20Landscape%20Plan%20for%20Scenic%20Corridors.pdf)

Urban Design Implementation Measures

PUBLIC PLACES

- 1) Expand and upgrade the City's important public places, giving high priority to urban design and streetscape improvements in the following areas, in no particular order:
 - a. North Beach
 - b. South El Camino Real, between T-Zone and Interstate 5
 - c. Los Molinos
 - d. South El Camino Real, south of Avenida Magdalena

- e. Del Mar/T-Zone
 - f. Pier Bowl
 - g. South El Camino Real, between Interstate 5 and Avenida Magdalena
 - h. Camino de Estrella/Camino de Los Mares
 - i. North El Camino Real
- 2) Update landscape and streetscape plans for the public realm along the entire length of El Camino Real within City Limits. The update should seek to ensure a cohesive and consistent design theme, build on the unique character of different segments of El Camino Real and help strengthen the City's Spanish Village by the Sea identity.
 - 3) Develop a streetscape and public spaces plan and standards for the Del Mar/T-Zone Focus Area (beyond Avenida Del Mar and El Camino Real). The plan should address sidewalk paving and locations, pedestrian access to Avenida Del Mar (refer to Figure LU-4, Del Mar/T-Zone Mixed Use Guide), signage, lighting, bike racks, landscaping, street furniture, news racks and other design features within the public realm.
 - 4) Re-examine public space/outdoor area requirements in the Zoning Ordinance and specific plans to identify opportunities to create new public spaces or expand existing ones and to remove barriers to their implementation, per Implementation Measure #1.

GATEWAYS

- 5) Create a Citywide gateway program to identify and implement gateway improvements.
- 6) Maintain and expand the Wayfinding Sign Program.

COMPATIBILITY

- 7) Review and where appropriate, amend Zoning Ordinance, Design Guidelines and other City standards to allow added flexibility in land uses to respond to changing economic market forces over time.

MAINTENANCE

- 8) Work with neighborhood volunteers to establish a Zero Trash chapter, or similar organization devoted to keeping San Clemente litter free. [[Link to ZeroTrash.org](http://ZeroTrash.org)]
- 9) Establish standards and programs to maintain clean, attractive sidewalks in commercial areas.

ARCHITECTURE AND LANDSCAPE CHARACTER

- 10) Conduct public meetings or design charettes, including community stakeholders, to discuss ways to identify, protect and enhance Downtown Village Character. Based on meeting findings, consider refining and updating the Downtown Vision Statement.

Consider adopting new development regulations such as form-based codes or revised design guidelines to improve the effectiveness and predictability of the design review process and reflect the Downtown Vision Statement.

- 11) Update our Historic Building Survey to include architecturally significant buildings with styles different from Spanish Colonial Revival architecture, including “Post-Modern” and “Mid-Century Modern” architectural designs.
- 12) Update the Design Guidelines and incorporate the Henry Lenny Spanish Colonial Revival Architectural Design Guidelines for Spanish Colonial Revival Architecture.
- 13) Prepare Sign Design Guidelines and incorporate them into the Design Guidelines. Businesses, sign designers, sign manufacturers and other interested parties should be invited to participate in the preparation of the Guidelines and included in information outreach efforts before and after adoption.
- 14) Prepare and adopt Historic Preservation Guidelines describing design methods and standards for development on or adjacent to sites with historic resources.
- 15) We will prepare and adopt urban design guidelines for the South El Camino Real corridor to direct building mass and scale and to allow new three-story buildings or building elements that meet specific standards and that protect designated public view corridors. The Guidelines will allow “Other Spanish” architectural styles in addition to Spanish Colonial Revival, such as Mission, Monterey, Italianate, Tuscan, and include a “Surf Zone” architectural style in the South El Camino Real area, to allow additional design flexibility.
- 16) Update Zoning Code to avoid penalizing commercial developments that include exterior patios, paseos and other similar outdoor use areas by allowing usable outdoor spaces to meet minimum Floor Area Ratio requirements.
- 17) Develop incentives for the use of drought-tolerant and California native species in landscape design.
- 18) Update the West Pico Specific Plan (future Los Molinos Specific Plan) to provide new design guidance for architecture and landscape character.
- 19) Review and update specific plans and Zoning Ordinance as necessary to reflect best practices in architectural design, landscaping and maintenance.

URBAN FOREST/TREES

- 20) Review the standards established by the International Society of Arboriculture and incorporate appropriate standards into a Tree Ordinance. The Ordinance shall consider standards and procedures for tree removal, preservation and maintenance and the establishment of a tree canopy percentage target. The tree ordinance shall include criteria for evaluating potential conflicts which may arise when trees uplift sidewalks or where new sidewalks are being constructed. Potential mitigation may include root

pruning, modification of frontage improvements, root barriers, relocation, and removal and replacement.

- 21) Update the Master Landscape Plan for Scenic Corridors.
- 22) Identify incentives for tree maintenance on private property.
- 23) Update the Tree Inventory and include trees and public landscapes of historic significance.
- 24) In addition to utilizing the existing Master Landscape Plan for Scenic Corridors (which provides policy for specific arterials), the City shall formulate a comprehensive master plan which lists permitted trees in the public rights-of-way for all areas in San Clemente. It will specify species, minimum size, spacing, and irrigation requirements and address considerations for topographical context and public view considerations in hillside neighborhoods. The Master Landscape Plan shall identify consistent tree species for blocks, streets, neighborhood, or districts which provide distinctive identities for these areas.
- 25) New residential, commercial, and industrial development shall be required to install and maintain trees in accordance with this requirement, as implemented through the San Clemente Municipal Code.
- 26) Examine code enforcement procedures and development conditions of approval to ensure appropriate maintenance and preservation of trees on private property and the encroachment of public trees on private property.
- 27) Adopt a citywide street tree maintenance plan, including trimming and pruning procedures, which cultivates the full potential of street trees as providers of shade and designators of key design corridors [Consultant to specify scenic corridors]. Consider folding plan this into one of the master plans or ordinances identified above.
- 28) Examine opportunities for public-private partnerships aimed at expanding the City's tree canopy and preservation of historic trees.

28

29) Streamline Design Review Process

29

30) Development Standards for 3-story; City Council review required

**Table 1
Possible Changes to Policy and Implementation Measures**

No.	Revision	Source/Comments
1	<p>Draft Land Use Element</p> <p>Coastal and Recreation Serving (CRC)</p> <p>1.00-1.50 (with public benefits) FAR[p1]</p> <p>a. → use building materials, colors, and forms which complement the neighborhood, while allowing flexibility for distinguished design solutions; ¶</p>	<p>CDD/“Public benefit” standard no longer used.</p>
2	<p>a. → use building materials, colors, and forms which complement the neighborhood, while allowing flexibility for distinguished design solutions; ¶</p>	<p>CDD/LU-1.05. Emphasize quality design</p>
3	<p>g. → use adequate site landscaping; [T5- this seems vague. Use minimum percentage or state “generous site landscaping.” ¶]</p>	<p>CDD/LU-1.05. Add minimum percentage or other qualifier.</p>
4	<p>i. → Reduce the amount of length and width driveway paving in relation to landscaping. (what does this mean? i.e. no more than one-half of front yard areas shall be paved?)(T3-Clarify)¶</p>	<p>CDD/LU-1.05. Clarification needed.</p>
5	<p>LU-1.06. → Residential Infill. We require that new residential development in existing residential neighborhoods or along commercial corridors be compatible with adjacent structures and land uses existing structures, and require including (T3-Clarify) the: ¶</p>	<p>CDD/Clarification.</p>
6	<p>d. → prevent minimize, to extent practical, [WEC2] adverse impacts on the integrity and continuity of nearby commercial uses by considering the long term needs of commercial and residential uses, such as commercial loading, solid waste and recycling storage, private open space, landscape buffers, noise and odors. ¶</p>	<p>PW/Amend LU-3.05(d) to allow flexibility</p>

<p>7</p>	<p>LU-5.05. → Existing Auto-Related Service and Repair Uses along El Camino Real. We consider auto service and repair uses located along El Camino Real, existing as of the date of adoption of this General Plan, to be conforming land uses and may continue indefinitely [T3-Clarify; not extend beyond term of this GP]. ¶</p>	<p>CDD/General Plan timeframe “indefinitely” too vague.</p>
<p>8</p>	<p>LU-6.02. → New Private and Non-profit Uses. We allow new private and non-profit recreation, cultural, educational, institutional, and health and social service uses in areas designated for commercial or business park uses, and other uses as are identified on the Land Use Plan, provided they are compatible with adjacent uses. (T3-LU-6.02-6.04 are so broad as to give little or no guidance in evaluating land use suitability. Add suitability criteria?) ¶</p>	<p>CDD/direct consultant to provide compatibility standards.</p>
<p>9</p>	<p>¶ LU-7.05. → Bike and Pedestrian Environment. We provide a high quality bicycle and pedestrian environment with “living street [link to Glossary]” designs, consistent landscaping, lighting, sidewalks, traffic calming measures, bikeways and trails, consistent with the Bicycle and Pedestrian Master Plan, Tree Ordinance and Design Guidelines. ¶</p>	<p>CDD/clarification. PW/Difficult to provide “traffic calming measures” on Los Mares; violates MPH.</p>
<p>10</p>	<p>LU-7.06. Design Treatment. Within this area, development projects, including major remodels, shall have a Spanish architectural design, consistent with the Design Guidelines.</p>	<p>CDD/consistency with UDE Element.</p>
<p>11</p>	<p>LU-8.05. Development Monitoring and Maintenance. We monitor development to ensure anticipated Business Park buildout and infrastructure capacities are not exceeded and properties are adequately maintained. [WEC2]</p>	<p>PW/Not clear if City does all of this now. Feasibility and cost unclear.</p>
<p>12</p>	<p>LU-9.05. Transit Opportunities. We require future planning efforts to redevelop the existing Pico Plaza commercial center to reserve an adequate portion of the site to accommodate a transportation center in the event that coastal railroad tracks are relocated inland. [WEC3]</p>	<p>PW/Mechanism and cost for requiring this unclear.</p>

<p>13</p>	<p>LU-10.03. Gateways. We maintain attractive gateways and [WEC4]informational signage signifying arrival to the North Beach/North El Camino Real area at the following locations along North El Camino Real: 1) the northern entrance to North Beach, 2) the historic entryways to Max Berg Plaza Park at El Portal, and 3) the southern entryway to the area at Avenida Palizada.</p>	<p>PW/Need to first fund and build facilities; then fund maintenance.</p>
<p>14</p>	<p>LU-10.08. Maintenance. We ensure the built environment to be clean and well-maintained through coordination with property owners, local businesses and residents and adequately staffed code enforcement.[WEC6]</p>	<p>PW/Flexibility needed; depends on budget impacts and decisions.</p>
<p>15</p>	<p>LU-10.10. Alleys/Paseos. We consider improvements to our alleyways to provide alternative pedestrian and bicycle routes, where appropriate [WEC7]</p>	<p>PW/Most alleys are not suitable pedestrian corridors; do not meet ADA; maintenance minimal due to lack of funding.</p>
<p>16</p>	<p>LU-11.10. Public Spaces and Plazas. We provide public spaces, such as courtyards, plazas paseos and flexible parkway and streets [p8] for community gatherings and civic events through a combination of development standards, incentives and the use of public property (e.g., adjacent to community facilities or the temporary use of Avenida Del Mar).</p>	<p>CDD/Allow for creative design and use of spaces for multiple uses/special events, particularly Downtown where public space is limited.</p>
<p>17</p>	<p>LU-13.05. Views. We prohibit new development that obstructs New development is designed to minimize obstructions of ocean views from public view corridors from the freeway. [WEC9]</p>	<p>PW/No definition of how much ocean views can be reduced if quality development partially obstructs views.</p>
<p>18</p>	<p>LU-13.07. Gateways. We maintain gateways [WEC10] that are designed to be safe for pedestrians, bicyclists and motorists, well landscaped and litter-free. These gateways signify arrival to the Area at the following locations along South El Camino Real: 1) the southern entrance at the freeway off-ramp and Avenida Valencia, 2) Avenida Presidio, the gateway between South El Camino Real and the Del Mar/T-Zone, and 3) the intersection of South El Camino Real and Esplanade, signifying the core neighborhood commercial area.</p>	<p>PW/Need to first fund and build facilities; then fund maintenance.</p>

<p>19</p>	<p>LU-14.02. Architecture at Gateways. We require new development in gateway areas to provide visual screening and/or architectural treatments on all <u>visible</u> sides of buildings [WEC11]to buffer views from adjacent neighborhoods and provide attractive entryways to the Area. We acknowledge and promote the Area’s eclectic, surfing heritage by encouraging a wide range of architectural styles, including “surf culture” architectural style.</p>	<p>PW/Should apply to all visible sides of building? Visible to whom?</p>
<p>20</p>	<p>LU-14.07. Automobile-Related Uses. <i>We support the conversion of nonconforming [link to Zoning Ordinance section regarding nonconforming uses, http://library.municode.com/HTML/16606/level2/TIT17ZO_CH17.72NOSTUS.html#TOPTITLE] automobile-related uses in the area to legal, conforming uses. We prohibit new automobile-related uses and proactively work with property owners of existing auto-related uses to improve their properties’ appearance and compatibility.</i></p>	<p>CDD/Verify consistence with Automobile-Related Land Uses section of LUE.</p>
<p>21</p>	<p>18.1} Consider relocating the sewage treatment plant from the North Beach area-[b7]¶</p>	<p>PW/Relocating sewer treatment simply won’t happen. Delete.</p>
<p>22</p>	<p>Draft Urban Design Element UD-5.15. Usable Outdoor Areas Accessible-Open-space. New buildings and major remodels on Avenida Del Mar and El Camino Real in the Downtown Core should contribute to public and/or private, publicly accessible outdoor areas, such as patios, recessed storefronts, courtyards and balconies that support a variety of activities and contribute to Downtown’s vitality-open-space</p>	<p>CDD/Include usable open space at ground level of three-story developments and ensure third stories achieve purposes other than maximizing FAR (i.e. include articulation and setbacks).</p>
<p>23</p>	<p>UD-5.17. Storefronts. We encourage continuous storefronts in the Downtown Core, with parking access and curb cuts off Avenida Del Mar and El Camino Real discouraged, unless to alternative public access is available.</p>	<p>CDD/Preserve pedestrian emphasis in Downtown Core; minimize new curb cuts but allow them where necessary to avoid forcing lot mergers to secure parking access ways.</p>

<p>24</p>	<p>UD-5.19. → Three-Story Mixed-Use Buildings. · We permit development of three-story, mixed-use buildings in the Avenida Del Mar / Zone Downtown Core (Brian be sure to define “Downtown Core” in the Glossary) where their designs are consistent with adopted standards, reflect high-quality design and materials and reinforce San Clemente’s Spanish Village by the Sea architectural character. · Third story development shall only be allowed only with unique design features that reduce building mass as viewed from the primary public street frontage, using features such as patios, and plazas and varied building setbacks areas. · The intent of a third story is to create design opportunities, fit into the context of built environment, provide opportunities for mixed uses, and to complement downtown’s village character. · It is not intended to maximize site coverage, building floor area, or floor area ratio (FAR). · FAR. · ¶</p>	<p>CDD/Identify requirements for 3-story Downtown MU 3 developments.</p>
<p>25</p>	<p>UD-5.20. → Offset Building Facades. · To prevent “canyonization”. [link to Glossary] in the Downtown Core [p6] and preserve village character, second and third-story building facades shall be horizontally and/or vertically setback, with differential setbacks between adjacent buildings for variety and architectural interest. ¶</p>	<p>CDD/Addresses vertical and horizontal offsets or setbacks to prevent “canyonization.”</p>
<p>26</p>	<p>UD-5.21. → Incentives to Maintain Village Character. · We encourage and provide incentives for the facade remodeling, full remodeling and reuse of one- and two-story buildings in the Downtown Core in a manner that preserves and reinforces Downtown’s pedestrian-oriented Village character. ¶</p>	<p>CDD/Incentives which could be considered include flexible parking requirements or priority permit processing.</p>
<p>27</p>	<p>UD-5.22. → Building Design with Topography. · Building design should consider the interplay of a three-story design with the natural topography, public view corridors (T5-Intent) and existing building profiles so that “canyonization” is avoided. ¶</p>	<p>CDD/GPAC and PC noted that building design should reflect and respond to natural topography to minimize apparent height and scale; protect public views. Would be addressed in new Design Guidelines.</p>
<p>28</p>	<p>29) Review and update the Zoning Ordinance and Design Guidelines to streamline the review process, include parking waivers and other incentives that encourage the rehabilitation and facaded upgrades to one- and two-story buildings in the Downtown Core. · ¶</p>	<p>CDD/Implements Policy UD-5.20 to provide incentives for one- and two-story building remodels in Downtown Core.</p>

<p>29</p>	<p>30) <u>Review and update the Zoning Ordinance and Design Guidelines to require 3-story buildings in the Downtown Core to reflect high-quality design and materials and reinforce San Clemente's Spanish Village by the Sea architectural character. Require a more rigorous discretionary review process for three-story development that is reviewed by the City Council.</u> ¶</p>	<p>CDD/ Implements Policy UD-5.18; requires City Council approval of three-story developments.</p>
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ATTACHMENT 4



PUBLIC HEARING DRAFT CENTENNIAL GENERAL PLAN

PROPOSED LAND USE CHANGES
MAY 9, 2013

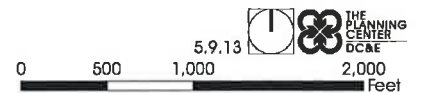
PROPOSED GENERAL PLAN LAND USE

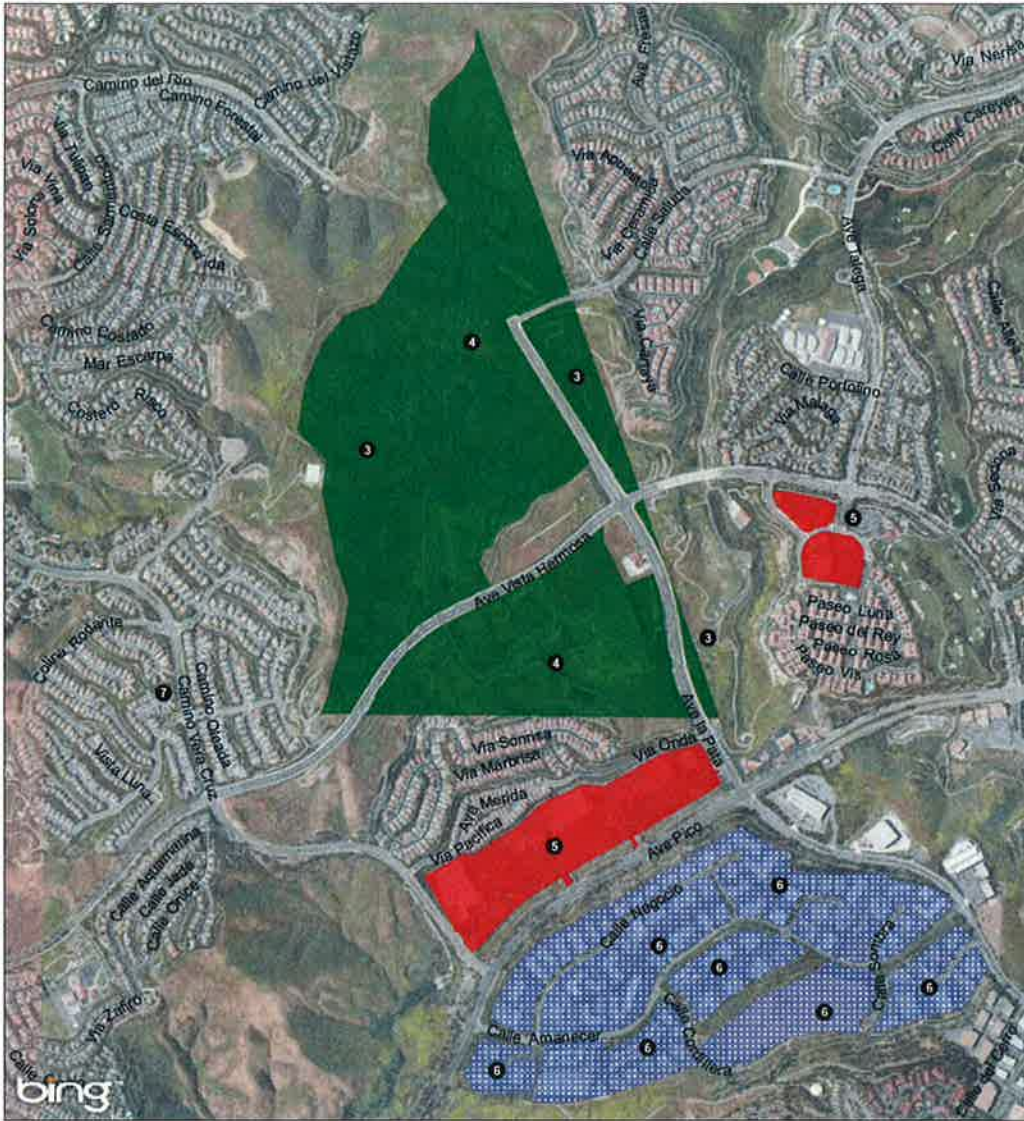
- Very Low Density Res. 1 DU/20 AC
- Low Density Res. 7 DU/AC
- Medium Low Density Res. 10 DU/AC
- Medium Density Res. 24 DU/AC
- High Density Res. 36 DU/AC
- Mixed Use
- Regional Commercial 0.50 FAR
- Community Commercial 0.50 FAR
- Neighborhood Commercial
- Light Industrial 0.50 FAR
- Light Industrial 0.75 FAR
- Heavy Industrial 0.75 FAR
- Civic Center
- Institutional
- Public
- Coastal and Recreation Serving
- Open Space- Publicly Owned
- Open Space- Privately Owned

Overlays

- Mixed Use Overlay (1.0 F.A.R.)
- Professional Business Overlay (0.75 F.A.R.)
- Medical Office Overlay (0.75 F.A.R.)

- 1** Land Use change in Proposed Land Use Plan
- 2** Additional Land Use change to be considered during public hearing process





PUBLIC HEARING DRAFT CENTENNIAL GENERAL PLAN

PROPOSED LAND USE CHANGES
MAY 9, 2013

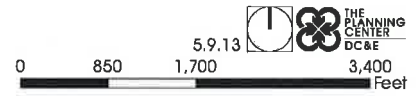
PROPOSED GENERAL PLAN LAND USE

- Very Low Density Res. 1 DU/20 AC
- Low Density Res. 7 DU/AC
- Medium Low Density Res. 10 DU/AC
- Medium Density Res. 24 DU/AC
- High Density Res. 36 DU/AC
- Mixed Use
- Regional Commercial 0.50 FAR
- Community Commercial 0.50 FAR
- Neighborhood Commercial
- Light Industrial 0.50 FAR
- Light Industrial 0.75 FAR
- Heavy Industrial 0.75 FAR
- Civic Center
- Institutional
- Public
- Coastal and Recreation Serving
- Open Space- Publicly Owned
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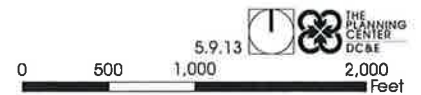
PROPOSED GENERAL PLAN LAND USE

- Very Low Density Res. 1 DU/20 AC
- Low Density Res. 7 DU/AC
- Medium Low Density Res. 10 DU/AC
- Medium Density Res. 24 DU/AC
- High Density Res. 3.6 DU/AC
- Mixed Use
- Regional Commercial 0.50 FAR
- Community Commercial 0.50 FAR
- Neighborhood Commercial
- Light Industrial 0.50 FAR
- Light Industrial 0.75 FAR
- Heavy Industrial 0.75 FAR
- Civic Center
- Institutional
- Public
- Coastal and Recreation Serving
- Open Space- Publicly Owned
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Overlays

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MAY 9, 2013

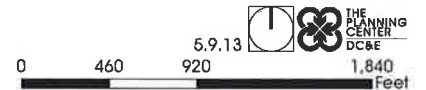
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- Low Density Res. 7 DU/AC
- Medium Low Density Res. 10 DU/AC
- Medium Density Res. 24 DU/AC
- High Density Res. 36 DU/AC
- Mixed Use
- Regional Commercial 0.50 FAR
- Community Commercial 0.50 FAR
- Neighborhood Commercial
- Light Industrial 0.50 FAR
- Light Industrial 0.75 FAR
- Heavy Industrial 0.75 FAR
- Civic Center
- Institutional
- Public
- Coastal and Recreation Serving
- Open Space- Publicly Owned
- Open Space- Privately Owned

Overlays

- Mixed Use Overlay (1.0 F.A.R.)
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- Medical Office Overlay (0.75 F.A.R.)

- 1 Land Use change in Proposed Land Use Plan
- 2 Additional Land Use change to be considered during public hearing process



LIST OF POTENTIAL LAND USE CHANGES

● **Land Use Changes included in Proposed Land Use Plan:**

1. Creates new Medical Office Overlay south of Interstate 5 that increases the maximum floor area ratio (FAR) for areas designated Community Commercial from 0.50 to 1.00 north of Camino Mira Costa and 0.75 to the south to accommodate medical office expansion with supporting retail. Underlying Community Commercial land use designation remains in place to allow current uses and standards to continue.
2. Changes land use designation from Commercial (Coastal and Recreation Serving), which allows hotel and ancillary facilities, to Medium Density Residential to help meet state-mandated housing element requirements.
3. Renaming of Open Space land use designations. Zoning districts and allowable uses will not change.
4. Changed designation from Public to Open Space-Publicly Owned to better reflect current or intended use.
5. Changed designation from Mixed Use to Community Commercial to reflect existing uses.
6. Increases the maximum FAR from 0.50 to 0.75 to accommodate new and expanded businesses and provide additional employment opportunities.
7. No land use change. Technical cleanup of parcel data.
8. Changed from Regional Commercial to Community Commercial to reflect the existing land use.
9. Added Professional Business Overlay on top of Community Commercial land use designation in the area adjacent to I-5. Addition would allow a shift of primary uses from retail to office, allow for an institutional campus anchor, concentrate retail uses along Pico, and increase the maximum FAR to 0.75 and would require a specific plan or similar master planning tool. Current allowable uses and development standards apply for underlying land use designation.

New Land Use Element also requires future development in this area to include potential for a future rail transit station and to ensure consistency with the affordable housing overlay identified in the Housing Element.

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10. Creates a Mixed Use Overlay for a portion of the site on Calle Lago to allow for a horizontal or vertical mix of commercial and residential uses while allowing industrial uses per the underlying Industrial land use designation.
11. Changed from Industrial 2 to Open Space-Publicly Owned to reflect existing and intended use.
12. Changed from Industrial 3 to Open Space-Publicly Owned to reflect existing and intended use.
13. Renaming of Mixed Use land use designations. Allowable uses and standards are not intended to change.
14. Renaming of Mixed Use land use designations. Allowable uses and standards are not intended to change. General Plan will provide greater flexibility for uses not located along El Camino Real or Avenida del Mar. GPAC has recommended limiting the number of stories along El Camino Real and Avenida del Mar to 2 stories. Planning Commission recommends leaving current General Plan policies about the number of stories in place.
15. Renaming of Mixed Use land use designations. Allowable uses and standards are not intended to change.
16. Renaming of Mixed Use land use designations. Allowable uses and standards are not intended to change.
17. Changed from Mixed Use to Open Space-Publicly Owned to reflect existing and intended use.
18. Changed from Mixed Use to Public land use designation to reflect existing and intended use.
19. Removes Mixed Use designation from the east side of Coronado Lane to reflect current residential uses.
20. Changed from Mixed Use to Residential Medium Density to reflect existing land uses.
21. Changed from Residential Medium Density to Mixed Use designation at El Portal to allow horizontal or vertical mix of commercial and residential uses.

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22. Provides Mixed Use designation (changed from Neighborhood Commercial) on the west side of El Camino Real to encourage the horizontal and vertical mix of residential, retail, and office uses, and maximize views of the Pacific Ocean while preserving public views from Interstate 5.
23. Changed from Neighborhood Commercial to Residential Medium Density to reflect existing land uses.
24. Changed from Open Space-Privately Owned to Open Space-Publicly Owned for accuracy.
25. Changed from Residential High Density to Public to reflect existing land use.
26. Changed from Residential Low Density to Community Commercial with Professional Business Overlay to reflect current land use and to further the intent of the Overlay as described in #9 above.
27. Changed from Residential Low Density to Open Space-Privately Owned to reflect existing land use.
28. Changed from Residential Low Density to Residential Medium Density to reflect existing land use.
29. Changed from Residential Medium Density to Neighborhood Commercial to reflect existing land use.
30. Changed from Right-of-Way (ROW) to Mixed Use 3.1 to reflect intended land use.
31. Increased FAR from 0.35 to 0.50 for Neighborhood Commercial land use designation along North El Camino Real.

● **Additional Land Use Changes to be considered during public hearing process (not currently reflected on Proposed Land Use Plan):**

1. Additional change would consider Residential High Density at property owner's request.
2. Additional change would add Affordable Housing Overlay on top of current Institutional land use designation.

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3. Additional change would consider Mixed Use Designation at 1300 N. El Camino Real instead of Neighborhood Commercial with Affordable Housing Overlay, per property owner's request.
4. Additional change would consider Residential Medium Density with Affordable Housing Overlay instead of Residential Low Medium.
5. Additional change would consider Residential Medium Density with Affordable Housing Overlay instead of Civic (CVC).
6. Additional change would consider Residential Medium Density designation instead of Mixed Use to reflect existing use.
7. Additional change would consider Mixed Use Designation at 910 and 918 S. El Camino Real instead of Neighborhood Commercial per property owner's request.



GENERAL PLAN GUIDING PRINCIPLES (June 25, 2010)

Preamble

The development of the city's General Plan is guided by a set of principles that express what is most important to the San Clemente community. These principles reflect our community's fundamental values—the beach and ocean, small town feel, the natural environment, fiscal sustainability, and historic architecture/preservation, among others—and underscore both the challenges and opportunities for sustaining the city's vitality and prosperity for future generations. As a practical matter, the principles operate as reference points—the overarching rationale—for the Plan's specific goals and policies.

Guiding Principles

Small-Town Feel. Maintain San Clemente's small-town feel: where neighbors know neighbors and merchants, the scale of the built environment does not overwhelm, and the downtown "T-Zone"—the heart of the Spanish village by the sea—is everybody's neighborhood.

Arts/Culture. Celebrate and cultivate San Clemente's surf, beach, and arts culture, through community events, preservation of landmarks, and support of the arts community.

Public Safety. Maintain and enhance personal safety (real and perceived), and maintain preparedness for catastrophic events.

Beach and Ocean. Protect and create spaces and places to enjoy a memorable beach experience on and off the sand.

Education and Information. Seek out and provide a state-of-the-art, comprehensive life-long learning and information environment.

Mobility. Develop and maintain programs and efficient connective transportation networks (e.g., pathways, trails, roads, transit, and telecommuting) that satisfy competing needs for the movement of people and goods.

Natural Environment. Preserve and enhance natural resources and open space, prevent and reduce pollution, and protect the public's vistas of and access to coastal, hillside, and canyon lands.

Fiscal Sustainability. Practice economically and fiscally responsible municipal decisionmaking to avoid shifting today's costs to future generations.

Economic Prosperity. Promote economic growth and prosperity that leverages our local assets and complements our other guiding principles.

Historic Architecture/Preservation. Preserve and restore historic resources to showcase the city's authentic, local identity and catalyze economic activity.