



STAFF REPORT SAN CLEMENTE PLANNING COMMISSION

May 1, 2013

PLANNER: Jeff Hook, Principal Planner

SUBJECT: Introduction to the Public Hearing Draft Centennial General Plan: Review Draft Plan status, organization, review strategy and schedule, and policy wording, including the use of mandatory versus permissive general plan language.

BACKGROUND

This is the first in a series of Planning Commission meetings on the Public Hearing Draft Centennial General Plan ("Draft"), **Attachment 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.

Tonight's meeting marks the public release of the Draft. Starting on May 15, 2013, the Commission will begin reviewing draft goals, policies and programs and may change, delete or add language in 12 General Plan chapters, or "elements." The elements address a wide range of issues, such as Land Use, Mobility and Complete Streets, Beaches Parks and Recreation and Safety. Once adopted, the Centennial General Plan will help guide public and private decisions regarding land use, fiscal issues, capital improvements, public safety and many other important aspects of San Clemente's character and quality of life through 2028. 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>.

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,

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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 will be presented to the Commission when it begins its review of policies and programs on May 15th to allow full and open review and discussion.

DISCUSSION

Introduction to the Draft. This draft is the product of over two years of GPAC and Planning Commission work on a "Preliminary Draft" General Plan. It consists of 12 chapters, or "elements" on broad planning topics, each with several sections covering goals and policies to guide decision-making. Each element also includes a section on "Implementation Measures" that identifies actions the City will take to carry out the goals and policies of the General Plan. Note that this Draft is still a "working draft" and subject to changes as it goes through the public hearing process. An environmental impact report is being prepared to evaluate potential environmental effects of the Plan and this is anticipated to be publicly available in mid-June. A Draft Climate Action Plan and Draft Bicycle and Pedestrian Master Plan were endorsed by GPAC and the Planning Commission and will also be considered by the Commission as part of any final action on the Draft General Plan.

Review Strategy. 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. The Draft combines all elements into one document, which facilitates policy comparisons within *and across* elements to ensure internal consistency and to verify that the City's original goals of the new General Plan are addressed. Commission will begin reviewing goals, policies and programs on May 15th. In the meantime, here are staff's suggested areas to focus your initial review:

- 1) Does the Draft address key questions or objectives that the new General Plan was intended to address, as outlined in **Attachment 2**?
- 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) What additional changes are needed, if any?

Staff anticipates that the Commission will complete its review of the Draft at four meetings:

- May 15 special meeting: review Land Use, Urban Design, Historic Preservation and Economic Development elements;
- June 11th special meeting: review Mobility and Complete Streets, Beaches Parks and Recreation, Natural Resources and Coastal elements;

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- June 19th regular meeting: review Safety, Public Services Facilities and Utilities, Growth Management, and Governance elements;
- 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.

Policy Wording and Style Guide. With so many levels of review and groups involved in providing input to the Draft, it's not surprising that there is a variety of wording styles and approaches used in the Draft. One of the key issues is when to use mandatory policy language such as "shall" or "will", and when to use more permissive language such as "should" or "where appropriate." Staff identified a number of policies in which more flexible, permissive language may be desirable. The attached memo, **Attachment 3**, provides examples and discusses pros and cons of various approaches. Staff will provide additional background at the meeting and ask the Commission to consider how to balance the desire for certainty with the need for flexibility, given that the General Plan must address a very broad range of actions and issues over a 15-20 year period. Staff has also attached a style guide and excerpt from the California State Office of Planning and Research's "General Plan Guidelines" that also address this issue, **Attachment 4**.

Web-Based General Plan. One important aspect of the Centennial General Plan is that it is intended to be entirely web-based. At its April 17, 2013 meeting, the Commission raised a number of questions about how the web-based Plan will look and work. Staff met with the Consultant and the City's Information Technology section to address those questions. Commissioner Ruehlin also attended and provided valuable input. One of the key suggestions that all agreed was desirable was for the Commission to appoint an ad-hoc committee of two members to work with staff and the consultant to help improve and refine the web-based General Plan. This is expected to involve two, possibly three informal, working meetings before the Plan is finally adopted. Staff recommends the Commission appoint two members to serve on the committee.

ATTACHMENTS:

1. Public Hearing Draft Centennial General Plan, May 1, 2013
2. Summary of "General Plan Issues", September 16, 2010
3. General Plan Policies wording, from Jim Holloway, Community Development Director
4. Writing Guide and Excerpt from OPR's "General Plan Guidelines"



City of San Clemente
Public Hearing Draft
CENTENNIAL GENERAL PLAN

MAY 1, 2013

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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>]
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- [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>]-delete after adoption of GP
- Specific Plans [<http://san-clemente.org/sc/standard.aspx?pageid=443>]
- San Clemente Vision and Strategic Plan [<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,

Table LU-1 General Plan Land Use Designations Summary Table			
			cultural facilities and eating and drinking uses
Community Serving (CC)	CC 1: 0.50 FAR CC 2: 0.75 FAR	No change 0.50 FAR (except for hospital 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	No change	A vertical or horizontal mix of Neighborhood Serving (NC), Community Serving (CC), and

Table LU-1 General Plan Land Use Designations Summary Table			
	residential >24.0–36.0 dwelling units per acre		multifamily housing
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	

Table LU-1 General Plan Land Use Designations Summary Table			
Coastal (-CZ)	As specified in underlying land use designation.	No change	Refer to goals and policies of 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:

- 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;
- 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
- 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.

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]

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
- 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.

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]
- [Talega 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>]
- [West Pico Specific Plan](#) [<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.
- 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.

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.

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.

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.

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.

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.

- 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.

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.

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.
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.

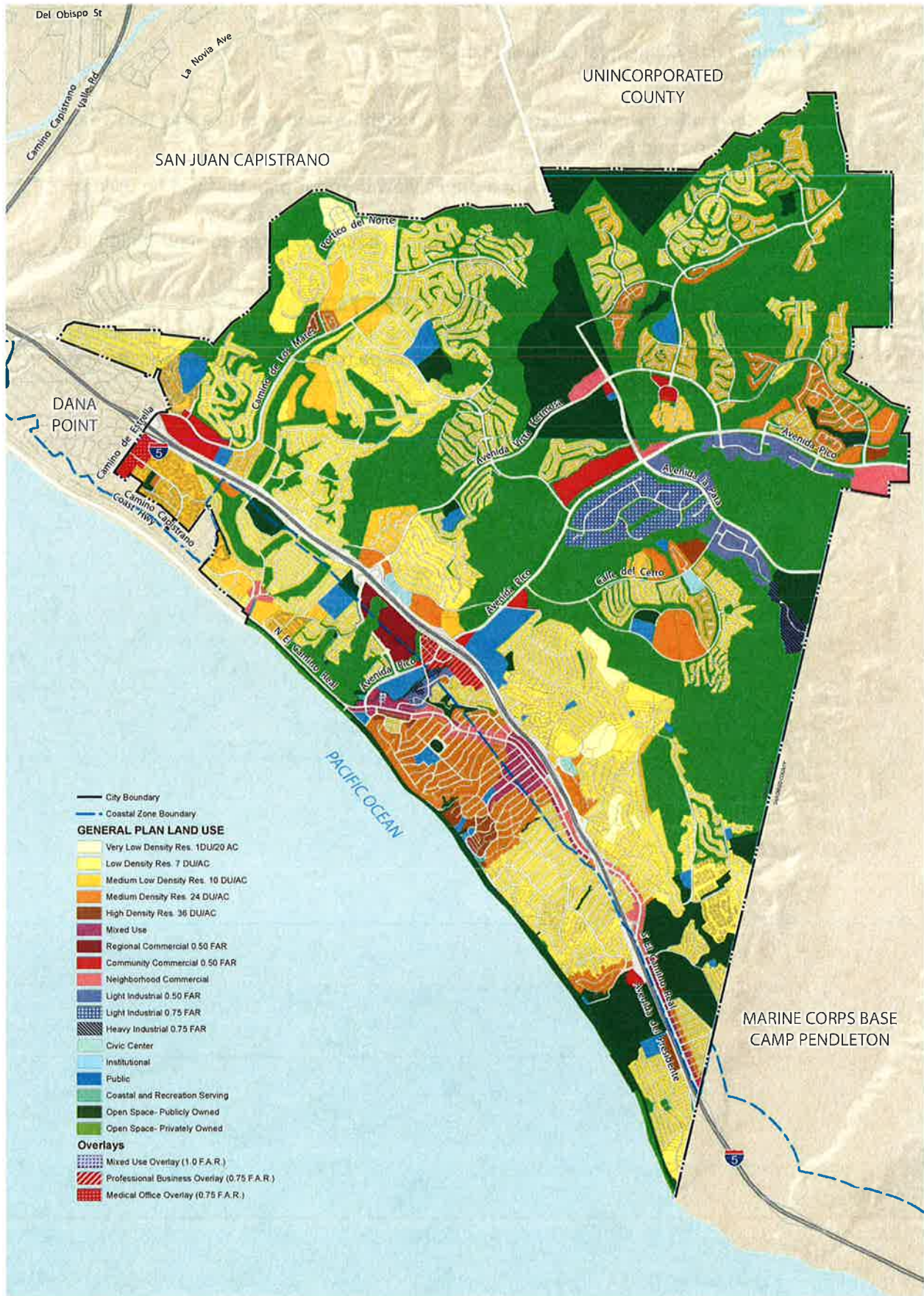



Figure LU-1
LAND USE MAP

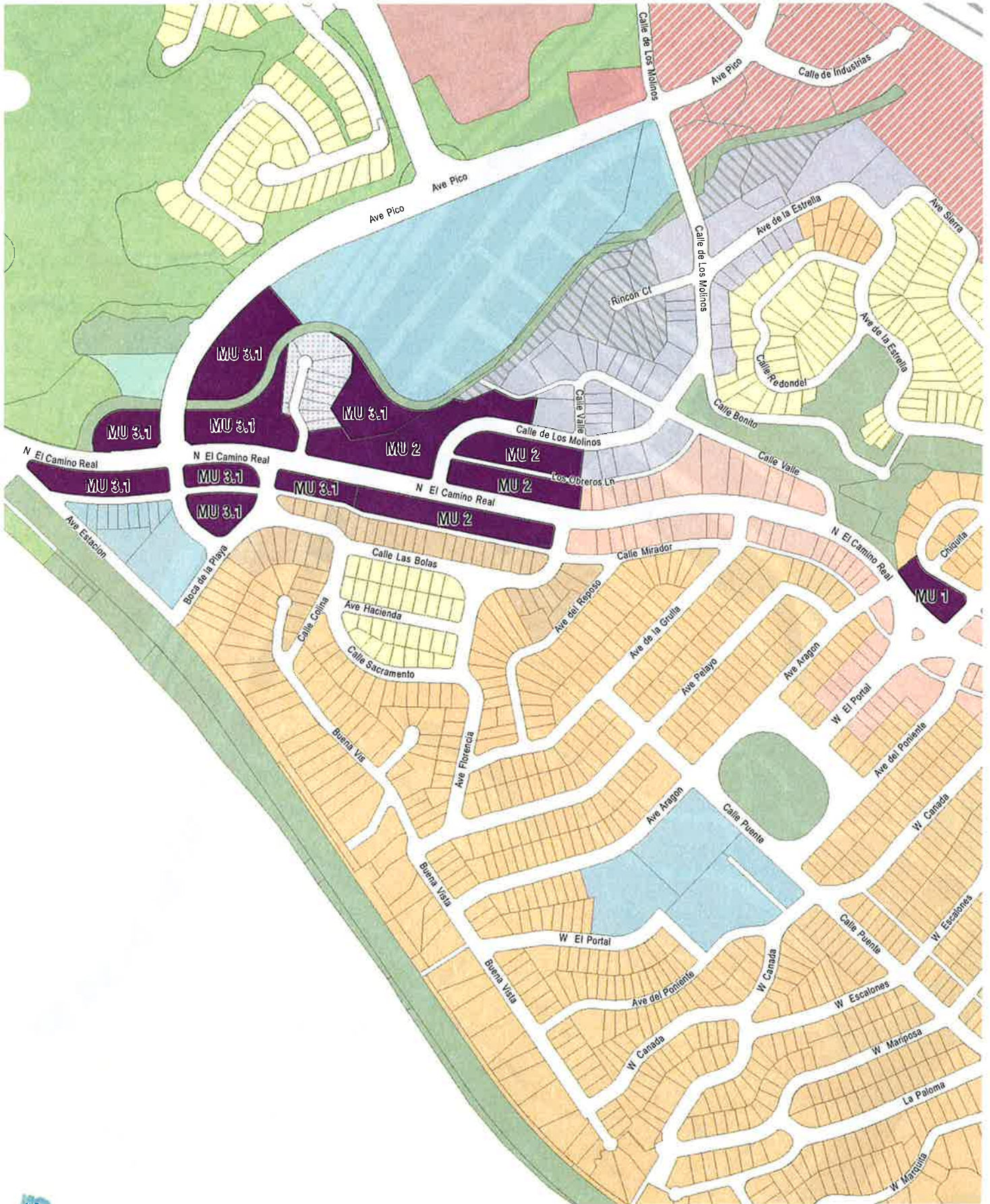
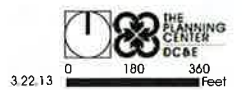


Figure LU-2A
MIXED USE AREAS (North Beach/N.El Camino Real)



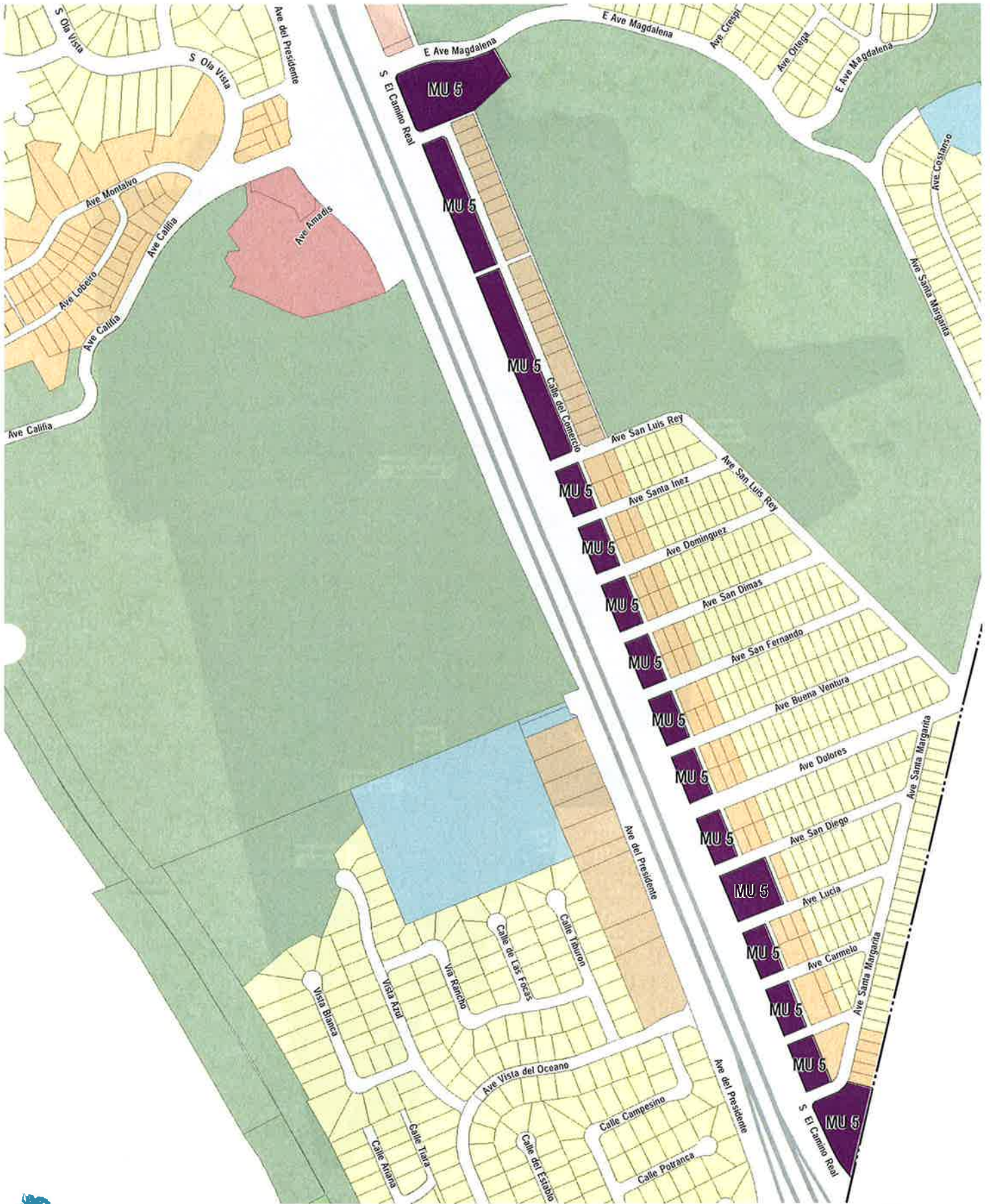


Figure LU-2C
MIXED USE AREAS (S.El Camino Real, East of Interstate 5)

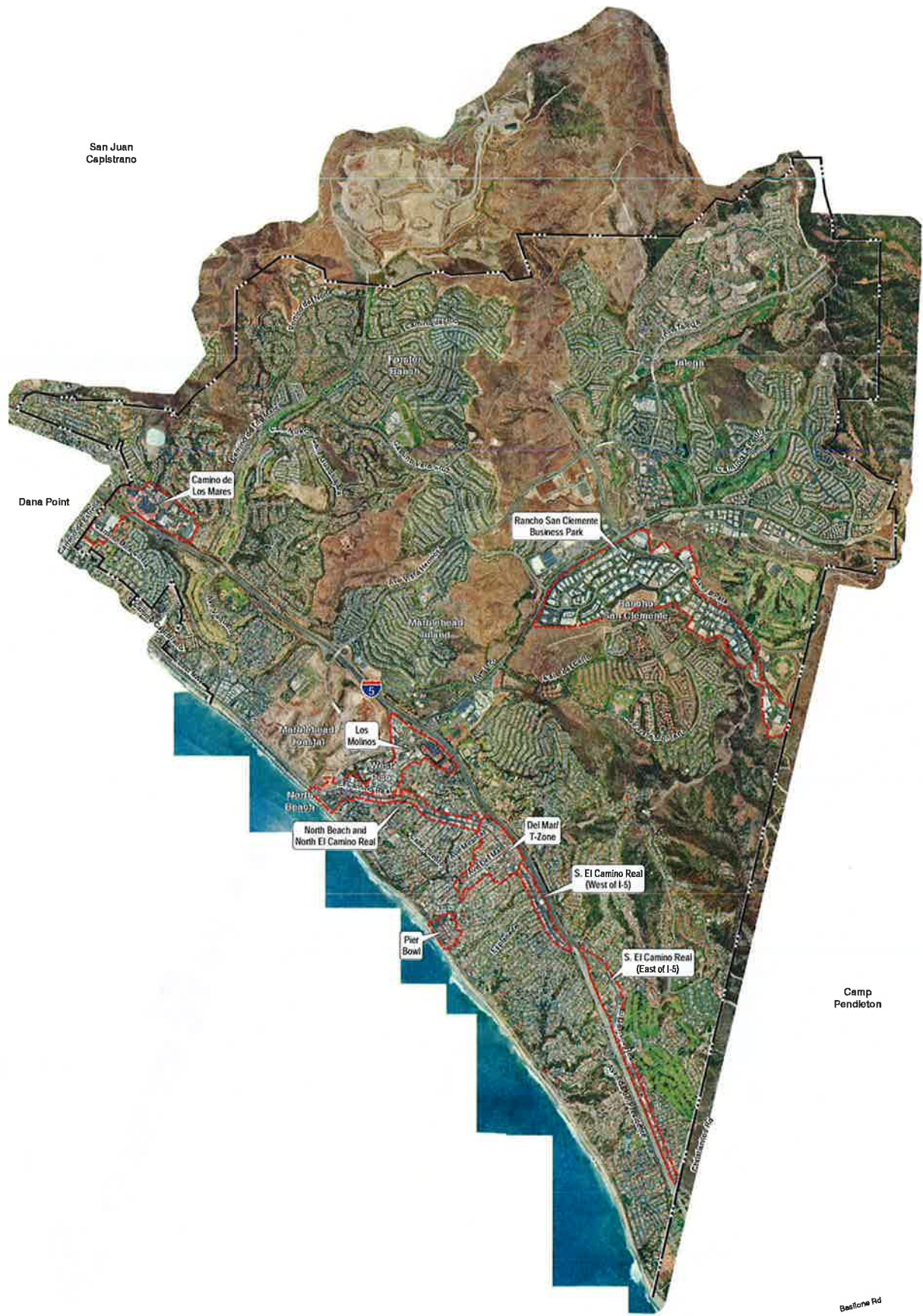
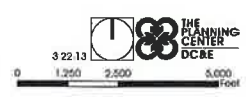



Figure LU-3
FOCUS AREAS



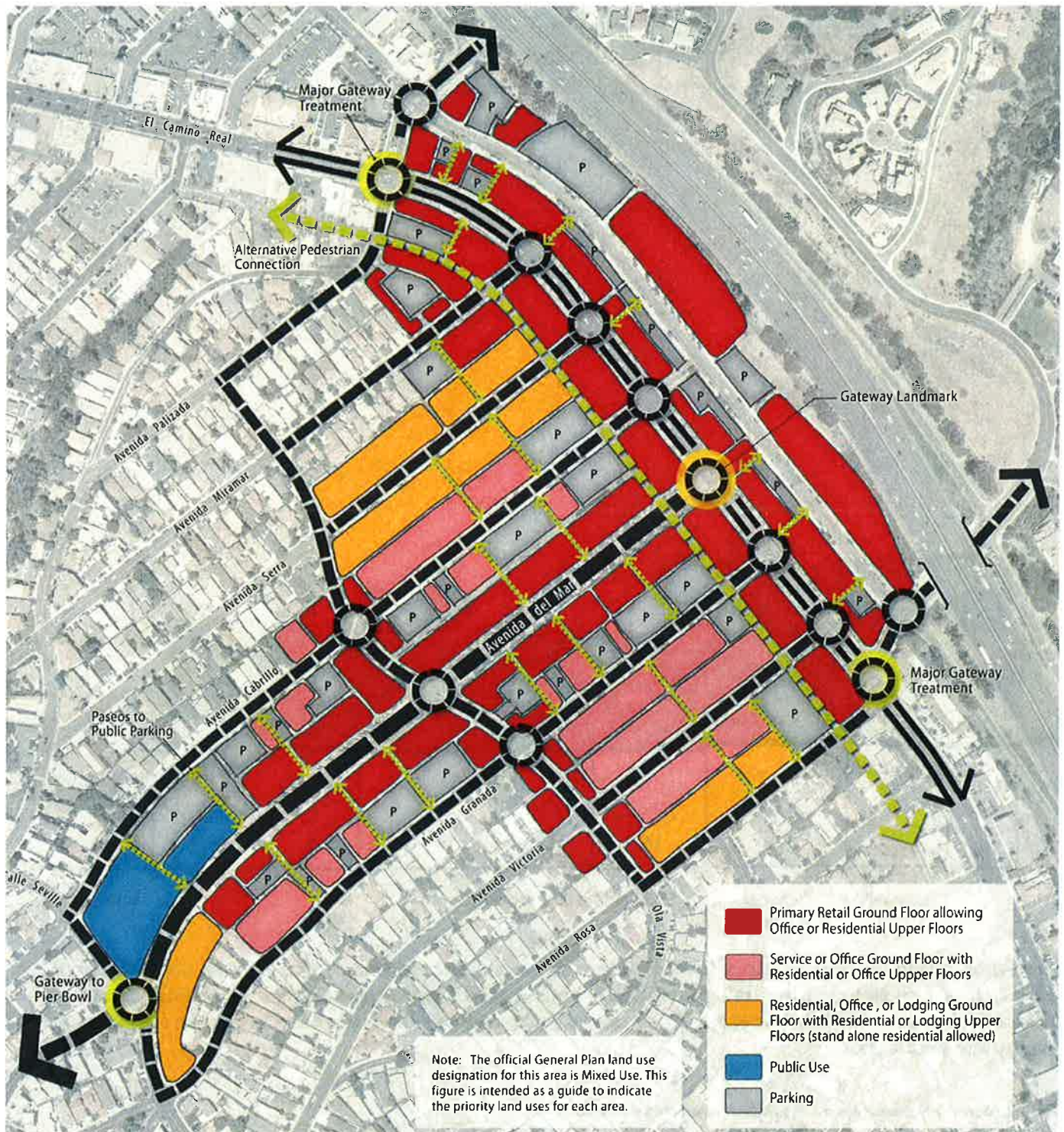
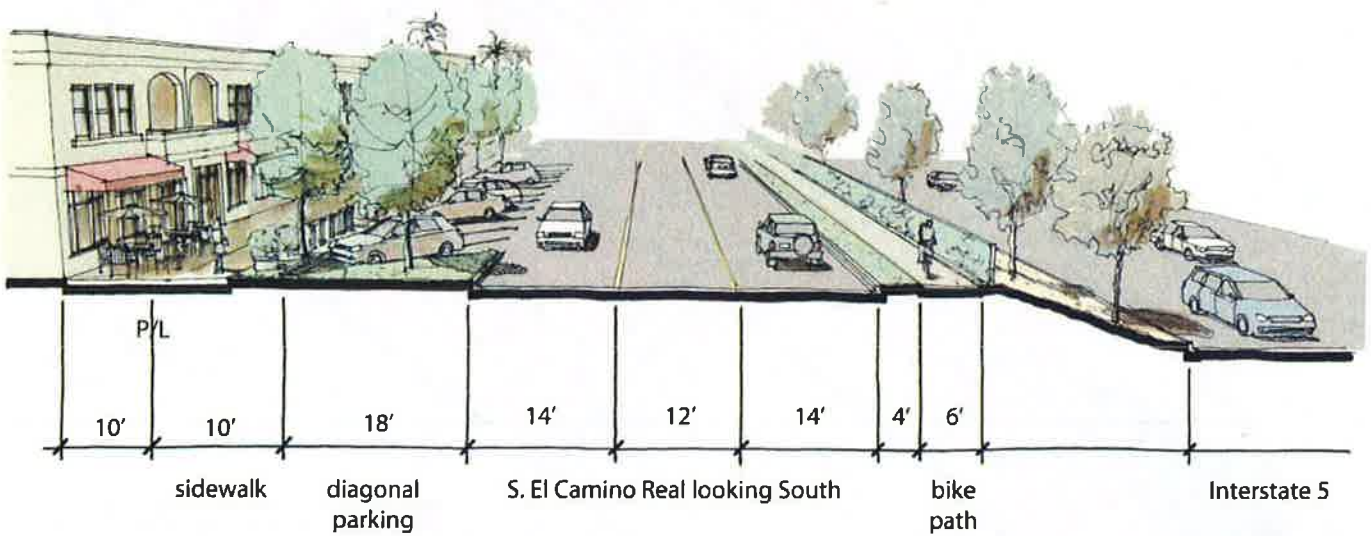


Figure LU-4
DEL MAR/T-ZONE MIXED USE GUIDE



Several streetscape improvements are proposed. Providing greater sidewalk space will allow outdoor dining to flourish, diagonal parking will reduce the need for on-site parking, and creating a designated bike path will provide safe passage for the cycling community, including those coming and going from the beach. The overall goal of these changes is to energize the corridor, make it safer for all modes of transport, and foster a unique sense of place.

Note: This figure is only a concept and does not prescribe specific improvements.



Figure LU-5
DESIGN CONCEPT (S.El Camino Real, East of Interstate 5)

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, 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. As such, 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 [\[link to this focus area page\]](#), 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., architecture, landscaping, signage, lighting, streetscape furniture, hardscape materials, etc.) to reflect San Clemente's Spanish Village by the Sea architectural character, unless otherwise specified in the Design Guidelines, Focus Area goals and policies (e.g., Los Molinos or Surf Zone areas, which 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 require 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 practical, we ensure that street-facing parking spaces and parking lots are visually screened with landscaping and/or architectural treatments.
- 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*.”
- 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.

**For purposes of the San Clemente Centennial General Plan, “sensitive uses” include but are not necessarily limited to: schools, hospitals, rest homes, long-term care facilities, mental care facilities, residential uses, places of worship, libraries, and passive recreation areas.*

ADDITIONAL LINKS

- [Zoning Code](#)
[<http://library.municode.com/index.aspx?clientId=16606&statelId=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/) 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.

GOAL:

Create and maintain a unique atmosphere and historic identity as "the Spanish Village by the Sea" where development exhibits 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-1.12. ***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-1.13. ***Three-Story Development.*** Three-story developments shall include public open space 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-1.14. ***Accessible Open Space.*** New buildings and major remodels [Consultant to define "major remodel"] on Avenida Del Mar and El Camino Real in the "T-Zone" should contribute to public and private, publicly accessible open space.

- UD-1.15. **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.
- UD-1.16. **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-1.17. **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-1.18. **Other Spanish Architecture.** We require that new buildings 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-1.19. **Los Molinos and the Surf Zone*.** We encourage the use of diverse architectural styles that reflect the eclectic character and local context of these areas. Emphasis shall be placed on quality design and building materials per the Zoning Code and Design Guidelines.
- UD-1.20. **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-1.21. **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-1.22. **Three-Story Mixed Use Buildings.** We permit development of three-story, mixed-use buildings 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.
- UD-1.23. **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.
- UD-1.24. **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.

UD-1.25. **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.

UD-1.26. **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. This includes new and existing commercial centers in these areas: 1) Pico Plaza/Pico Corridor, 2) Los Mares, and 3) Shorecliffs.

UD-1.27. **Building Remodels.** 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-1.28. **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-1.29. **Landscaping Plans.** We require that development projects subject to discretionary review submit and implement a landscaping and irrigation plan.

UD-1.30. **Landscape Maintenance.** We require property owners to properly maintain vegetation on developed sites, remove and abate weeds, and replace unhealthy or dead landscape plants.

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.

* “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>]
- Rancho San Clemente Specific Plan [<http://san-clemente.org/sc/standard.aspx?pageid=443>]
- Talega 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>]

**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 Public Landscape.** We require that historically significant public landscapes, as identified in the City's Tree Inventory, are designated as historic resources and are preserved.
- 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. Careful placement of trees can achieve the desired goal without interruption of significant public views.

UD-6.07. **Native Trees.** We encourage planting trees native to coastal Southern California where they are visually, horticulturally and ecologically appropriate, such as Coast Live Oak and California Sycamore.

UD-6.08. **Tree Preservation.** We make every effort to preserve mature trees where possible by modifying street improvements or through proper horticultural methods before considering tree removal.

ADDITIONAL LINKS:

- [City Street Tree Planting Standards](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>]

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 for the entire length of El Camino Real within City Limits to ensure a cohesive and consistent design theme, while building on the unique character of different segments of El Camino Real thereby strengthening the City's identity as the Spanish Village by the Sea.
- 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]
- 9) Establish standards and programs to maintain clean, attractive sidewalks in commercial areas.

ARCHITECTURE AND LANDSCAPE CHARACTER

- 10) Conduct public meetings or design charrettes, including community stakeholders, to discuss ways to identify, protect and enhance Downtown Village Character. Based on meeting findings, 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.
- 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 and will involve business, sign designers and manufacturers in their preparation and provide follow-up education.

- 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 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 private view considerations in hillside neighborhoods. The plan will identify consistent tree species for blocks, streets, neighborhood, or districts which provide distinctive identities for these areas. New residential, commercial, and industrial development shall be required to install and

maintain trees in accordance with this requirement, as implemented through the City's municipal code.

- 25) 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.
- 26) 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.
- 27) Examine opportunities for public-private partnerships aimed at expanding the City's tree canopy and preservation of historic trees.




Figure UD-1
GATEWAYS

Historic Preservation Element

Incorporated in 1928, the City of San Clemente was among the first master planned communities in the U.S. built from open grazing land. Before erecting a single structure on the rolling coastal hills, the City's founder, Ole Hanson, laid out a detailed plan, based on his vision of a Spanish Village by the Sea. His plan was to create a town which followed the Spanish Colonial Revival architectural style and which promoted the area's natural gifts and recreational opportunities. It included restaurants, a clubhouse, residences, public parks, a public pool, a fishing pier, and even equestrian trails. This was truly a vision of a place which celebrated beauty, mild Mediterranean climate and its stunning coastal setting.

Over time, Hanson's carefully planned "Village" grew and changed, often in a manner that contrasted sharply with Hanson's Vision. By the 1980s, the City had already lost several Hanson-era buildings and citizens were beginning to recognize the value of its historic buildings. The City's 1982 General Plan first recognized the importance of maintaining San Clemente's historic image as the "Spanish Village by the Sea", and the 1993 General Plan established the framework for a new historic preservation program.

San Clemente strengthened its commitment to the restoration and preservation of historical resources in 1996 when it became a [Certified Local Government](http://www.nps.gov/history/hps/clg/) pursuant to the [National Historic Preservation Act](http://www.achp.gov/nhpa.html). In 2006, San Clemente was federally recognized as a [Preserve America City](http://www.preserveamerica.gov/). The City's Cultural Heritage Subcommittee of the Planning Commission advises citizens, City advisory bodies and the City Council on historic and cultural preservation matters. The City maintains a [Designated Historic Resources List](#) and a [Landmark List](#) that identify historic buildings, features, sites and districts worthy of preservation. The City offers incentives for historic preservation, such as special zoning standards for historic buildings and the [Mills Act](http://ohp.parks.ca.gov/?page_id=21412) Program. Historic properties are protected through the review and issuance of [Cultural Heritage Permits](http://san-clemente.org/sc/Services/Planning/HistoricPreservation/CHP.pdf).

San Clemente citizens recognize the value of preserving their heritage through the Cultural Resource Preservation Element's goals, policies and related implementation measures. While there is value in preservation for preservation's sake, historic preservation benefits extend to the community's economic and physical well-being. San Clemente's historic and cultural resources are major components of the community's quality of life and critical to the City's ability to attract residents, businesses and visitors.

PRIMARY GOAL:

To preserve, rehabilitate, restore and adaptively reuse buildings, features, sites, and districts with archaeological, historical, architectural, or cultural significance to San Clemente.

SECONDARY GOALS:

1. Use Historic Preservation as a tool to foster tourism and local economic development.
2. Recognize Historic Preservation as a form of sustainable development by supporting adaptive reuse of historic buildings.
3. Recognize historic and cultural resources as essential aspects of the City's character and heritage.
4. Provide incentives to encourage historic preservation.

GOAL AND POLICY SECTIONS:

1. Heritage Promotion
2. Historic Preservation Standards and Regulations
3. Preservation Incentives
4. Historic Preservation for Economic Development
5. Historic Preservation Implementation Measures

ADDITIONAL LINKS

- History of San Clemente [<http://san-clemente.org/sc/standard.aspx?pageid=68>]
- Historic Resources Survey [<http://san-clemente.org/sc/Services/Planning/HistoricPreservation/HistoricSurvey.pdf>]
- Historic Preservation and Sustainability Brochure [<http://san-clemente.org/sc/Services/Planning/HistoricPreservation/Sustainability.pdf>]
- Cultural Heritage Permits [<http://san-clemente.org/sc/Services/Planning/HistoricPreservation/CHP.pdf>]
- National Historic Preservation Act [<http://www.achp.gov/nhpa.html>]
- Mills Act [http://ohp.parks.ca.gov/?page_id=21412]
- Certified Local Government Program [<http://www.nps.gov/history/hps/clg/>]
- State Office of Historic Preservation [<http://www.ohp.parks.ca.gov/>]
- Preserve America City [<http://www.preserveamerica.gov/>]

Heritage Promotion

Historic preservation is more than preserving or reusing historic buildings. In San Clemente, it is also about creating a preservation ethic, communicating how preservation enriches our lives and sharing our legacy with future generations. Historic preservation is a lasting form of community development which allows citizens and visitors to appreciate our rich history.

The General Plan seeks to provide the foundation for partnering with private and non-profit organizations, individuals and other public agencies to promote and educate the public about San Clemente's heritage.

GOAL:

To preserve and enhance San Clemente's rich and celebrated heritage to serve as a focal point for civic pride and identity.

POLICIES:

HP-1.01. **Historic Preservation Program.** We maintain and continue to implement a comprehensive, citywide, historic preservation program.

HP-1.02. **Historic Resources Survey.** We maintain an up-to-date historic resources survey, seek designation of new historic resources and apply historic preservation policies to the resources identified on the Designated Historic Landmarks and Resources Lists to increase awareness and protection of historic sites.

HP-1.03. **Preserve America and Certified Local Government.** We promote San Clemente as a [Preserve America City](http://www.preserveamerica.gov/) [http://www.preserveamerica.gov/] and [Certified Local Government](http://www.nps.gov/history/hps/clg/) [http://www.nps.gov/history/hps/clg/].

HP-1.04. **Education.** We conduct City sponsored programs to educate property owners, land developers, construction personnel and City staff on the importance of historical resources and the legal framework for their protection. We also support the preparation of educational materials to be made publicly available.

HP-1.05. **Schools.** In collaboration with our non-profit partners, we encourage local schools to integrate local and architectural history into their curricula and resources.

Historic Preservation Standards and Regulations

The City of San Clemente applies local, state and federal regulations to help achieve the community's historic preservation goals. The City sets a positive example by preserving, rehabilitating and adaptively reusing City-owned historic resources for the benefit of the entire community and helps owners understand historic property benefits and responsibilities.

GOAL:

Ensure the preservation, rehabilitation, restoration and adaptive reuse of buildings, sites, places, and districts with archaeological, historical, architectural, or cultural significance to San Clemente.

POLICIES:

- HP-2.01. **Leadership.** We provide leadership in the field of historic preservation by preserving and adaptively reusing City-owned historic resources in compliance with the Secretary of the Interior's Standards for the Treatment of Historic Properties and other standards and guidelines as prescribed by the State Office of Historic Preservation.
- HP-2.02. **Property Maintenance.** Through the City of San Clemente Municipal Code, we require owners of historic resources to maintain their property in a manner which preserves the property's historic integrity.
- HP-2.03. **CEQA Requirement.** We require mitigation of significant, adverse impacts to onsite and nearby historic resources as part of applications for general plan amendments, zoning changes, or any projects requiring environmental review per the California Environmental Quality Act (CEQA).
- HP-2.04. **Adaptive Reuse.** We encourage adaptive reuse of historic resources to preserve them and prevent architecturally inappropriate changes, disrepair and demolition.
- HP-2.05. **State and Federal Standards.** We ensure projects follow the Secretary of Interior Standards for the Treatment of Historic Properties and standards and guidelines as prescribed by the State Office of Historic Preservation for any listed historic resources or properties eligible for historic listing.
- HP-2.06. **New Development.** We require that new development adjacent to or within a 300-foot radius from a historic resource be compatible with the historic resource in terms of scale, massing, building materials and general architectural treatment.
- HP-2.07. **Flexible Standards.** We apply flexible development standards where appropriate and necessary to help preserve historic integrity and character of buildings and sites and to comply with zoning regulations. In the event of an earthquake, flood or other natural disaster, or in the event of arson, we take all reasonable steps to promote the preservation, repair and restoration of damaged historic structures, consistent with Zoning Ordinance requirements for the re-establishment of legal, non-conforming structures. If a historic building is damaged so that it is physically infeasible to restore, we require the replacement building to reflect the former building's architectural character.
- HP-2.08. **Planning.** We incorporate historic and cultural preservation as an integral part of planning, development and environmental review.

Preservation Incentives

To further the goals of historic preservation and to assist property owners who seek to take advantage of the value of historic preservation and rehabilitation, the City of San Clemente offers a number of local, state and federal preservation incentives.

Incentive programs available in San Clemente include historic rehabilitation tax incentives, fee waivers, parking waivers and other programs.

GOAL:

Offer a comprehensive system of incentive programs and assistance for property owners that preserves historic resources, provides numerous individual and public benefits and contributes to our quality of life.

POLICIES:

- HP-3.01. **Assistance.** We provide assistance to residents who are restoring qualified historic properties by offering them technical assistance, development incentives or identifying federal and state preservation incentives.
- HP-3.02. **Process.** We maintain regulations, policies, and fees that support, encourage and ease the process for historic preservation, rehabilitation, restoration, and adaptive reuse.
- HP-3.03. **Incentives.** We pursue and support the use of appropriate federal, state, local, and private grants, loans, fee waivers and tax credits and relief to promote historic preservation.
- HP-3.04. **State Historic Building Code.** We use the State Historical Building code as a regulatory incentive, where appropriate.
- HP-3.05. **Mills Act.** We maintain the Mills Act program as an incentive for historic preservation.
- HP-3.06. **Public Investment.** We invest public funds to purchase, protect or preserve threatened properties listed on or eligible for listing on the National Register of Historic Places.

Historic Preservation for Economic Development

San Clemente's rich variety of historic resources is one of its greatest assets. The City's historic charms can be a deciding factor for residents, businesses and visitors choosing to invest here, whether that investment means purchasing or renting homes, moving businesses and employees here, or spending vacations here. Because of the Community's rich legacy of Spanish Colonial Revival style buildings from the 1920s, no other coastal Orange County community rivals San Clemente's visible history.

Tourism, construction, housing, arts and culture, the surf and sports industry, and community development all create jobs, generate taxes, enhance property values, and

add to household incomes. In San Clemente, historic preservation visually reinforces the importance and heritage of these industries, distinguishes San Clemente neighborhoods and commercial districts from other communities competing for investment, and in the construction industry, creates a need for specialized skills in historic building repair and renovation.

The preservation of San Clemente's historic resources is an important goal for all who seek a sustainable economy for the City. Historic preservation helps establish and maintain thriving districts like Downtown and North Beach -- interesting and attractive places in which to visit, shop, dine, work or live.

GOAL:

Enhance tourism and economic development strategies through historic preservation.

POLICIES:

HP-4.01. **Promotion.** We promote workshops, exhibits, programs and events that celebrate the City's heritage and recognize the value and importance of San Clemente's historic resources as an economic development tool.

HP-4.02. **Coordination.** We work with public agencies, private and nonprofit organizations, property owners, area businesses and other interested groups and individuals to coordinate historic preservation activities, promote heritage tourism and provide public information on the value of historic preservation.

HP-4.03. **Tours.** We work with property owners, businesses and non-profit organizations to promote walking tours, house tours, commercial building tours, signs, public art, and visitor attractions that showcase the City's history.

ADDITIONAL LINKS:

- Economic Development Element [link to EDE Homepage]

Historic Preservation Implementation Measures

1. 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.
2. Consider a City program to nominate properties for inclusion on the National Register of Historic Places.
3. Pursue financial resources from state, federal and private sources that assist in the identification and designation of cultural resources.
4. Participate in the National Trust for Historic Preservation Main Street Program [http://www.preservationnation.org/main-street/].

5. Consider adding historic trees, features and sites to the Landmarks and Historic Resources lists and expanding the City's inventory of historic resources to include historic districts.
6. Explore strategies for relocating threatened historic resources when other means of preservation are infeasible.
7. Continue to support and explore preservation incentives such as rehabilitation tax credits, façade easements, preservation grants, transfer of development rights, zoning incentives, state, federal, non-profit assistance and private donations.
8. Inform the public on preservation methods and promote the use of California's Historic Building Code for preservation of historic resources.
9. Continue to provide technical assistance to property owners for the preservation of historic resources.
10. Pursue a comprehensive strategy in partnership with other organizations to promote community awareness and appreciation of San Clemente's historic resources.
11. Pursue a public-private partnership with financial institutions to establish a financing program for preservation of historic resources.
12. Develop separate criteria and procedures for designating historic districts and thematic (noncontiguous) historic districts.
13. Develop new eligibility criteria for the designation of potential district-contributing properties. The City's Historic Structures List and designation criteria do not distinguish between landmarks and potential district-contributing properties.
14. The City will adopt procedures for establishing historic districts.
15. Develop and provide training for Cultural Heritage Board and City staff on the Secretary of the Interior's Standards for the Treatment of Historic Properties, the San Clemente preservation ordinance, the California Historical Building Code, and other preservation information.
16. Maintain Certified Local Government (CLG) status and apply for CLG grants to help update the historic inventory and accomplish other important preservation objectives.
17. Conduct workshops for homeowners, developers, real estate professionals and others describing the benefits and obligations of owning *historic property and the incentives available for rehabilitation*.
18. Establish and regularly update a list of qualified architectural historians to use for project consultation.

19. Develop Historic Preservation Guidelines for historic resources that include sustainability measures.
20. Establish a rehabilitation loan program, as funding is available, and explore building-permit-fee waivers, redevelopment assistance, local financing programs, and other local assistance for preservation of historic resources.
21. Utilize guidelines for discretionary design review to address exterior alterations proposed to historic buildings in accordance with the Historic Preservation Ordinance.
22. Amend the zoning ordinance to require an assessment of potential impacts to onsite and nearby historic resources as part of applications for changes in zoning.
23. Working with the property owner, citizens, San Clemente Historical Society, schools, performing arts, business and other community groups, adopt a CIP program to assist in the rehabilitation of the Miramar Theatre.
24. Help establish historic archives and/or library to protect, organize, preserve and make accessible the City's written and graphic archival records.
25. Develop historic preservation materials and media for homeowners, realtors, contactors and developers to educate the public on requirements, guidelines and processes.
26. Consider establishing a historic district in North Beach.

Economic Development Element

Economic development enhances San Clemente's quality of life by providing local goods and services and expanding employment and business opportunities. As important components of economic development, the community expects municipal facilities and services to maintain and enhance San Clemente's quality of life and spur further investment in the City. The community also recognizes that providing these facilities and services costs money and requires balancing tradeoffs among competing and changing priorities.

The Economic Development Element establishes goals and policies to guide decisions about public and private investment in and opportunities for improved quality of life through economic growth.

PRIMARY GOAL:

Build and maintain a thriving local economy to expand employment and business opportunities, provide needed products and services, help achieve the City of San Clemente's Vision and Strategic Plan, and preserve and enhance San Clemente's quality of life, consistent with our environmental goals.

GOAL AND POLICY SECTIONS:

1. [Economic Development Program](#)
2. [Competitive Employment Centers](#)
3. [Tourism](#)
4. [Distinct Shopping and Entertainment Districts](#)

ADDITIONAL LINKS

- [Community Profile](#)
- [San Clemente Vision and Strategic Plan](#)

Economic Development Program

Implementation of San Clemente's past General Plans relied on either private development projects or public resources for funding and leadership. In an era of constrained municipal revenues and with little undeveloped land available, San Clemente will increasingly rely on a combination of public and private resources to implement the General Plan.

The General Plan seeks to manage the increasing complexity of economic development through a comprehensive economic development strategy which allocates municipal staffing and resources for economic development activities.

GOAL:

Establish and continuously improve an adequately staffed and funded, local economic development program.

POLICIES:

- ED-1.01. ***Economic Development Strategy.*** The City intends to adopt an Economic Development Strategy. Until such a strategy is adopted by the City Council, policies ED-1.02 and 1.03 shall be applied so as to implement the long-term goals of the General Plan and to emphasize mid- and long-term development of the local economy, rather than focusing on individual projects. The City may also consider additional goals with more near-term focuses.
- ED-1.02. ***Allocation of Public Resources.*** We allocate public resources based on an adopted Economic Development Strategy. Those who wish to change the allocation of these resources must demonstrate how their requests comply with the Economic Development Strategy.
- ED-1.03. ***Staff Resources.*** We budget for adequate staff resources to implement the economic development strategy and will weigh competing funding demands to balance the allocation of municipal resources.
- ED-1.04. ***Long-Term Benefits.*** We consider long-term benefits, not just short-term returns, in our decision-making processes.
- ED-1.05. ***Evaluation of Progress.*** We annually evaluate our progress in achieving the economic development strategy. This evaluation will guide decisions to maintain or modify the allocation of resources for economic development.

Competitive Employment Centers

San Clemente has several centers for office and industrial economic activity, including Los Molinos, the Rancho San Clemente and Talega business parks, and the Camino de Estrella/Los Mares area near the hospital. These centers provide services, goods, and employment for City residents. They also provide desirable locations for starting businesses, which in turn, enhances San Clemente as an outstanding place to live and work. Also, office and industrial properties typically generate more tax revenues than they cost in public services and, therefore, can help provide municipal resources for reinvestment in the community's quality of life.

The General Plan seeks to improve the attractiveness of employment centers by addressing the reasons why businesses choose San Clemente as a business location, rather than simply attempting to compete on costs alone. The General Plan also seeks to focus resources on the needs and challenges of existing businesses because existing businesses can generate significant job growth.

GOAL:

Establish and maintain regionally competitive office and industrial employment centers.

POLICIES:

- ED-2.01. ***Focus on User and Quality of Life.*** We shall give high priority to City initiatives, investments, Council decisions and the allocation of City resources that benefit the ultimate office or industrial user and contribute to the quality of life for all, including employees, rather than focusing solely on reducing initial commercial development costs.
- ED-2.02. ***Business Competitiveness.*** We shall give high priority to City initiatives, investments, and the allocation of municipal resources that address the needs and challenges of conducting business in San Clemente and improve the City's competitiveness as a business location
- ED-2.03. ***Existing Businesses.*** We give high priority to initiatives, investments, and the allocation of municipal resources that help businesses remain and prosper in San Clemente.
- ED-2.04. ***Economic Development Organizations.*** To achieve economic development goals and objectives, the City shall pursue the appointment of San Clemente residents, businesses, and City employees to boards governing regional and state economic development agencies and City-partnered service providers.
- ED-2.05. ***Jobs-Housing Balance.*** We shall give priority to City initiatives, investments, Council decisions and the allocation of City resources, and development approvals that improve the jobs/housing ratio by creating job opportunities for residents and housing opportunities for employees.

Tourism

Unlike many other beach communities, San Clemente's character and identity are not based on tourism. Rather, San Clemente strives to excel as a well-balanced community that welcomes visitors. We recognize that San Clemente's beaches, cultural and historic resources, and businesses enhance both residents' quality of life and tourists' enjoyment and experiences. We also recognize that tourism is often associated with costs and benefits. Tourism brings costs in the form of parking demand and traffic, and the need for increased public services and maintenance of public facilities. Tourism can also provide benefits in the form of revenues for local businesses, sales, and transient occupancy tax revenues. Our tourism goals, policies, and implementation measures seek to establish and maintain a favorable balance between tourism's costs and benefits and to manage tourism to create a net positive impact on the community's quality of life.

GOAL:

Create a branded and marketed tourism identity that attracts overnight visitors.

POLICIES

ED-3.01. ***Allocation of Resources for Tourism.*** We allocate public resources among various tourism efforts based on the Economic Development Strategy. We require those who wish to change the allocation of public resources for tourism to demonstrate that their requests will help achieve the Economic Development Strategy and promote Economic Development Element goals.

ED-3.02. ***Year-round Tourism.*** In City Council decisions, initiatives, investments, and development approvals, we give equal priority to programs and projects that promote consistent year-round overnight tourism, as well as to programs and projects that promote seasonal or day-trip tourism.

ED-3.03. ***Fiscal Benefits.*** We continuously seek ways to increase the net fiscal benefits from tourism and to efficiently allocate revenues to implement the economic development strategy.

ED-3.04. ***Surfing Heritage.*** We recognize the value of our beaches, surfing and the surfing industry to the City's heritage and economy. We encourage the preservation and growth of this aspect of the City's cultural and economic fabric.

ED-3.05. ***Heritage Tourism.*** We recognize heritage tourism as an integral part of our Economic Development Strategy [link to Heritage Promotion section of the Historic Preservation Element].

ED-3.06. ***Bicycle Tourism.*** We leverage our position as a regional coastal route to capture bicycle tourism.

Distinct Shopping and Entertainment Districts

Retail sales tax is a key component of the City's municipal revenues and helps improve the community's quality of life. Retail sales tax is generated by spending within San Clemente's city limits. Historically, San Clemente has "leaked" retail sales as residents travel outside of the City to shop, most notably for auto and clothing purchases. At the same time, visitors often spend money at restaurants, food stores, and fueling stations. While San Clemente's capture of total retail sales, excluding auto sales, tends to be similar to most Southern California beach cities on a per household basis, it remains substantially below the level expected based on per household sales in Orange County and California as a whole. Increased retail sales within the City would increase sales tax revenues and help fund enhancements to community facilities and services.

The General Plan seeks to diversify the types of retail uses and enhance the appearance, safety and convenience of retail districts and centers that cater to residents and visitors. The goals, policies, and implementation measures for Distinct Shopping and Entertainment Districts are intended to strengthen the identity and function of the small shopping and entertainment areas in San Clemente, enabling each center of economic activity to serve a particular niche while maintaining the community's character and small, beach town spirit.

GOAL:

Create and enhance distinct shopping and entertainment districts that attract visitors and residents and generate retail sales.

POLICIES:

ED-4.01. ***Avenida Del Mar/T-Zone.*** We require initiatives, investments, and development approvals for the Avenida Del Mar and T-Zone area to contribute to our vision of the area as an amenity-rich, multi-modal, mixed-use district that emphasizes the pedestrian experience [\[link to glossary\]](#). This district is characterized by its historic resources and is one of San Clemente's specialty retail and entertainment destinations, serving residents and visitors.

ED-4.02. ***North Beach.*** We require initiatives, investments, and development approvals for the North Beach area to contribute to our vision of the area as a multi-modal, mixed-use entertainment and recreation district that emphasizes the pedestrian experience and preserves and enhances its key assets. These assets are views of the ocean, access to the beach, a rich inventory of historic resources, access to recreational opportunities and numerous shops and services for residents and visitors alike.

ED-4.03. ***Pier Bowl.*** We require initiatives, investments, and development approvals for the Pier Bowl area to contribute to our vision of the area as a historic, multi-modal, mixed-use entertainment and recreation district that emphasizes the pedestrian experience, provides beach and ocean access, and is the focus for ocean-related activities for residents and visitors.

ED-4.04. ***El Camino Real.*** We require initiatives, investments, and development approvals for El Camino Real to contribute to our vision of the area as a mixed-use, multi-modal corridor with historic resources and different commercial nodes that primarily serve the needs of San Clemente residents and businesses.

ED-4.05. ***Marblehead Coastal.*** We require initiatives, investments, and development approvals for the Marblehead Coastal commercial area to contribute to the vision of the area as the primary shopping destination for regional and national chain retailers with

lodging and restaurants that attract local and regional shoppers. If the Marblehead Coastal Development Plan is not realized by the expiration date specified in the Development Agreement, the City shall consider initiating a new planning process for the area.

ED-4.06. **Support District Visions.** We shall not approve initiatives, investments, and development projects that detract from the distinct district visions described in polices ED 4.01 through 4.05.

ED-4.07. **Private Sector Resources.** To implement the visions for the Del Mar/T-zone, North Beach, Pier Bowl, and El Camino Real districts, we may require the commitment of private sector resources from businesses and/or property owners in those districts as a prerequisite for committing public resources.

Technology and Communications

To enhance residents' quality of life, the City of San Clemente recognizes the importance of continuously improving and maintaining its technology and communications infrastructure and eliminating barriers to public access. To meet the growing demands of residents, businesses and visitors, the City proactively plans for and implements new infrastructure, continuously seeks to improve communications with its stakeholders, and values technology and communications as part of its overall economic development strategy.

GOAL 1:

Establish and maintain communications and information technology infrastructure that meets the needs of all San Clemente residents and employees*.

POLICIES:

ED-5.01. **Economic Development.** We foster economic development through our goal of providing communications and information technology infrastructure that meets the needs of all segments of the population, including current and future employees and residents of San Clemente.

ED-5.02. **Private Sector Partners.** We partner with private sector providers of communication and information technology infrastructure to facilitate and encourage system improvements.

ED-5.03. **Improvements to Infrastructure.** We approve proposed improvements in technology infrastructure by assessing the balance between the need for quality and access versus costs and environmental impacts.

ED-5.04. **Competition.** We support competition among technology and communications providers to provide the best and most affordable service and infrastructure.

GOAL 2:

Establish and maintain communication and information technologies that effectively inform the public on an ongoing basis and provide opportunities for all to participate in local government**.

POLICIES:

ED-5.05. ***Outside Sources for Data.*** We partner with sources outside the City to obtain and publicly share data that provides San Clemente residents, businesses and visitors with up-to-date and accurate information that minimizes the use of staff resources and costs to obtain the same or similar data.

ED-5.06. ***Staying Current.*** We maintain awareness of and follow best practices in the use of communication and information technology to actively inform and engage the community (Instead of, for example, passively providing information via City Hall visits, newspaper ads or the City's website.)

ED-5.07. ***E-Governance.*** We maintain awareness of and follow best practices in the use of communication and information technology in conducting City business.

Economic Development Implementation Measures

The City of San Clemente commits itself to achieving the primary goal and other goals established in the Economic Development Element with the following implementation measures:

1. Establish an Economic Development Manager Position. The Economic Development Manager may be a full-time or part-time position, funded through the City, the business community, or through a mix of public and private funding sources.
2. Maintain the Business Retention and Expansion (BRE) Program by assigning urban planners with specialized knowledge and experience in specific business districts to serve as liaisons. The liaisons provide services to business owners. Services include on-site meetings to learn business owner needs and explain how to access City resources, where possible, to help businesses accomplish their goals and objectives.
3. Adopt and implement an Economic Development Strategy. The Strategy shall emphasize the mid- and long-term development of the local economy rather than focusing on individual projects. It will incorporate the long-term goals of the General Plan, but may also include additional goals with shorter time horizons. The Economic Development Strategy shall establish measurable objectives and a performance evaluation mechanism.
4. Adopt and implement a Branding and Public Relations Program. The Economic Development Strategy shall include a branding and public relations program to establish a unified identity for San Clemente based on its Spanish Village by the Sea history. The Strategy shall also include implementation measures to ensure consistent quality of the

“brand experience” and create a communications program to publicize the San Clemente brand for residents, visitors and potential visitors.

5. Support Business Improvement Districts for Del Mar/T-zone, Los Molinos, El Camino Real, Pier Bowl, and North Beach. The districts should generate revenue to maintain each area, to support special events, and to publicize each area. The districts may also be empowered (or a separate financing vehicle established) to provide physical improvements, such as parking facilities, landscaping, lighting, and pedestrian and bicycle facilities.
6. Adopt a specific plan for North Beach.
7. Establish and operate a City business visitation program to improve communication and understanding of business needs, opportunities and issues.
8. Partner with regional business support agencies, such as the Orange County Workforce Investment Board and the Orange County Small Business Development Center, to ensure businesses in San Clemente are aware of and have access to workforce recruitment and training services, and to ensure residents are aware of and have access to job search and business start-up training.
9. Develop, maintain, and publicize an inventory of commercial properties available for business expansion and/or development, including businesses relocating to San Clemente and business start-ups.
10. Explore opportunities to establish and operate a business “incubator” in San Clemente (e.g., Los Molinos Area).
11. Attract higher education facilities to San Clemente.
12. Continue to support and promote an annual business awards program to recognize San Clemente’s outstanding business citizens.
13. Assess parking needs in Del Mar/T-Zone, Pier Bowl, and North Beach at least every five years, and implement solutions to identified parking deficiencies to achieve the City’s Vision and Strategic Plan.
14. Update Home Occupancy Regulations for “flexexecutives.”
15. Establish and maintain a method to track communications and information technology demands of residents and employees, both current and future.
16. Establish and maintain a method to track economic contributions of persons who work from home or from remote “satellite” offices via communication and information technology, both current and future.

17. Maintain awareness of best practices in local government public information practices and in e-government.
18. Establish a Technology Advisory Committee to serve as a liaison between community stakeholders, staff and elected officials and to make recommendations to the City Council on technology matters.
19. Incorporate the Wireless Communications Master Plan into a broader Technology Master Plan that incorporates aspects of the preceding implementation ideas and other technologies.

Mobility and Complete Streets

The Mobility and Complete Streets Element focuses on moving people by multiple transportation modes, including both human-powered and motorized means, thereby providing safe, efficient, and convenient mobility choices.

Multimodal transportation has been recognized under California law for decades. It's widely acclaimed as an effective strategy to help communities to meet the transportation needs of all citizens, maintain and enhance environmental quality and comply with applicable laws. Moreover, the State of California's regulations promote multimodal transportation to accommodate new residents while helping to improve the efficiency of traffic, expand the State's economy and enhance everyone's quality of life. It is widely acknowledged that by utilizing all available transportation modes — motor vehicles, public transit, rail, walking and bicycling -- plus using transportation demand management and telecommuting -- California's communities can use resources more efficiently and help achieve a sustainable future.

The "Complete Streets" perspective considers active transportation fundamental to the success of California's cities. California's 2008 Complete Streets Act states that to "make the most efficient use of urban land and transportation infrastructure and to improve public health by encouraging physical activity, transportation planners must find innovative ways to reduce vehicle miles traveled and to shift from short trips in the automobile to biking, walking, and use of public transit."

San Clemente residents already have embraced that strategy. In January, 2012, San Clemente's City Council unanimously resolved "to comply with the letter and spirit of California's Complete Streets Act, thereby creating a balanced multimodal transportation system for all." And in 2009, the City conducted a Vision San Clemente telephone survey that showed that 90 percent of residents surveyed supported a pedestrian-friendly town that encouraged walking and biking, 80 percent wanted traffic flow to improve and 78 percent desired improved access to alternative transportation.

The Mobility and Complete Streets Element complements the findings of California's State Legislature with the vision of San Clemente's leaders and residents. In so doing, we intend to achieve a sustainable future for generations to come.

PRIMARY GOAL:

Create a comprehensive, multimodal transportation system that provides all users with safe connections to homes, commercial centers, job centers, schools, community centers, open spaces, recreation areas and visitor destinations.

SECONDARY GOALS:

1. Maintain accessibility and protect San Clemente's environment and natural beauty;
2. Reduce dependence on single-occupant use of motor vehicles;
3. Achieve and maintain State and Federal health standards for air and water quality.

4. Promote alternative transportation modes such as walking, riding buses and bicycles, and using carpools for all users, including those with special needs.
5. Widen and extend streets only when there is a demonstrated need and when adverse impacts of such projects can be mitigated to levels of non-significance, pursuant to the California Environmental Quality Act.
6. Make commercial districts and recreational areas more functional and enjoyable for pedestrians.
7. Coordinate transportation planning with property owners, businesses and other affected agencies, such as the County of Orange, Orange County Transportation Authority, California Department of Transportation and the State of California Parks and Recreation Agency.
8. Reduce the need for automobile commuting through land use strategies, expanded and improved bicycle and pedestrian facilities, and by promoting telecommuting and flexible work schedules.
9. Protect wildlife habitat and corridors through environmentally-sensitive design of transportation- and drainage-related facilities.

GOAL AND POLICY SECTIONS:

1. Roadway System
2. Non-Automotive System
3. Transportation Safety
4. Parking
5. Freight Movement

LINKS TO REFERENCE MATERIALS AND BACKGROUND INFORMATION

- Existing Conditions Traffic Analysis [staff to provide link to F&P report]
- Regulatory and Policy Overview [staff to provide link to F&P report]
- Model Design Manual of Living Streets (MDML) (with exceptions) [<http://www.modelstreetdesignmanual.com/>]
- City of San Clemente Bicycle and Pedestrian Master Plan [staff to provide link]
- City of San Clemente Climate Action Plan [staff to provide link]
- City of San Clemente Traffic Calming Policy [staff to provide link]
- Master Plan of Arterial Highways [staff to provide link]
- Future Conditions Traffic Analysis [staff to provide link to F&P report]
- California Office of Planning & Research General Plan Guidelines, Complete Streets [http://opr.ca.gov/docs/Update_GP_Guidelines_Complete_Streets.pdf]
- Federal Safe and Complete Streets Act of 2011 [<http://www.govtrack.us/congress/bills/112/hr1780/text>]

Roadway System

San Clemente's roadway system [[link to Figure M-1](#)] shall meet multiple goals. It must be safe, convenient, efficient, attractive, multi-modal and compatible with its surroundings. The roadway system must provide the necessary capacity to meet existing needs and future transportation needs resulting from growth and development as allowed in the City's General Plan Land Use Plan [[link to Figure LU-1](#)]. At the same time, the roadway

system must meet or exceed adopted performance standards. The public rights-of-way must accommodate motor vehicles, pedestrians, bicyclists, landscaping, street furniture, utilities and traffic control devices, and in safe and aesthetically pleasing ways.

GOAL:

Create a balanced transportation network that provides mobility and access for all modes of travel, including motor vehicles, transit, bicyclists, pedestrians, and rail traffic.

POLICIES:

M-1.01. **Roadway system.** We require the City's roadways to:

- a. Accommodate public transit, motor vehicles, bicyclists, skateboarders and pedestrians within the public right-of-way wherever feasible.
- b. Comply with Federal, State, Orange County and City standards for roadway design, maintenance and operation.
- c. Comply with Orange County Transportation Authority (OCTA) requirements for arterial highways as determined through the Master Plan of Arterial Highways (MPAH). Maintain at least a Level of Service (LOS) D or better at all intersections, except where flexibility is warranted based on a multi-modal LOS evaluation, or where LOS E is deemed appropriate to accommodate complete streets facilities, or for these locations adjacent to I-5 where warranted by site constraints or multi-modal considerations:
 - i. Southbound Ramp at Camino De Estrella
 - ii. Northbound Ramp at Avenida Vista Hermosa
 - iii. Northbound Ramp at Avenida Pico
 - iv. Southbound Ramp at Avenida Pico
- d. Provide future capacity as called for by this Element and as shown in the Future Roadway System map.
- e. Ensure that new roadways, ramps, traffic control devices, bridges or similar facilities, and significant changes to such facilities, are designed to accommodate multi-modal facilities, and where feasible, retrofit existing facilities to improve the balance for the users of the roadway.

M-1.02. **Transportation Infrastructure.** Traffic control devices and transportation infrastructure operate to serve the needs of all roadway users, including motorists, public transit, pedestrians and cyclists.

M-1.03. **Level of Service.** When the City determines there is a suitable tool available, we will measure and evaluate roadway performance from a multi-modal, Complete Streets perspective.

M-1.04. **Development project impacts.** We require development projects to analyze potential off-site traffic impacts and related environmental impacts through the CEQA process and to mitigate adverse impacts to less-than-significant levels.

- M-1.05. **Intersection Improvements.** We evaluate impacts of intersection improvements on all modes of travel, including bicyclists, pedestrians, and transit.
- M-1.06. **Driveway Access Points.** We require the number of driveway access points onto arterial roadways to be minimized and located to ensure the smooth and safe flow of vehicles and bicycles.
- M-1.07. **Transportation Monitoring.** We regularly monitor the transportation system and the travel needs and behavior of residents and visitors to help guide transportation decisions.
- M-1.08. **Transportation Mode Choice.** We actively work to reduce automobile use based on locally collected data and on goals set through a collaborative process involving City staff, residents and other stakeholders.
- M-1.09. **Regional Coordination.** We participate in the planning of regional transportation improvements, such as interchange improvements along I-5, the extension of the SR-241, and other major freeway and arterial improvements.
- M-1.10. **Innovative Design.** We will consider use of innovative traffic design features, such as, but not limited to Intelligent Transportation System improvements, intersection roundabouts, midblock and corner bulbouts, and road diets where such changes can improve right-of-way safety, multi-modal service and appearance and where they are compatible with surrounding land uses.
- M-1.11. **Transportation Infrastructure Design.** In designing transportation facilities such as bridges, retaining and sound walls and related transportation facilities, the City applies the Design Guidelines to maintain high quality design, compatible with community aesthetics. Side slopes and earthen berms adjacent to roadways shall be natural in appearance to minimize visual impacts along designated scenic corridors.
- M-1.12. **Design Integration.** City will ensure that development projects and subdivisions are designed and/or retrofitted to incorporate, and be efficiently served by, public transit, pedestrian and bicycle facilities.
- M-1.13. **Neighborhood-Serving Uses.** Consistent with the Land Use Element [[link to LUE Homepage](#)], we encourage roadway designs that are compatible with neighborhood-serving commercial uses, schools, churches, parks and recreational areas near residential neighborhoods, for convenience.
- M-1.14. **Residential Quality.** Protect the quality of residential areas by achieving quiet and by managing traffic routing, volumes and speeds on residential neighborhood streets.
- M-1.15. **Transportation Technological Advancement.** We solicit ideas from private industry and public agencies for the development and implementation of innovative transportation technologies.
- M-1.16. **Alternative Paving Treatments.** We support the use of alternate paving materials for public streets, highways, rail beds and other transportation corridors

where they can help achieve other General Plan goals, such as noise reduction, beautification, and improved fuel efficiency.

M-1.17. **Streetscapes and Major Roadways.** In the acquisition, design, construction or significant modification of major roadways (highways / regional routes and arterial streets), the City will promote the creation and maintenance of “streetscapes” and linear scenic parkways or corridors that promote the City’s visual quality and character, enhance adjacent uses, and integrate roadways with surrounding districts. To accomplish this, the City will:

- a. Update and implement the Master Landscape Plan for Scenic Corridors;
- b. Encourage the creation and maintenance of median planters and widened parkway plantings;
- c. Retain healthy, mature trees in the public right-of-way, where feasible;
- d. Emphasize the planting and maintaining California Native tree species of sufficient height, spread, form and horticultural characteristics to create the desired streetscape canopy, shade, buffering from adjacent uses, and other desired streetscape characteristics.
- e. Encourage the use of water-conserving landscaping, street furniture, decorative lighting and paving, arcaded walkways, public art, and other pedestrian-oriented features to enhance the streetscape appearance, comfort and safety.
- f. Encourage and where possible, require undergrounding or stealthing of overhead utility lines, cellular facilities and related structures.
- g. When possible, consolidate signs in the public right-of-way to reduce sign clutter, improve sight distance, maintain or improve safe access and reduce costs.
- h. Design and locate street lighting with shielding or “cutoffs” to prevent glare, avoid excess lighting and preserve dark night time skies [link to Natural Resources Element, Dark Skies section].

M-1.18. **Traffic Calming.** We design the circulation system serving new developments, and retrofit existing streets, where feasible, to control traffic speeds and maintain safety in all residential neighborhoods, in accordance with the City’s Street Design Standards and Traffic Calming Manual.

M-1.19. **Street Redesign.** We seek opportunities to redesign streets so that they are compatible with the surrounding neighborhood context and the Community’s vision of the future, and only consider street widening or intersection expansions after considering multi-modal alternative improvements to non-automotive facilities

M-1.20. **Regional Transportation Demand Management (TDM).** We support regional efforts by the South Coast Air Quality Management District (AQMD),

OCTA, and other agencies to maintain and expand regional programs designed to reduce commuting by single driver automobiles.

- M-1.21. **TDM Financial Incentives.** We encourage businesses to offer financial incentives to their employees, including subsidized transit, carpool/vanpool programs, bike-to-work programs, parking cash-out programs, or a combination of incentives.
- M-1.22. **Telecommuting.** We support the use of private “tele-work” centers, satellite offices, or other forms of virtual work environments.
- M-1.23. **TDM in Development Review.** We encourage on-site features in all new non-residential developments that support Transportation Demand Management (TDM). Potential features may include preferred rideshare parking, car sharing vehicles, on-site food service and exercise facilities.
- M-1.24. **Regional Access to Avenida Pico.** We limit vehicular traffic volumes on Avenida Pico from adjacent developments such as Rancho Mission Viejo to those levels associated with the County entitlements in effect in 2013. Any additional costs associated with improving Avenida Pico based on revisions to these entitlements will be the responsibility of the developer.
- M-1.25. **Major and Minor Scenic Corridors.** We require the following roadways be maintained and preserved as major or minor scenic corridors with key entry points as shown in Figure M-2:
- a. Avenida Vista Hermosa
 - b. Avenida La Pata
 - c. Avenida Pico
 - d. El Camino Real/Pacific Coast Highway
 - e. Ola Vista
 - f. El Camino Real
 - g. Camino De Los Mares
 - h. Camino Vera Cruz
 - i. Camino Del Rio
 - j. Calle del Cerro
 - k. Avenida Vista Montana
 - l. Avenida Talega
- M-1.27. **Scenic Corridor Enhancement and Designation.** Enhance existing scenic corridors and identify opportunities for the designation of new corridors.
- M-1.28. **Urban and Recreation Corridor designations.** We seek to create and distinguish different roadway characteristics for Urban and Recreation corridors throughout the City. Distinctions between urban and recreation corridors will establish a scenic hierarchy and an overall visual framework for the City.
- M-1.29. **New Scenic Corridors or Highways.** Expand or designate new scenic highways where protection of community resources warrants their preservation and/or protection.

- M-1.30. **Protection of Scenic Corridors.** We ensure that development is sited and designed to protect scenic corridors and open space/landscape areas by blending man-made and man-introduced features with the natural environment.
- M-1.31. **Building Heights and Setbacks.** We review the heights and setbacks of all structures to ensure the preservation of visual corridors and the maintenance of an open, scenic quality within each corridor.
- M-1.32. **Compatible Landscaping.** We require development to provide landscaping themes that are compatible with and reinforce the visual character of adjacent, designated scenic corridors.
- M-1.33. **Signs.** We require the review of the size, height, numbers, and type of on-premise signs to minimize their impact to scenic corridors.
- M-1.34. **Billboards Prohibited.** We prohibit the construction of billboards within designated scenic corridors.
- M-1.35. **Design and Maintenance.** We require the proper design, installation and maintenance of scenic highways and scenic corridor elements, and strictly enforce the responsibilities for the maintenance of landscaping and roadway surfaces to be fulfilled by Associations, Districts, private owners and/or public agencies

GENERAL PLAN FIGURES

- [Figure M-1, Roadway System Map](#)
- [Figure M-2, Scenic Corridors](#)

ADDITIONAL LINKS

- [Zoning Code, Chapter 17.76, Trip Reduction and Transportation Demand Management](#)
[http://library.municode.com/HTML/16606/level2/TIT17ZO_CH17.76TRRETRDEMA.html]
- Design Manual of Living Streets (DML) (City will complete manual with deleted sections)
- Regulatory and Policy Overview [staff to provide link to F&P report]
- Master Plan of Arterial Highways [staff to provide link to F&P report]
- Orange County Transportation Authority Commuter Services
[<http://www.octa.net/STR2011.aspx>]
- City of San Clemente Traffic Calming Policy [staff to provide link]
- State Deputy Directive 64
[http://www.dot.ca.gov/hq/tpp/offices/ocp/complete_streets_files/dd_64_r1_signed.pdf]
- City Street Design Standards [staff to provide link]
- California Office of Planning & Research General Plan Guidelines, Complete Streets
[http://opr.ca.gov/docs/Update_GP_Guidelines_Complete_Streets.pdf]

- [Federal Safe and Complete Streets Act of 2011](http://www.govtrack.us/congress/bills/112/hr1780/text)
[<http://www.govtrack.us/congress/bills/112/hr1780/text>]

Non-Automotive Transportation System

A transportation system that meets all users' needs requires bicycle, pedestrian, rail and public transit facilities. In addition to providing more travel options, these alternative transportation modes have other significant benefits, including reduced fuel usage and emissions, health and recreation opportunities, reduced traffic congestion and an improved quality of life.

Increasing the community's use of alternative travel modes can mean changes to long-standing habits or behaviors. Thus, it requires more effort than merely building new facilities or expanding existing ones. It requires public outreach and education to promote these alternative modes and their safe use.

GOAL:

Create an interconnected network of bicycle, pedestrian, skateboard, rail and transit facilities that encourage non-automotive travel.

POLICIES:

- M-2.01. **Electric Vehicles.** We support the use of neighborhood- and long-range electric vehicles and identify routes and designate special parking for such Neighborhood Electric Vehicles (NEVs) at beaches and commercial locations.
- M-2.02. **Pedestrian Facilities.** Public streets shall provide [pedestrian facilities](#) [[link to Glossary](#)] in accordance with the adopted City standards.
- M-2.03. **Accessible Pedestrian Facilities.** All new streets shall have provisions for the adequate and safe movement of pedestrians, including improvements for the elderly and disabled.
- M-2.04. **Accessible Transit.** We provide pedestrian and wheelchair access to all transit facilities and maintain pedestrian and wheelchair facilities so that they are safe, attractive and well lit.
- M-2.05. **Rail Facilities and Programs.** We support the retention of passenger rail facilities at North Beach and in the Pier Bowl to help meet inter-city and regional transportation needs.
- M-2.06. **Regional Rail Service.** We support the expansion of Metrolink and Amtrak service by the Southern California Regional Rail Authority, OCTA, and other agencies to enhance San Clemente's regional transit accessibility for residents, employees and visitors.
- M-2.07. **Coordinated Land Use Planning for Transit.** We encourage higher density, mixed-use development in areas with existing and planned transit service.

- M-2.08. **Transit Service.** We support the maintenance of existing bus service and encourage transit service enhancements by OCTA to ensure all residents have access to adequate and safe transit.
- M-2.09. **Senior and Disabled Public Transit.** We support the provision of appropriate and cost-effective transit services for seniors, disabled persons and those who are unable to drive motor vehicles by coordinating with regional transit providers, non-profit service providers, private services, and community-based services.
- M-2.10. **Transit Priority in Development Review Process.** Development should encourage transit ridership by including (T5-Intent) bus turnouts, passenger shelters, transportation kiosks, pedestrian connections to transit, and other measures.
- M-2.11. **Bicycle and Pedestrian Wayfinding.** Bicycle and pedestrian network wayfinding and information shall be provided through signs, street markings or other technologies.
- M-2.12. **Integration of Bicycle Planning.** We integrate development of the bicycle facilities network into larger land use planning and development projects.

POLICIES (from Bicycle and Pedestrian Master Plan):

- M-2.13. **Bicycle and Pedestrian Network.** We plan, develop and maintain a comprehensive bicycle and pedestrian network as specified in the San Clemente Bicycle and Pedestrian Master Plan [staff to provide link].
- M-2.14. **Bicycle Friendly Streets.** We consider every public street in San Clemente as a street that cyclists could use.
- M-2.15. **Bicycle-Friendly Infrastructure.** We shall employ bicycle-friendly infrastructure design using new technologies and innovative treatments, where necessary to improve bicyclists' safety and convenience.
- M-2.16. **Roadway Performance Evaluation.** We shall evaluate roadway level of performance from a multi-modal, Complete Streets perspective.
- M-2.17. **Traffic Control Devices.** Traffic control devices and transportation infrastructure will be operated to serve the needs of all users of the roadway and pedestrians.
- M-2.18. **Design Standards.** In determining the appropriate standard to apply to a given situation, the City will seek to maximize cyclists' and pedestrians' safety, comfort and convenience, in balance with other roadway users.
- M-2.19. **Bicycle Facilities.** In preparing City Land Use plans and applicable Capital Improvement Programs, we address bicycle needs, including:
- a. Attractive destination facilities, such as secure bicycle lockers, showers, and changing rooms that are conveniently located for bicyclists, i.e. a bike station);

- b. Facilities for bicycle parking within newly-built and renovated multi-family residential developments, residential condominiums and apartment conversions to condominiums, multi-use and non-residential sites;
 - c. Safe, secure and convenient bicycle parking; and
 - d. Wayfinding systems and traffic control signage or markings for all bicycle facilities.
- M-2.20. **Regional Bicycle and Pedestrian Coordination.** We coordinate regional trail and bicycle planning, acquisition and development efforts with adjacent jurisdictions.
- M-2.21. **External Linkages.** We link on-road and off-road bicycle and pedestrian facilities within San Clemente to existing and planned facilities in adjacent and regional jurisdictions.
- M-2.22. **Off-Road Trail Linkages.** Where feasible, the City connects off-road trails with the on-road transportation network.
- M-2.23. **Skateboarding.** We encourage and support skateboard use as an efficient and legitimate transportation mode to connect gaps between destination and transit stops and rail stations.
- M-2.24. **Maintenance and Hazard Monitoring.** All bicycle facilities will be maintained according to a management plan to be adopted by the City.
- M-2.25. **Intersections and Crossing Locations.** We utilize Federal, State, and local guidelines and standards for traffic operations, signal timing, geometric design, Universal Access (ADA) and roadway maintenance that facilitate walking and bicycling at intersections and other key crossing locations.
- M-2.26. **Bicycle and Pedestrian Facility Design Standards.** We shall utilize the Caltrans Highway Design Manual and other infrastructure guidelines as appropriate to design and maintain bicycle and pedestrian facilities to high safety standards.
- M-2.27. **Unpaved Trails.** We require unpaved bicycle and pedestrian trails on City-controlled property to be built and maintained using recognized best practices.
- M-2.28. **Intersection Configuration.** We shall require the intersections of local roads with the I-5 freeways and the proposed Toll Road to be designed using a “complete streets” approach.
- M-2.29. **Safety Awareness.** We encourage and support the creation of comprehensive safety awareness programs for pedestrians, skateboarders, cyclists and drivers.
- M-2.30. **Walking and Biking Trips.** We encourage city staff, employees, residents and visitors to walk and bicycle as often as possible.

- M-2.31. **Improvements along Bicycle and Pedestrian Routes.** We improve and maintain alternative transportation infrastructure and assign a high priority to improvements along primary pedestrian and bicycle routes to schools.
- M-2.32. **Non-Automotive Transportation Co-Benefits.** We utilize non-automotive transportation solutions as tools for achieving economic development and environmental sustainability goals.
- M-2.33. **Grant Funding.** We pursue Federal, State, County, regional and other funding opportunities to increase bicycle and pedestrian mode share percentages, improve transportation system performance, and to improve air quality through a balanced, multi-modal transportation system.
- M-2.34. **Deferred Street Improvements.** Should the City defer construction of street improvements as part of any development approval, the property owner may be required to sign an agreement to participate in the installation of the improvements when a more complete street improvement project is feasible.
- M-2.35. **American Disabilities Act.** All new streets shall have provisions for the adequate and safe movement of pedestrians, in accordance with the American Disabilities Act.
- M-2.36. **Sidewalks and Pathways.** Sidewalks or pathways are desirable in all areas.

LINKS TO OTHER GENERAL PLAN CONTENT:

- [Figure M-3, Bikeways Map](#)
- [Land Use Element, Focus Areas \[link to Focus Areas page\]](#)
- [Urban Design Element \[link to LUE Homepage\]](#)

ADDITIONAL LINKS:

- [San Clemente Bicycle and Pedestrian Master Plan \[staff to provide link\]](#)
- [Design Manual of Living Streets \(DML\) \(City will complete manual with deleted sections\)](#)
- [Caltrans Chapter 1000 Standards \[http://www.dot.ca.gov/hq/oppd/hdm/pdf/chp1000.pdf\]](#)
- [Orange County Transit Authority \[http://www.octa.net\]](#)
- [Metrolink \[www.metrolinktrains.com\]](#)
- [California Office of Planning & Research General Plan Guidelines, Complete Streets \[http://opr.ca.gov/docs/Update_GP_Guidelines_Complete_Streets.pdf\]](#)

Safety

To encourage multi-modal transportation and protect travelers' safety, San Clemente will use a combination of roadway improvements, urban design strategies, quality bicycle and pedestrian facilities, education/awareness programs and traffic code enforcement.

GOAL:

Create a balanced transportation system that facilitates safe travel by all modes of travel.

POLICIES:

- M-3.01. **Connected Roadway Network.** We require development projects to connect to and where necessary, improve local streets to allow travel by all modes and ensure connectivity with the larger City-wide roadway network.
- M-3.02. **Complete Streets Roadway Standards.** We require that pedestrian, vehicular, and bicycle circulation on public and private property is coordinated and designed to maximize safety, comfort and aesthetics and is consistent with Federal, State, Orange County, and local laws, codes, and standards.
- M-3.03. **Safe Routes to School.** We collaborate with the Capistrano Unified School District and private schools to identify and implement safety measures to improve safe travel to and from schools for students, parents, residents and school employees.
- M-3.04. **Slow Traffic.** We use a combination of traffic calming measures, speed limits, and traffic code enforcement to slow traffic where non-motorized travel is encouraged.
- M-3.05. **Safety Awareness Program.** We encourage and assign high priority to the creation of a comprehensive safety awareness program for pedestrians, skateboarders, cyclists, and motorists which addresses proper riding behavior, wearing helmets, using lights, and other issues as appropriate.
- M-3.06. **Emergency Response.** We manage the transportation system to balance emergency response time and evacuation needs with other community concerns, such as Urban Design and traffic calming.

ADDITIONAL LINKS:

- [San Clemente Bicycle and Pedestrian Master Plan](#) [staff to provide link]
- [California Office of Planning & Research General Plan Guidelines, Complete Streets](http://opr.ca.gov/docs/Update_GP_Guidelines_Complete_Streets.pdf) [http://opr.ca.gov/docs/Update_GP_Guidelines_Complete_Streets.pdf]

Parking

Parking facilities are essential for most types of land uses. Their location, design and availability can influence travel choices. For example, reducing the level of available parking has been shown to reduce vehicle travel and increase biking, walking, and transit use. To strike a balance between the provision of adequate parking to meet residential

and business needs and the goal of improving non-motorized travel options, San Clemente strives to provide an appropriate level of “right-sized” parking facilities. For example, shared parking concepts allow parking spaces to be used by more than one type of user at different times of the day. This can provide more efficient utilization of parking spaces over predictable cycles of the day, week or year. Another strategy is to provide comprehensive and routine management of parking in key destination areas of San Clemente, like the Del Mar/T-Zone, North Beach, and the Pier Bowl.

GOAL:

Create a parking system which provides an appropriate level of multi-modal parking supply in public and private parking areas.

POLICIES:

- M-4.01. ***Shared Parking.*** We require mixed-use and multiple use developments to implement shared parking techniques for complementary land uses.
- M-4.02. ***Parking Management.*** We manage and evaluate public and private parking resources in key destination areas.
- M-4.03. ***Parking Demand.*** We reduce parking demand by improving public transit, bicycle and pedestrian mobility, particularly to and from our key destination areas.
- M-4.04. ***Alternative Parking Strategies.*** We consider alternative parking strategies that address multi-modal parking needs, improve land use efficiency and enhance environmental quality, such as use of energy-saving/generating features, demand-based parking strategies, stacking, alternative paving, accommodating multiple uses, and parking elevators.
- M-4.05. ***Parking Requirements.*** We support the evaluation and possible consolidation of parking requirements to facilitate the gradual transition of land uses and to simplify standards.
- M-4.06. ***Comprehensive Parking Strategies.*** We base parking decisions and related improvements in key commercial areas (e.g., North Beach, Del Mar/T-Zone, Pier Bowl, and Plaza San Clemente) on comprehensive parking strategies.
- M-4.07. ***Alternative Parking Requirements and Incentives.*** We will consider incentives to encourage alternative parking, such as crediting bicycle, neighborhood electric vehicles (NEV), motorcycle and scooter parking spaces in meeting required automobile parking.

LINKS TO OTHER GENERAL PLAN CONTENT:

- [Urban Design Element \[link to UDE Homepage\]](#)
- [Land Use Element, Focus Areas \[link to Focus Areas page\]](#)

ADDITIONAL LINKS:

- [Link to local parking maps, applications, other programs \[staff to provide separate links\]](#)

- [Zoning Code, Chapter 17.64, Parking and Access Standards](http://library.municode.com/HTML/16606/level2/TIT17ZO_CH17.64PAACST.html#TOPTITLE)
[http://library.municode.com/HTML/16606/level2/TIT17ZO_CH17.64PAACST.html#TOPTITLE]

Freight Movement

Freight vehicles are an integral aspect of the transportation network and crucial to the economic vitality of any city. A key consideration is to manage freight vehicle traffic to limit negative impacts to City residents and employees. Our transportation infrastructure allows trucks traffic to flow efficiently and minimize the possible exposure of people in sensitive areas, such as residential neighborhoods, hospitals and schools, to accidents involving trucks, high noise levels, and diesel emissions. In addition, directing truck traffic to use designated routes minimizes impacts and maintenance demands on roadways not designed or designated for truck traffic.

GOAL:

Create a transportation system which accommodates the safe and efficient movement of freight vehicles on appropriate routes.

POLICIES:

- M-5.01. **Designated Truck Routes.** We identify, implement, and maintain a system of truck routes that allows efficient freight movement while minimizing negative impacts on local roads and noise-sensitive land uses.
- M-5.02. **Truck Route Monitoring.** We periodically review and update designated truck routes to ensure efficiency and limit negative impacts on residential areas and other sensitive land uses.
- M-5.03. **Freight Corridor Maintenance.** We provide pavement maintenance and routine sign replacement on designated freight corridors under the jurisdiction of the City.
- M-5.04. **Parking, Delivery Hours and Loading.** We will consider establishing standards which direct commercial deliveries to occur during off-peak periods to limit freight impacts on parking and other modes of travel, and to regulate delivery hours and loading locations to minimize noise impacts to adjacent residential uses.

ADDITIONAL LINKS

- [Designated Truck Routes \(Municipal Code, Title 10, Section 36, Vehicles and Traffic\)](http://library.municode.com/HTML/16606/level2/TIT10VETR_CH10.36WELITRRO.html#TIT10VETR_CH10.36WELITRRO_10.36.010TRRO)
[http://library.municode.com/HTML/16606/level2/TIT10VETR_CH10.36WELITRRO.html#TIT10VETR_CH10.36WELITRRO_10.36.010TRRO]

Mobility & Complete Streets Implementation Measures

1. Adopt a Street Design Manual based on the Model Design Manual of Living Streets [staff to provide link].
2. Conduct regular surveys of City residents to identify preferences and behavior and report on the survey results to the City Council to benchmark travel behavior
3. Consider establishing a Complete Streets Mobility Committee/Commission to assist the City with grant writing and implementation of the Bicycle and Pedestrian Master Plan (BPMP).
4. Implement the Bicycle and Pedestrian Master Plan. (Consultant to add link to the Plan here for detailed implementation measures).
5. Implement the Candidate Projects in the Bicycle and Pedestrian Master Plan, subject to more detailed engineering studies. [staff to provide link]
6. Implement the following roadway improvements based on the Circulation Element Roadways Map:
 - a. La Pata Extension
 - b. Camino Del Rio Extension
7. If necessary to mitigate potential impacts, the City will implement the following intersection improvements based on the analysis of build-out conditions associated with the Land Use Plan [NOTE: the following measures are contingent upon the ultimate adoption of the Land Use Plan as is. Additional land use changes to reduce ADT and Level of Service impacts would eliminate or change some of the following measures.]:
 - a. Construct the La Pata/Camino Del Rio intersection to have 3 receiving lanes in the Southbound direction
 - b. Restripe the La Pata/Avenida Vista Hermosa intersection to convert one Eastbound through lane to an eastbound left turn lane. The eastbound right turn lane existing in December 2012 will be converted to an eastbound through lane. Traffic signal modifications will be required to implement this improvement.
 - c. Widen the intersection of Camino Vera Cruz and Avenida Vista Hermosa to provide additional eastbound and westbound through lanes. Widen the northbound approach to add an additional northbound left turn lane.
 - d. Widen the intersection of Frontera and Avenida Vista Hermosa to provide an additional eastbound through lane and restripe the eastbound right turn lane to an eastbound through lane. Traffic signal modifications will also be required to implement this improvement.
 - e. Widen the La Pata/Avenida Pico intersection to provide an additional westbound through lane and receiving lane on the departing approach.

- f. Widen the Calle Amancer/Avenida Pico intersection to provide two southbound through lanes, two northbound left turn lanes and one northbound right-turn lane. Restripe a westbound through lane to a westbound left turn lane. Restripe the eastbound left turn lane to an eastbound through lane. Convert the eastbound right turn lane to free right operations.
 - g. Widen the Avenida Presidio/Avenida Pico intersection to provide four eastbound through lanes, A westbound left turn lane, and two southbound receiving lanes to accommodate the additional westbound left turn lane. Restripe the eastbound right turn lane to an eastbound through lane. Restripe the southbound through lane to southbound left turn lane. Also, restripe the southbound right-turn lane to a southbound through lane.
 - h. Restripe the Camino De Los Molinos and Avenida Pico intersection to have one northbound through left turn lane and one shared northbound through/right turn lane.
8. Update the Municipal Code to require end of trip bicycle facilities, as appropriate to the scale of the project, such as lockers, showers and enclosed bicycle parking, within non-residential sites and bicycle parking within multi-family and non-residential sites.
 9. Working with other agencies, the City will seek grants to help develop, operate and maintain a comprehensive trail system through San Clemente's open spaces.
 10. Work with OCTA to identify shelter options to ensure adequate safety and comfort for transit users and encourage OCTA to provide bus shelters at all bus stops on El Camino Real, Camino De Los Mares, and Avenida Pico.
 11. Prepare feasibility study for a shuttle service connecting North Beach, Del Mar/T-Zone, Pier Bowl, and other major commercial areas within the City.
 12. Validate and incorporate a Multi-Modal Level of Service (LOS) or other metric to evaluate multi-modal facilities performance into future traffic studies.
 13. Prepare and/or update parking management plans for key destination areas, including but not limited to North Beach, Del Mar/T-Zone, Pier Bowl. Update the Master Landscape Plan for Scenic Corridors.
 14. Consider preparing detailed concept plans to evaluate alternate visions for major MPAH corridors, and address types of multi-modal improvements that can be included within the constrained rights-of-way (unless it is decided to acquire more right-of-way) for various alternatives.
 15. Prepare comprehensive parking strategies for key commercial areas, including: North Beach, Pier Bowl, Del Mar/T-Zone and Plaza San Clemente

Note: The above measures are those in addition to the extensive list of implementation measures identified in the Bicycle and Pedestrian Master Plan. In addition, future roadway network improvements will be identified following the completion of the traffic

analysis. (Update this section to correspond with Planning Commission approved changes to the Draft BPMP)

16. Bicycle and pedestrian network wayfinding and information shall be provided through signs, markings or other technologies.
17. Consider using the public right-of-way outside that of the roadway limits to install safe and convenient bicycle and pedestrian facilities.
18. Explore the formalization of existing informal bicycle and pedestrian paths, where appropriate.
19. We integrate bicycle and pedestrian facility installation and maintenance into the roadway and maintenance planning process.
20. Designated Class 2 bike lanes should be added where there is sufficient curb-to-curb street paveout width.
21. When roadway repairs are done by the City or other agencies, such as utility companies, the roadway shall be restored in accordance with City standards, with restriping suitable for bicycle use, as appropriate.
22. Where feasible, design bikeways beyond the minimum required widths, but within Federal, State or local standards (For example, Class 2 lanes should not exceed eight feet in width to avoid confusion with driving lanes).
23. When intersections with signals are rehabilitated, vehicle actuation shall be installed to detect bicycles (CVC 21450.5).
24. When intersections with signals are rehabilitated, City shall install bicycle detector pavement markings at traffic signals using best practices and adopted State or Federal standards.
25. Retain existing bikeways when a roadway is reconstructed, reconfigured or improved. When designated bikeways must be temporarily removed, they should be replaced on nearby, convenient and parallel routes.
26. All new capital improvement projects and private development projects shall undergo review to ensure consistency with the Bicycle and Pedestrian Master Plan and with the Mobility and Complete Streets Element.
27. We shall consider implementing bicycle and pedestrian improvement projects as part of other street improvement projects.
28. We provide convenient, secure, attractive and easy to use bicycle parking at public buildings, commercial areas, multi-family residential development projects, and at schools and parks and encourage other agencies to provide bicycle parking for rail transit and Park-n-Ride facilities.
29. Provide access paths to transit centers and commuter rail stations to encourage walking and cycling.
30. Maintain riding surfaces suitable for cycling on all designated, on-road bicycle facilities in accordance with a management plan to be adopted by the City.

31. The City regularly maintains and sweeps streets and bikeways in compliance with its Street Sweeping Program.
32. The City regularly maintains bicycle and pedestrian signage and pavement markings so they are in good working condition.
33. The City shall periodically (for example, when the BPMP is updated and as part of the LTFP), review official databases of bicycle and pedestrian accidents, analyze their causes and locations, and strive to reduce accidents through infrastructure improvements, community outreach and education, and law enforcement efforts.
34. The City shall develop standards that require bicycle accommodations (such as parking, lockers and showers) in new or significantly rehabilitated nonresidential developments.
35. The City will encourage public pedestrian improvement projects such as public art, fountains, street trees, lighting and directional signs.
36. The City will ensure walking routes are integrated into new greenways and open space areas, where appropriate and encourage them in existing greenways and open space areas.
37. Include Bicycle and Walking Safety lessons in city recreation programs.
38. We include Bicycle and Walking Safety lessons in City recreation programs and collaborate with local schools and law enforcement to offer bicycle and pedestrian skills and safety education programs.
39. Assist employers in implementing a comprehensive bicycle awareness program for their employees.
40. The City shall support and promote education and awareness of pedestrian and bicyclist rights and behaviors, as well as risk avoidance, among the motoring public.
41. Expand the Safe Routes to School program, including International Walk/Bike to School events, and encourage all schools to get involved.
42. The City shall consider designating a law enforcement liaison officer for the bicycle and pedestrian community.
43. The City shall provide training opportunities for engineering and planning staff on ways to integrate bicyclists and pedestrians with the transportation network.
44. The City shall provide training and public outreach opportunities about bicyclists' and pedestrians' legal rights and duties for City engineering and planning staff, as well as for law enforcement officials.
45. Provide an outreach and education component to coincide with the first installation of any new type of bicycle facility as part of the implementation of the associated capital improvement project.
46. Develop a City-wide navigational tool (e.g. paper maps, digital map, GPS, other emerging technologies).

47. Consider establishing a Bicycling Advisory Committee to assist the City with grant writing and implementation of the Bicycle and Pedestrian Master Plan.
48. Collaborate with local businesses, bicycle shops, non-profits, schools, and government agencies to produce and distribute bicycle and pedestrian safety materials.
49. Encourage City officials and employees, as well as other employers, to participate in "Bike to Work Month" and "Bike to Work Week."
50. Improve appropriate legal access to public lands for cyclists and pedestrians.
51. City shall collaborate with the local off-road advocacy groups, conservation non-profits, State Parks, adjacent jurisdictions and the Donna O'Neil Land Conservancy to develop a plan for off-road trail facilities.
52. Establish a bicycle-friendly business program to encourage and facilitate use of alternative modes of transportation by employees and customers.
53. Consider establishing an Active Transportation Coordinator position to work with City departments and advocacy groups to support and coordinate efforts to improve alternative transportation modes and to implement the Bicycle and Pedestrian Master Plan.
54. Provide assistance to school districts in facility planning and transportation operations to ensure safety for users of all modes during school pick-up, drop-off and other special events.
55. Require the construction of new bicycle facilities and/or bicycle-friendly improvements as a condition of approving new development that impacts area parking or traffic.
56. Encourage bicycle and pedestrian-oriented site design in commercial areas.
57. Design bicycle and pedestrian network linkages that directly connect to retail and commercial centers.
58. We require development projects and site plans to be designed to encourage pedestrian connectivity among buildings within a site, while linking buildings to the public bicycle and pedestrian network.
59. Track mode shift to quantify greenhouse gas reductions.
60. Establish mode shift/share goals.
61. As funding permits, will install or require as a condition of development approval pedestrian facility improvements such as installation of signs, signals, street crosswalks, proper lighting, , pedestrian-activated signals, street trees, placement of benches, transit shelters, shade and other ancillary pedestrian features.
62. The City will identify substandard public sidewalks and paving in public areas and ensure they are repaired or replaced in accordance with Sidewalk Repair Program.

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63. The City will prepare and maintain an inventory of sidewalk facilities to determine where pedestrian improvements are most needed to insure a continuous safe route for pedestrians throughout San Clemente.
64. The City will retrofit streets and require developments to install public improvements that provide disabled access and mobility on public streets, as required by State or Federal law.
65. The City will work towards closing existing gaps in San Clemente's pedestrian network.
66. The City will give high priority to providing pedestrian and bicycle access to all public facilities and transit stops and will coordinate with OCTA as necessary.
67. The City may provide for the approval of certain commercial uses in public sidewalks in the Pedestrian Overlay District when those uses benefit the overall pedestrian environment.

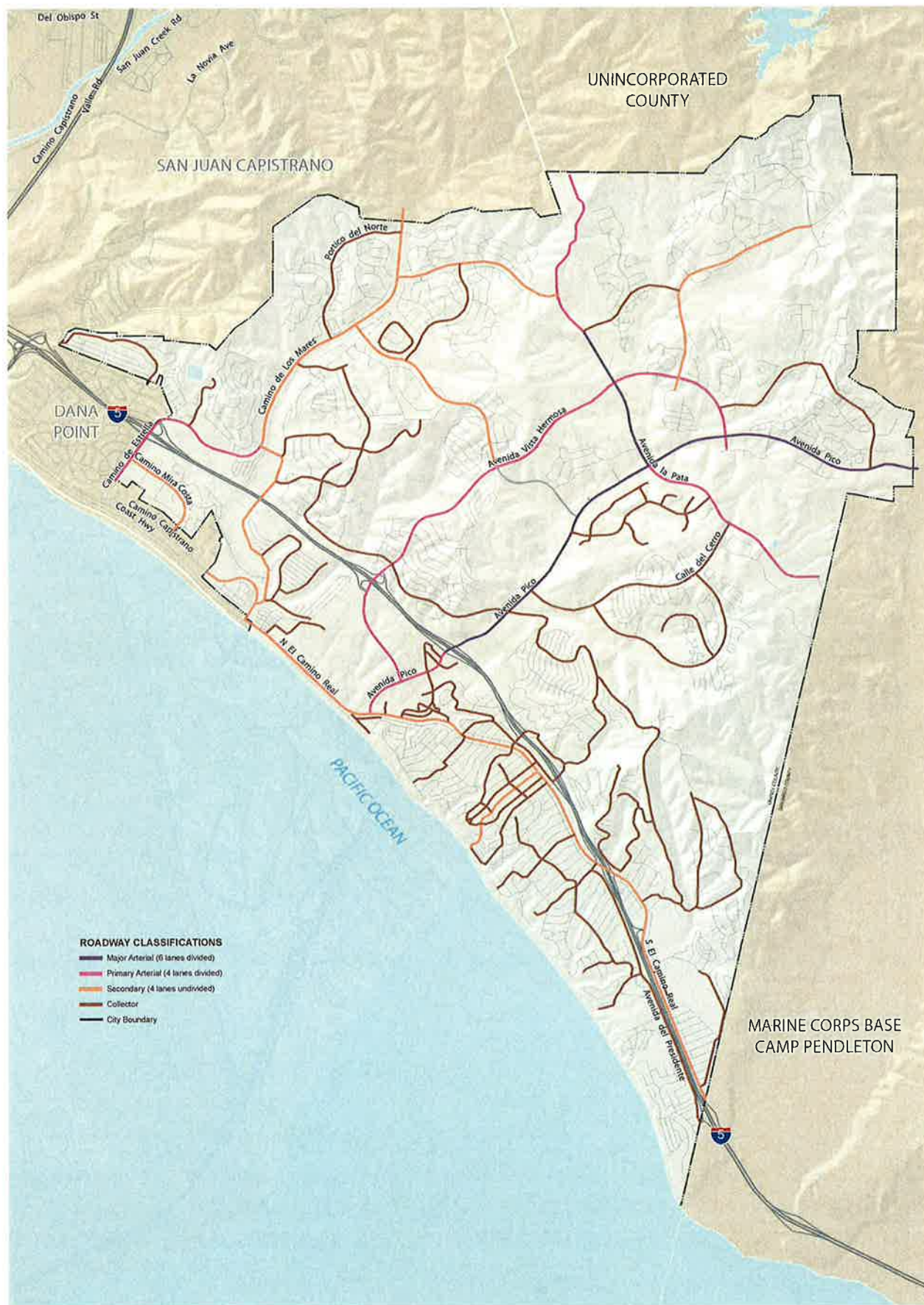


Figure M-1
ROADWAY SYSTEM MAP

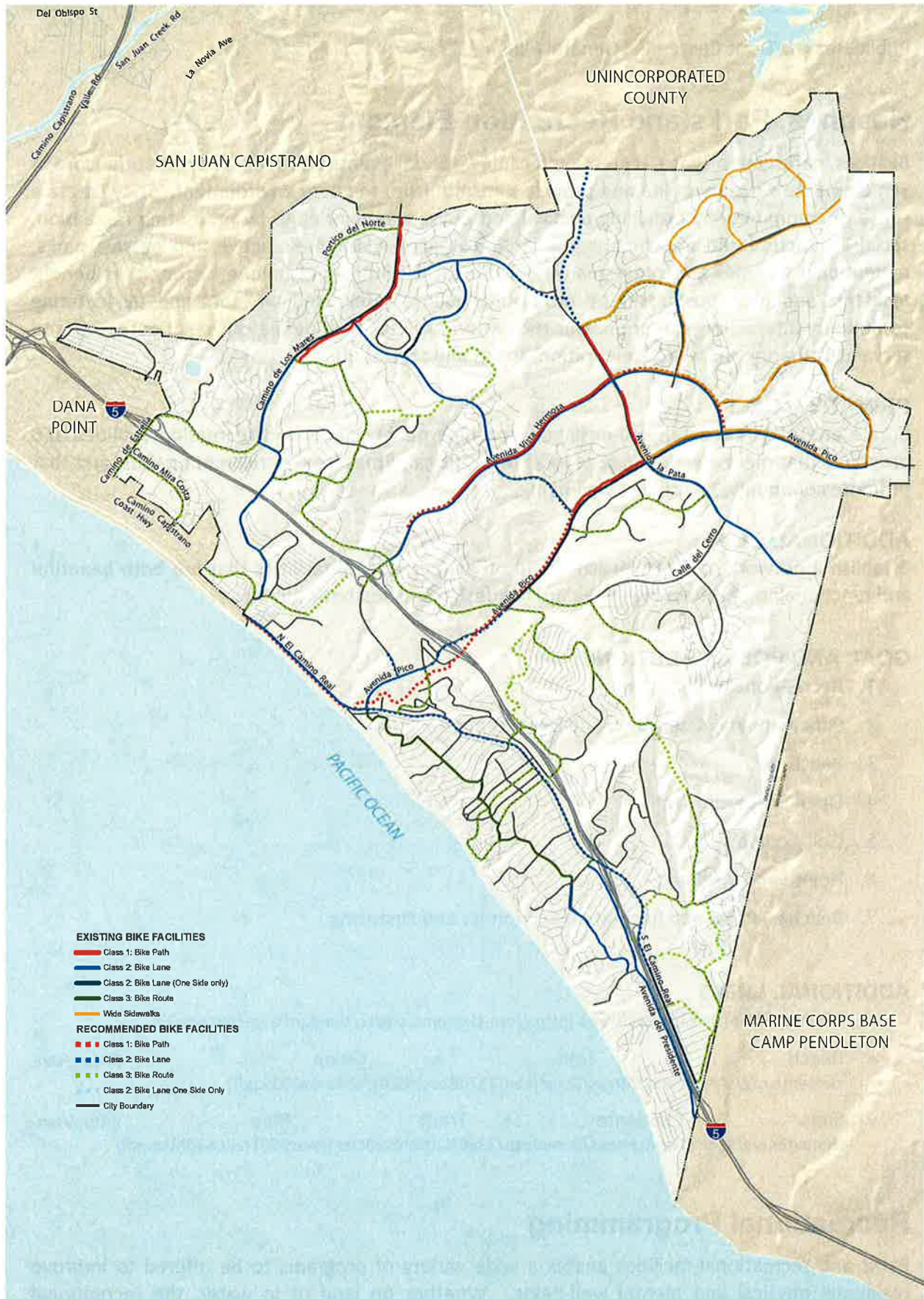


Figure M-3
BIKEWAYS MAP

Beaches, Parks and Recreation Element

Beaches, parks, open space, recreation facilities, special events and programs are at the core of San Clemente's quality of life and provide a respite from the built environment. They create a sense of community by providing a social and physical network and by promoting recreation, social interaction and [enrichment](#) [link to Glossary]. San Clemente's active and passive parks, recreational facilities and programs reflect our local culture and unique history, and benefit residents and local businesses by promoting health, safety and wellness and by fostering community interaction and pride. Our recreation facilities help define our neighborhoods and serve as gathering spaces for celebration, sport, and relaxation.

PRIMARY GOAL:

Create and maintain safe, well-designed and high quality parks and recreation facilities and programs that meet a wide range of local recreational, fitness and enrichment needs, and that promote community health and well-being.

ADDITIONAL GOAL:

Establish a network of parks, beaches and other recreational facilities that are both beautiful and functional; that reflect high standards of design and aesthetic quality.

GOAL AND POLICY SECTIONS:

1. [Recreational Programming](#)
2. [Park Planning, Acquisition and Development](#)
3. [Beaches](#)
4. [Open Space and Trails](#)
5. [Golf Course](#)
6. [Health and Wellness](#)
7. [Beaches, Parks and Recreation Economics and Financing](#)

ADDITIONAL LINKS

- [Master Plan for City Facilities \[http://san-clemente.org/sc/standard.aspx?pageid=23\]](http://san-clemente.org/sc/standard.aspx?pageid=23)
- [Beach Trail Guide \[http://san-clemente.org/sc/Inf/Forms/maps/Download/2370Beach%20TrailGuide2009.pdf\]](http://san-clemente.org/sc/Inf/Forms/maps/Download/2370Beach%20TrailGuide2009.pdf)
- [San Clemente Trails Map \[http://san-clemente.org/sc/Inf/Forms/maps/Download/2365%20San%20Clemente%20Trails%20Map.pdf\]](http://san-clemente.org/sc/Inf/Forms/maps/Download/2365%20San%20Clemente%20Trails%20Map.pdf)

Recreational Programming

Parks and recreational facilities enable a wide variety of programs to be offered to improve residents' physical and mental well-being. Whether on land or in water, the recreational

programming options are vast and reflect the community's environmental qualities, culture and shared values. To be able to continuously offer the highest quality recreational programs, it is essential to receive patron feedback, recognize trends and analyze park user data on a regular basis.

GOAL:

Offer a wide range of creative, safe and enjoyable recreational opportunities for persons of all ages, abilities and financial status to enrich the lives of all San Clemente residents.

POLICIES:

BPR-1.01. **Programming.** We program our parks and other recreation facilities for efficient and creative uses, consistent with the type of facility, user groups served and community needs, and with the [Beaches, Parks and Recreation Master Plan](#) [staff to provide link when developed].

BPR-1.02. **Users.** We provide indoor and outdoor programs and facilities appropriate for a range of income levels, ages and abilities.

BPR-1.03. **Tracking Needs and Interests.** We track City recreation programs in terms of participation, customer satisfaction, and changing needs to identify recreational programming priorities needs, and interests.

BPR-1.04. **Partnerships.** We partner with non-profit organizations, businesses and agencies to provide high quality, comprehensive recreational and educational programming, and affordable special events for residents.

BPR-1.05. **Safety.** We design and maintain park and recreation facilities to provide an appropriate level of safety for residents and visitors.

BPR-1.06. **Underserved Youths and Adults.** We promote low-cost or free, safe and fun recreational program for underserved youths and adults as part of our local crime prevention efforts.

BPR-1.07. **Historic Sites.** We celebrate historic sites with recreational learning opportunities in parks and recreation facilities.

BPR-1.08. **Natural Environment.** We protect our natural environment, including marine resources and open spaces, consistent with the City's [HEAL resolution](http://san-clemente.org/sc/Meetings/PRCom/Packets/Download/OldPackets/03-13-12/3-13-12%207b.pdf). [http://san-clemente.org/sc/Meetings/PRCom/Packets/Download/OldPackets/03-13-12/3-13-12%207b.pdf] Where

possible, we utilize them as recreational learning opportunities and contemplative spaces, in conjunction with our environmental goals.

BPR-1.09. **Street Closures/Public Spaces.** We support temporary, and where safe and appropriate, long-term street closures to create or expand public spaces and to accommodate street fairs, farmers' markets, art shows and other special community events.

BPR-1.10. **Schools.** We promote providing recreational opportunities in conjunction with our local schools.

BPR-1.11. **Neighborhood/Commercial Area Enhancement.** We consider using recreational programming as a tool for enhancing the vitality of neighborhoods and commercial areas.

ADDITIONAL LINKS

- [HEAL Resolution \[http://san-clemente.org/sc/Meetings/PRCom/Packets/Download/OldPackets/03-13-12/3-13-12%207b.pdf\]](http://san-clemente.org/sc/Meetings/PRCom/Packets/Download/OldPackets/03-13-12/3-13-12%207b.pdf)
- [Beaches, Parks and Recreation Master Plan \[staff to provide link\]](#)

Park and Recreation Planning, Acquisition, and Development

Beaches, parks and recreation facilities can provide space for organized sports, passive recreation, educational programs, special events and gatherings with family and friends. They can also serve as weekday and weekend destinations. A comprehensive system should complement new and existing development and meet local recreational needs. To do so, land and facilities may need to be acquired, planned, and developed. Like most cities, the City of San Clemente must adapt to changing park and recreation demands. To that end, and in addition to this Element's goals and policies, the [San Clemente Beaches, Parks and Recreation Master Plan \[staff to provide link when developed\]](#) identifies priorities for park expansion, acquisition, development and funding.

San Clemente's parks system includes neighborhood parks (generally less than 10 acres in size), community parks (generally 10 acres in size or larger), and special use parks (the San Clemente Community Center and Ole Hanson Beach Club) that can be of any size, but that have facilities to meet specific recreation needs.

These elements are at the core of San Clemente's quality of life and provide places for recreation, relaxation, and rest. Local parks and recreation facilities reflect the City's interest in and commitment to a healthy lifestyle. Totalling over 197 acres, the beaches and park system provides both passive and active recreational areas and includes 176.60 acres at 21 parks and beach accesses, 20 acres of sand beaches, and 13.3 miles (21.99 acres) of hiking trails.

GOAL:

Provide and maintain parks and recreation facilities with adequate spaces and amenities to meet the recreational and relaxation needs of existing and future residents.

POLICIES:

BPR-2.01. ***Parkland and Beaches Standard.*** We apply a standard of at least five acres of improved parkland and beaches per 1,000 residents and seek to meet residents' needs in underserved areas.

BPR-2.02. ***Evaluation of User Needs.*** We evaluate user feedback, track facility use, and utilize projections to understand park and recreation facility needs and plan for future acquisition and development.

BPR-2.03. ***Beach and Park Maintenance.*** We maintain beach and park facilities in good condition and strive to meet Council-adopted community standards.

BPR-2.04. ***Master Plan.*** We focus parkland acquisition and development efforts in accordance with the Beaches, Parks and Recreation Master Plan and with the Master Plan for City Facilities.

BPR-2.05. ***Master Plan Maintenance.*** We maintain and update the Beaches, Parks and Recreation Master Plan at least every 10 years to strategically plan for future park and recreation needs.

BPR-2.06. ***Parkland Acquisitions.*** We require parkland acquisitions to be beneficial to the community. In acquiring parkland, the City considers short-term land and construction costs and long-term operations and maintenance costs.

BPR-2.07. ***Planning for Local Context.*** We plan park features and facilities that meet the recreational preferences of residents and the land uses the park is intended to serve. We consider the impacts of such facilities on surrounding uses.

BPR-2.08. ***Future Park Sites.*** When selecting specific park sites or designing park facilities, we identify park type and future user needs.

BPR-2.09. ***Joint Use Agreements.*** We maintain and improve joint-use recreational space agreements with public agencies and seek new opportunities for joint recreational uses.

BPR-2.10. ***Universal Access.*** We seek to provide, where feasible, inclusive recreation facilities that meet or exceed accepted standards for Universal Access [[link to Glossary](#)].

BPR-2.11. **Structured and Unstructured Recreation Opportunities.** We plan, acquire and develop recreational facilities to provide a balanced range of structured and unstructured recreation opportunities.

ADDITIONAL LINKS

- [Master Plan for City Facilities](http://san-clemente.org/sc/standard.aspx?pageid=23) [http://san-clemente.org/sc/standard.aspx?pageid=23]
- [Beaches, Parks and Recreation Master Plan](#) [staff to provide link when developed]
- [Park and Recreation Facilities webpage](http://san-clemente.org/sc/standard.aspx?pageid=148) [http://san-clemente.org/sc/standard.aspx?pageid=148]
- [Park and Recreation Facilities Maps and Descriptions](http://san-clemente.org/sc/rec/parks/maps/parksmap.aspx) [http://san-clemente.org/sc/rec/parks/maps/parksmap.aspx]

Beaches

San Clemente's beaches are a major reason why people choose to visit, reside, and invest here and are a key reason for the City's high quality of life. The City of San Clemente enjoys over 4.5 miles of coastline and local beaches that are highly valued by residents and visitors. San Clemente's beaches vary by width of sand, onsite or adjacent amenities, and surf breaks, creating opportunities for a wide range of beach activities from passive recreation to active athletic competitions. San Clemente's beaches have a local, regional and international draw, attracting visitors from around the world. Beaches are also a critical natural resource that significantly influences local culture, recreation, and economic development.

For additional policies related to the protection of beach resources and beach access, please refer to the [Coastal Element](#) [link to CE Homepage].

GOALS:

Provide safe, high-quality beaches that protect natural resources, support and encourage recreational activities, promote economic development and contribute to San Clemente's culture and character.

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

POLICIES:

BPR-3.01. **Resource Conservation.** We maintain our beach resources to conserve natural, recreational, and economic resources. (See [Coastal Element](#)) [link to CE Homepage]

BPR-3.02. **Beach Planning.** We monitor beach use and quality to help ensure adequate staffing, facility and environmental maintenance, and sand replenishment planning.

BPR-3.03. **Balance.** We enhance beach areas that are appropriate for recreational development, without destroying natural resources or beauty.

BPR-3.04. ***Pedestrian and Bicycle Connectivity.*** We encourage connectivity by developing and maintaining pedestrian and bicycle trails, where appropriate, along our coastline, including designated railroad crossings for pedestrians.

BPR-3.05. ***Pier Bowl and North Beach.*** We enhance the Pier Bowl and North Beach areas to function as recreational, cultural and economic hubs. We also maximize accessibility for residents, visitors and commuters, including train passengers, to create easy and natural transitions between the beach, beach trail and local businesses or cultural attractions.

BPR-3.06. ***Marine Safety.*** We provide an appropriate level of Marine Safety personnel and facilities for the protection of beach users. (See [Safety Element Flooding and Marine Hazards section](#)) [[link to section](#)]

BPR-3.07. ***Relocation of Railroad Right-of-Way.*** We support the eventual relocation of the railroad right-of-way away from the beach to the vicinity of the Interstate 5 freeway.

BPR-3.08. ***Public Outreach and Participation.*** We encourage public participation in protecting our beaches through educational outreach programs.

BPR-3.09. ***Sand Nourishment.*** We support sand nourishment programs and other measures to enhance the use, appearance and safety of our beaches.

BPR-3.10. ***Sand Monitoring.*** We continue to monitor sand movement, research the impacts of coastal erosion and implement methods of mitigating further coastal damage to San Clemente's beaches environment.

LINKS TO OTHER GENERAL PLAN INFORMATION

- [Coastal Element](#) [[link to CE Homepage](#)]
- [Figure C-1, Coastal Access Map](#) [[link to figure](#)]

ADDITIONAL LINKS

- [City of San Clemente Coastal Camera](http://san-clemente.org/cameras/hqcamera.aspx) [<http://san-clemente.org/cameras/hqcamera.aspx>]
- [City of San Clemente Beach Report](http://san-clemente.org/sc/inf/Weather/Beach/BeachReport.aspx) [<http://san-clemente.org/sc/inf/Weather/Beach/BeachReport.aspx>]
- [Beach Trail Map](http://www.san-clemente.org/sc/Inf/Forms/maps/Download/2370Beach%20TrailGuide2009.pdf) [<http://www.san-clemente.org/sc/Inf/Forms/maps/Download/2370Beach%20TrailGuide2009.pdf>]
- [Neighborhood Beach Watch](http://san-clemente.org/sc/standard.aspx?pageid=617) [<http://san-clemente.org/sc/standard.aspx?pageid=617>]
- [Beaches, Parks and Recreation Parks Master Plan](#) [staff to provide link when developed]
- [Local Coastal Program](#) [staff to provide link when available]
- [CAC/City Council adopted policy re: Coastal Facilities](#) [staff to provide link]

Open Space and Trails

San Clemente's natural environment includes many beautiful open spaces with opportunities for a multi-use trails system for residents and visitors. The local network of public, private, City, and State Park trails provide safe walking, hiking, equestrian and cycling experiences. Trails are designed to provide public access to beaches, canyons, and ridgelines, and to provide spectacular views of the coast and open spaces adjacent to the City. Trail linkages enhance pedestrian and cyclist connectivity to these special areas and to other points of interest outside of San Clemente's City limits.

GOAL:

Provide a safe, environmentally sustainable and attractive open space and trails network, including walking, bicycling, hiking and equestrian trails, that connects key open space areas and recreational amenities.

POLICIES:

- BPR-4.01. ***Open Space Preservation.*** We encourage and support the preservation of open space within and adjacent to the City.
- BPR-4.02. ***Trails and Staging Areas.*** We support the development, maintenance and enhancement of local trails and staging areas using best sustainable practices.
- BPR-4.03. ***Partnerships and Funding.*** We seek strategic partnerships and funding assistance opportunities with public agencies and volunteer organizations to reduce City costs to maintain open space and trail facilities.
- BPR-4.04. ***Trail Connections.*** We collaborate with other public agencies and private parties to establish connections between trails.
- BPR-4.05. ***Public Information.*** We publicize our trails system, including the Beach Trail, to encourage public use and appreciation, including the use of bicycle trails for general transportation and commuter use.
- BPR-4.06. ***Education.*** We design and use some public trails for educational and interpretive purposes.
- BPR-4.07. ***Master Plan.*** We maintain and update the Beaches, Parks and Recreation Master Plan and Bicycle and Pedestrian Master Plan [staff to provide link when developed] to strategically plan new trails and related facilities.
- BPR-4.08. ***Standards.*** We maintain multi-purpose trails to Council-adopted community standards.

ADDITIONAL LINKS

- [Bicycle and Pedestrian Master Plan](#) [staff to provide link]
- [Beaches , Parks and Recreation Master Plan](#) [staff to provide link when developed]
- [Beach Trail Map](http://www.san-clemente.org/sc/Inf/Forms/maps/Download/2370Beach%20TrailGuide2009.pdf) [http://www.san-clemente.org/sc/Inf/Forms/maps/Download/2370Beach%20TrailGuide2009.pdf]
- [San Clemente Trails Map](http://san-clemente.org/sc/Inf/Forms/maps/Download/2365%20San%20Clemente%20Trails%20Map.pdf) [http://san-clemente.org/sc/Inf/Forms/maps/Download/2365%20San%20Clemente%20Trails%20Map.pdf]

Golf Course

Golf has been a part of San Clemente’s recreational makeup since the town was created. The City’s Municipal Golf Course was built by renowned Golf Course Architect, William “Billy” Bell on land donated by the City founder Ole Hanson. Due to its affiliation with Billy Bell and its association with the Ole Hanson/Spanish Village the property is listed as a San Clemente Historic Resource. The Course originally consisted of nine holes, known as the “Ocean Nine”, on its opening day in 1930. The area that is now the back nine, known as the “Inland Nine: was laid out in 1956, making it the challenging 18-hole course it is today. Municipally owned and operated since its inception, the San Clemente Golf Club is aptly known as the “Pride of the Pacific”. The course boasts sweeping ocean views and is an important historic and recreation element in the City. Now irrigated with reclaimed water and several landscape conversions projects, the City works to provide a water efficient, yet beautiful golf course. The Course is remarkably successful with over 95,000 rounds per year making it one of the busiest courses in the nation.

GOAL:

Maintain a high quality municipal golf experience and its rich history for residents and visitors.

POLICIES:

- BPR-5.01. **Maintenance Funding.** We maintain our course with an enterprise fund to ensure the golf course supports itself without cost to the General Fund.
- BPR-5.02. **Best Practices.** We monitor and use best golf course management and design practices to ensure viable grounds conditions, a healthy landscape and net fiscal benefits.
- BPR-5.03. **Clubhouse Facilities.** We provide quality Clubhouse facilities to serve the golf and residential community.

ADDITIONAL LINKS

- [San Clemente Golf Club](http://www.sanclementegc.com/) [http://www.sanclementegc.com/]

Health and Wellness

Since its founding, San Clemente has been dedicated to active, healthy living in a beautiful, seaside community. Its clean air and water, ideal climate and coastal setting draw those who seek a healthy lifestyle, outdoor sports and beaches where, as Ole Hanson put it, people can get “a healthy joy out of life.” The City is committed to helping citizens preserve and enhance their health by providing positive alternatives to public health issues that have become all too common in other areas. Health and Wellness policies and programs promote access to healthy living options, such as fresh, locally grown food, easy access to parks, beaches, trails and open space, and well-designed public spaces that promote physical activity. We promote and celebrate health and wellness through positive, community-building events, neighborhood outreach and public education.

GOAL 1: Be a community that has readily accessible high-quality, fresh foods and affordable health services.

GOAL 2: Be a community where residents can easily choose to engage in healthy activities and lifestyles and where health and wellness considerations help guide City decision-making.

GOAL 3: Be a community that supports sustainable, health-supporting land uses and activities, such as farmers’ markets, food cooperatives and residential vegetable gardens.

POLICIES:

BPR-6.01. ***Access to Healthy Foods (Standards).*** We promote access to healthy food choices through flexible development standards that allow small-scale, neighborhood-oriented grocery stores in residential zones, where appropriate.

BPR-6.02. ***Access to Healthy Foods (Schools, Public Facilities and City Events).*** We encourage the availability of healthy food choices in local schools, public buildings, facilities and parks and at City-sponsored events.

BPR-6.03. ***Smoking.*** Smoking shall not be allowed in City-owned or operated buildings, parks, beaches or other facilities, except in areas specifically designated for this purpose.

BPR-6.04. ***Interconnected Neighborhoods.*** Neighborhoods should be interconnected with safe, well-designed and maintained walking and biking trails, sidewalks, consistent with the City’s Bicycle and Pedestrian Master Plan [staff to provide link].

BPR-6.05. ***Bike Parking.*** We encourage the provision of safe, secure, convenient and aesthetically pleasing bike parking to promote alternative forms of transportation wherever public parking is required.

BPR-6.06. **Compact Neighborhoods.** We support compact, neighborhood-serving development that provides healthy foods or essential services within walking or biking distance from residential neighborhoods, schools and parks.

BPR-6.07. **Trails.** We encourage use of public trails and work with civic organizations, community groups, youth groups, homeowner associations, regional and state agencies and non-profit organizations to improve, expand and maintain the trail network.

BPR-6.08. **Social Interaction/Community Participation.** We encourage enhanced social interaction, community participation in special events, youth sports and outdoor activities by developing and maintaining public facilities and spaces that promote health and wellness.

BPR-6.09. **Streetscape Amenities.** We encourage and support local, private investment in streetscape amenities (examples include: benches, street trees, decorative sidewalks) that enhance safety, walkability, neighborhood appeal, and help commercial neighborhoods stay clean, safe and attractive.

BPR-6.10. **Urban Forest/Trees.** We support best practices in the planting and maintenance of trees in the public realm to improve air quality and reduce “heat island” effects due to reflected heat from hardscape and urban uses.

BPR-6.11. **Children/Young Adults.** We seek to provide positive, safe and supportive community environments for the healthy development for children and young adults.

BPR-6.12. **Community Gardens.** We support efforts to develop community gardens on City-owned, public utility-owned and on privately-owned properties suitable for that purpose.

BPR-6.13. **Edible Gardens.** We support property owner and Homeowner Association efforts to modify CC&Rs, where appropriate, to allow residents to plant edible gardens in their front yards.

LINKS TO OTHER GENERAL PLAN INFORMATION

- [Land Use Element Implementation Measures \[link to section\]](#)
- [Mobility and Complete Streets Element, Non-Automotive System \[link to section\]](#)
- [Mobility and Complete Streets Element, Implementation Measures \[link to section\]](#)
- [Urban Design Element, Public Spaces \[link to section\]](#)
- [Urban Design Element, Urban Forests \[link to section\]](#)

ADDITIONAL LINKS

- [Bicycle and Pedestrian Master Plan](#) [staff to provide link]
- [Master Plan for City Facilities](http://san-clemente.org/sc/standard.aspx?pageid=23) [http://san-clemente.org/sc/standard.aspx?pageid=23]
- [Beaches, Parks and Recreation Master Plan](#) [staff to provide link]
- [Memorial Care](http://www.memorialcare.org/san_clemente/about_sc.cfm) [http://www.memorialcare.org/san_clemente/about_sc.cfm]
- [Orange County Health Care Agency](http://ochealthinfo.com/phs/) [http://ochealthinfo.com/phs/]
- [Orange County Health Needs Assessment](http://www.ochna.org/) [http://www.ochna.org/]
- [Center for Disease Prevention and Control](http://www.cdc.gov/healthycommunitiesprogram/) [http://www.cdc.gov/healthycommunitiesprogram/]
- [Designing Healthy Communities](http://designinghealthycommunities.org/) [http://designinghealthycommunities.org/]
- [Robert Woods Johnson Foundation](http://www.rwjf.org/) [http://www.rwjf.org/]
- [California Endowment](http://www.calendow.org/home.aspx) [http://www.calendow.org/home.aspx]
- [Strategic Growth Council – Health in All Policies](http://www.sgc.ca.gov/hiap/) [http://www.sgc.ca.gov/hiap/]

Beaches, Parks and Recreation Economics and Financing

The cost of acquiring, developing, operating, and maintaining beaches, parks and recreation facilities and programs can be substantial. The City's resources need to be allocated and used efficiently to respond to recreational needs and to maximize the value of public funds. Strategic partnerships and grant funding opportunities can help defray City costs to provide a comprehensive beaches, parks and recreation system. [Quimby Act](http://www.calsj.org/TheQuimbyAct.htm) [http://www.calsj.org/TheQuimbyAct.htm] fees (park in-lieu fees) are required of developers to provide land, improvements or funds to meet the City standard of providing at least five acres of park land per 1,000 residents.

GOAL:

Provide beaches, parks and recreation facilities that are financed, acquired, developed, operated, and maintained to meet community needs and standards, in balance with the City's fiscal resources.

POLICIES:

BPR-7.01. *Funding Support.* We aggressively pursue Federal, State, County, private foundation and endowment support to assist in the acquisition, development, programming, operations, and maintenance of beaches, park and recreation facilities.

BPR-7.02. *City Fiscal Resources.* We improve the efficiency of our facilities and programs and seek to ensure we have adequate fiscal resources for operations, maintenance and replacement before investing in new facilities.

BPR-7.03. **Operations and Maintenance Costs.** We develop park facilities that are realistic in terms of operations and maintenance costs needed to maintain their quality and safety.

BPR-7.04. **Community Support.** We encourage neighborhood groups, organizations, and businesses to become active supporters of our beaches and parks facilities and programs through contributions of goods, services, labor and money.

BPR-7.05. **Private Facilities.** We encourage the development of private recreational facilities, where appropriate, that provide services or facilities that are not provided by the City.

BPR-7.06. **Revenue Generation.** We encourage beaches and parks programs that generate revenues that can help achieve the City's Beaches, Parks and Recreation goals.

BPR-7.07. **Park In-Lieu Fees.** We will periodically update the park in-lieu fee required for new development to establish appropriate rates.

ADDITIONAL LINKS:

- [Master Plan for City Facilities \[http://san-clemente.org/sc/standard.aspx?pageid=23\]](http://san-clemente.org/sc/standard.aspx?pageid=23)
- [Beaches, Parks and Recreation Master Plan \[staff to provide link when developed\]](#)
- [Long Term Financial Plan \(LTFP\) \[http://san-clemente.org/sc/download.aspx?pageid=368\]](http://san-clemente.org/sc/download.aspx?pageid=368)
- [Quimby Act \[http://www.calsj.org/TheQuimbyAct.htm\]](http://www.calsj.org/TheQuimbyAct.htm)
- [Park and Recreation Facilities Maps and Descriptions \[http://san-clemente.org/sc/rec/parks/maps/parksmap.aspx\]](http://san-clemente.org/sc/rec/parks/maps/parksmap.aspx)

Beaches, Parks and Recreation Element Implementation Measures

Recreational Programming

1. Explore new opportunities for the Community Center to improve programming and maximize facility use.
2. Work with community groups to help establish and fund a Surfing Heritage Museum.
3. Continue to provide a variety of programs to meet a range of needs and maximize facility use.
4. Monitor program participation to identify demand, including populations with special needs.

5. Monitor facility (including beaches) use, population and development projections to plan for future program, facility, and staffing needs.
6. Incorporate strategies for neighborhood and commercial area enhancement in the Master Plan for Parks and Recreation.

Park Planning, Acquisition and Development

7. Create a Beaches, Parks and Recreation Master Plan within two years of General Plan adoption and update it at least every ten years.
8. Monitor park acreage and facility use to ensure that facilities are meeting local needs.
9. Establish or improve joint-use agreements to maximize public recreation opportunities.
10. Consider reconfiguring Bonita Park to meet changing park user needs and provide additional parking for the Los Molinos area.
11. Prepare a plan which identifies underserved areas in terms of parks and recreational facilities and seek grants or other funding sources to help implement the plan.
12. Work with other public agencies and non-profit organizations to help ensure all community-serving facilities, such as libraries, health centers, wellness centers, recreation facilities and parks are universally accessible.

Beaches

13. Continue to maintain and enhance the City's beaches and Municipal Pier and seek outside funding sources to help support these efforts.
14. Continue to enhance the beaches by the Municipal Pier and North Beach train stations to support public transit use.
15. Seek sand nourishment and replacement funding opportunities to ensure beachgoers have a high quality beach experience and to maintain ongoing monitoring activities.

Open Space and Trails

16. Work with private land owners to help expand the community trails network by making privately-owned trails available for public use.
17. Evaluate the feasibility of extending the Beach Trail.

Golf Course

18. Incorporate golf course management and design improvements in future Beaches, Parks and Recreation master planning.

Health and Wellness

19. Work with the State, Federal and County agencies to advocate strict enforcement of laws against the sale to or use of alcoholic beverages by minors.
20. Work with governmental and non-governmental agencies to stem the availability of illegal drugs and to prevent substance abuse.
21. Encourage the development of healthy food outlets, farmers markets and food cooperatives and amend the Zoning Ordinance to establish standards allowing such uses where appropriate.
22. Encourage restaurants to provide nutritional information to help customers make healthy dining choices and recognize those that do.
23. Establish guidelines to be followed by all City Departments to encourage healthy foods to be served at City-sponsored events, meetings, and community-wide forums.
24. Implement the Bicycle and Pedestrian Master Plan by allocating a portion of the annual City budget to complete sidewalk projects that infill public sidewalk gaps and provide connectivity.
25. Encourage private contributions to provide, improve or maintain public improvements that promote health and wellness, such as fitness stations, benches, bike racks and play equipment.
26. Seek grant funding and innovative public-private partnerships, where feasible, to increase residents' access to healthy foods and opportunities for physical activity, especially in underserved areas.
27. Amend the Zoning Ordinance to allow small, neighborhood-serving markets within easy walking and biking distance from most residential areas and encourage such markets to include fruits, vegetables and other healthy foods.
28. Support farmers' markets and similar types of events at various locations, times, and days of the week throughout the community.
29. Amend the Zoning Ordinance to broaden the range of temporary uses to allow fruit stands for the sale of fresh fruits and vegetables in commercial areas.
30. Seek grants to provide educational materials to local grocery stores to help improve point-of-purchase signage and marketing of fresh and healthy foods.

31. Continue City-sponsored Mayor's Walks and similar activities to encourage residents' participation in community events and encourage healthy neighborhoods.
32. Ensure that Police Services continues to work with neighborhoods to promote safety and the "Neighborhood Watch Program."
33. Continue collaboration with local health providers to provide public health programs and services in City parks with an emphasis on target areas.
34. Staff shall continue participation in healthy living programs sponsored by collaborative partners and active youth.
35. Continue to promote local health service providers participation in community-wide health fairs and similar events.
36. Cooperate with nonprofit health organizations to provide no- or low-cost health services on a regular basis.
37. In collaboration with local hospitals and health service providers, the City will encourage and support measures that improve the availability of primary care and other physicians' services and emergency facilities in San Clemente.
38. Promote and support a City Employee Wellness Program.
39. Promote community-wide Health and Wellness programs offering free evaluation and consultation to San Clemente businesses on employee wellness programs. Local collaborative partners and their volunteers will provide technical assistance to businesses on health education and employee wellness programs.
40. Consider amending the Zoning Ordinance to allow keeping chickens in low-density residential zones for home-based egg production and non-chemical pest control. City will establish guidelines and specific zoning standards for poultry raising in low-density residential zones.
41. City staff will work with various community organizations and local agencies to provide free or low cost health information, nutrition classes, community-wide health fairs and other health and wellness – oriented events.
42. Where feasible, the City will implement the Vista Los Mares Revitalization recommendations in the University of California at Irvine's Healthy Community Guide (March 2012), as grant funding is available.

43. Amend the Zoning Ordinance to allow the development of community gardens throughout the City.
44. Establish a Community Living Gardens program and identify viable community garden sites. Beaches, Parks, and Recreation staff will identify city-owned land and other locations within the community to provide opportunities to develop community gardens.
45. Amend the Zoning Ordinance to allow compatible agriculture uses in Residential, Commercial and Public zones.
46. Implement the City's Quiet Zone/Railroad Safety Program.

Beaches, Parks and Recreation Economics and Financing

47. Continue to require open space dedication or appropriate park in-lieu fees as part of the development review process.
48. Pursue grants and other funding opportunities for beaches, trails, parks and other recreational facilities in San Clemente.
49. Regularly review and update the Beaches, Parks and Recreation Master Plan, Bike and Pedestrian Master Plan and the City Facilities Master Plan to provide adequate guidance for the provision of parks, trails, and other recreational facilities.
50. Investigate the possibility of establishing a volunteer staffing program to assist with recreational programs and reduce staffing costs at City public parks and recreational facilities.

Natural Resources

Natural resources shape our community. San Clemente's scenic [shoreline](#) [[link to Glossary](#)], hillsides and canyons inspire residents and visitors alike and help define our community's identity as the Spanish Village by the Sea. Properly managed, our natural resources provide stunning views, relief from the built environment, valuable watershed and wildlife habitat, enhanced property values and recreational opportunities: benefits that contribute to San Clemente's health and prosperity and make it a desirable place in which to live, work and play.

California state law requires that general plans include two different but complementary chapters addressing natural resources: the Conservation Element and the Open Space Element. In this General Plan, these chapters are combined into the Natural Resources Element. Other chapters that also address natural resources include the Beaches, Parks and Recreation, Coastal, and Public Services, Facilities and Utilities Elements.

This Element establishes goals and policies aimed at preserving and enhancing the City's biological, aesthetic, archaeological, mineral, air quality, and energy resources. Related goals and policies regarding our urban forest, water resources, solid waste management, and historic resources are included in the [Urban Design](#); [Public Services, Facilities and Utilities](#); and [Historic Preservation](#) Elements.

PRIMARY GOAL:

Restore and protect natural resources so that they continue to enhance our community identity and provide environmental, aesthetic, economic, and health benefits.

GOAL AND POLICY SECTIONS:

1. [Biological Resources](#)
2. [Aesthetic Resources](#)
3. [Archeological and Paleontological Resources](#)
4. [Mineral Resources](#)
5. [Air Quality](#)
6. [Energy Conservation](#)
7. [Dark Skies](#)
8. [Climate Action Plan](#)

ADDITIONAL LINKS

- [San Clemente Community Profile](#)
[http://san-clemente.org/sc/Services/Planning/Centennial/SCProfile_FINAL.pdf]
- [San Clemente Vision and Strategic Plan](#) [<http://san-clemente.org/sc/standard.aspx?pageid=558>]

Biological Resources

San Clemente encompasses significant natural open space areas, including coastal canyons, riparian corridors, and coastal sage scrub-covered hillsides that are home to a variety of native plant and animal species. With much of the City built out, protecting our remaining biological resources for future generations is both a value and a necessity.

San Clemente falls within the area covered by the Orange County Southern Subregion Habitat Conservation Plan (HCP), a multiple species/multiple habitat conservation plan designed to protect 32 species and ten habitat types, including seven Federally listed species. The HCP covers a planning area of 138,000 acres and creates a permanent habitat reserve of about 33,000 acres and perpetual land management program, while allowing certain development (including infrastructure). The HCP's planning area is comprised of coastal sage scrub, riparian, chaparral, and grassland habitat and includes threatened and endangered species including Riverside and San Diego Fairy Shrimp, Southwestern Willow Flycatcher, Coastal California Gnatcatcher, Arroyo Toad, and Least Bell's Vireo.

Within the City, the Marblehead Coastal Plan identifies approximately 104.1 acres of private open space to be reserved as a wetland restoration/preservation area. This would include the 2.1-acre Blochman's Dudleya (Dudleya Blochmanae) Native Plant Preserve at the southern corner of the project site.

One of the region's significant coastal foothills habitat reserve areas, the [Richard and Donna O'Neill Conservancy](http://www.volunteermatch.org/search/org242210.jsp) [<http://www.volunteermatch.org/search/org242210.jsp>], is located in the City's Sphere of Influence and in The Reserve at Rancho Mission Viejo. The Conservancy monitors numerous sensitive habitats and endangered species, manages the land, restores degraded habitats, and provides environmental educational opportunities and habitat-sensitive recreational opportunities.

The overarching aim of this section is to maintain local and regional biological diversity and to protect and enhance sensitive habitats, species and communities. Policies focusing on conservation of coastal bluffs and canyons are included in the [Coastal Element](#).

GOAL:

Protect and restore [significant plant and wildlife species and habitats](#) [[link to Glossary](#)].

POLICIES:

NR-1.01. **Information.** We acquire and maintain the most current information available regarding the status and location of sensitive biological elements (species and natural communities) and use this information to guide decisions that could affect biological resources.

NR-1.02. **Natural Areas.** In natural areas that are undeveloped or essentially so, we require applicants for proposed projects to:

- a. avoid significant impacts, including retention of sufficient natural space where appropriate;
- b. retain watercourses, riparian habitat, and wetlands in their natural condition;
- c. maintain habitat linkages (wildlife corridors) between adjacent open spaces, water sources and other habitat areas and incorporated these into

transportation projects and other development projects to maintain habitat connectivity;

- d. incorporate [visually open fences](#), or [vegetative cover](#) to preserve views, ensure continued access and to buffer habitat areas, open space linkages or wildlife corridors from development, as appropriate;
- e. locate and design roads such that conflicts with biological resources, habitat areas, linkages or corridors are minimized; and
- f. utilize open space or conservation easements when necessary to protect sensitive species or their habitats.

NR-1.03. ***Sensitive Habitats.*** We prohibit development and grading which alters the biological integrity of sensitive habitats, including Riparian Corridors unless no feasible project alternative exists which reduces environmental impacts to less than significant levels, or it is replaced with habitat of equivalent value, as acceptable to the City Council.

- a. Where no environmentally feasible alternative exists, development within Riparian Corridors shall avoid removal of native vegetation; prevent erosion, sedimentation and runoff; provide for sufficient passage of native and anadromous fish; prevent wastewater discharges and entrapment; prevent groundwater depletion or substantial interference with surface and subsurface flows; and protect and re-establish natural vegetation buffers.

NR-1.04. ***Threatened and Endangered Species.*** We preserve the habitat of threatened and endangered species in place as the preferred habitat conservation strategy.

NR-1.05. ***Coastal Canyons.*** We encourage activities which improve the natural biological value, integrity and corridor function of the coastal canyons through vegetation restoration, control of non-native species, and landscape buffering of urban uses and development.

NR-1.06. ***Habitat Conservation Plan.*** We support and will follow the U.S. Fish and Wildlife Services Orange County Southern Subregion Habitat Conservation Plan (HCP) and Habitat Management Program.

LINKS TO OTHER GENERAL PLAN CONTENT:

- [Coastal Element](#) [[link to Coastal Element Homepage](#)]

ADDITIONAL LINKS:

- [Richard and Donna O'Neill Conservancy and the Reserve at Rancho Mission Viejo](http://www.volunteermatch.org/search/org242210.jsp) [<http://www.volunteermatch.org/search/org242210.jsp>]
- [California Environmental Quality Act](http://ceres.ca.gov/ceqa/) [<http://ceres.ca.gov/ceqa/>]

- [Orange County Southern Subregion Habitat Conservation Plan \(HCP\)](http://www.fws.gov/carlsbad/HCPs/FAQ%20Orange%20County%20Southern%20Subregion%20HCPsjw%20web.pdf) [<http://www.fws.gov/carlsbad/HCPs/FAQ%20Orange%20County%20Southern%20Subregion%20HCPsjw%20web.pdf>]

Aesthetic Resources

Framed by the Pacific Ocean to the west, hillsides and ridgelines to the north and east, coastal bluffs and beaches, and with a number of winding canyons traversing the City, San Clemente offers diverse visual resources that enhance our appreciation of the natural landscape and provide relief from the built environment. Aesthetic resources include public views of natural landforms, the City's Spanish Village by the Sea urban form and colors, natural vegetation colors and textures, and the shoreline and the Pacific Ocean. These resources help shape the City's identity.

Our community is dedicated to protecting and enhancing these important resources. This section of the General Plan, in combination with the Urban Design, Land Use, and Mobility and Complete Streets Elements, provides goals and policies aimed at protecting these resources and minimizing or preventing development that detracts from their enjoyment by residents and visitors.

Goals and policies related to the protection of aesthetic resources in specific locations are provided in the [Focus Areas](#) [[link to Focus Areas page](#)] section of the Land Use Element. Policies regarding the protection of San Clemente's beaches and Coastal Canyons are included in the [Coastal Element](#) [[link to CE Homepage](#)]. Additional policies aimed at preserving and enhancing the character of the City, including the protection of historic resources, are included in the [Historic Preservation](#) [[link to HPE Homepage](#)] and [Urban Design](#) [[link to UDE Homepage](#)] Elements.

GOAL:

Preserve natural aesthetic resources of the City, including coastal bluffs, beaches, visually significant ridgelines, coastal canyons and significant public view corridors.

POLICIES:

- NR-2.01. ***Hillside Development and Ridgeline Protection.*** We require that development in hillside areas comply with the Hillside Development Ordinance to maintain the natural topography of hillsides and ridgelines; protect natural vegetation and habitat; protect public view corridors and preserve special geological features, canyons, natural drainage swales, steep slopes and important historic and cultural features.
- NR-2.02. ***Coastal Canyon Areas Protection.*** We preserve designated, undeveloped "natural" coastal canyon areas that were originally intended to be open space buffers, pursuant to the [Coastal Element](#) [[link to CE Homepage](#)].

- NR-2.03. **Coastal Canyon Areas Restoration.** We promote the restoration of coastal canyons as a visual resource in a manner that is consistent with the goals of the California Coastal Commission and the City's [Coastal Element \[link to CE Homepage\]](#).
- NR-2.04. **Public View Corridors of Ocean.** We preserve designated public view corridors to the ocean.
- NR-2.05. **Street Design.** We respect and enhance public view corridors in the design and layout of new streets.
- NR-2.06. **Parks and Trails.** We locate and design parks and trails to take advantage of ocean, canyon and hillside views.
- NR-2.07. **Underground Utilities.** The City will develop and implement a utilities undergrounding plan to avoid the adverse impacts to aesthetic resources caused by public utilities and unmanned telecommunications facilities, where feasible and where costs of such undergrounding does not pose economic hardship. Where undergrounding is determined by the City to not be physically possible, such features shall be located and designed to reduce their visibility and in developed areas, consistent with prevailing architectural character and scale. In beaches, parks and open spaces areas, such facilities shall be designed and located to blend in with natural colors, textures and landforms.

GENERAL PLAN FIGURES

- [Figure NR-1, Aesthetic Resources Map](#)

LINKS TO OTHER GENERAL PLAN CONTENT:

- [Land Use Element, Focus Areas \[link to Focus Areas page\]](#)
- [Circulation Element \(Scenic Corridors\) \[link to Roadway System page, which is where Scenic Corridors policies are included\]](#)
- [Coastal Element \[link to CE Homepage\]](#)

ADDITIONAL LINKS:

- [San Clemente Coastal Bluffs and Canyons Management Guidelines](http://san-clemente.org/sc/inf/Current/CoastalCanyons/Guidelines.pdf) [http://san-clemente.org/sc/inf/Current/CoastalCanyons/Guidelines.pdf]
- [San Clemente's Coastal Canyons and Bluffs Information](http://san-clemente.org/sc/Inf/Forms/Planning/Download/430700%20San%20Clemente's%20Coastal%20Canyons%20and%20Bluffs%20brochure.pdf) [http://san-clemente.org/sc/Inf/Forms/Planning/Download/430700%20San%20Clemente's%20Coastal%20Canyons%20and%20Bluffs%20brochure.pdf]
- [Ordinance No. 1307.](http://san-clemente.org/sc/inf/Current/CoastalCanyons/Ord1307.pdf) A City ordinance that establishes setback standards for ancillary improvements to coastal canyon and bluff properties. [http://san-clemente.org/sc/inf/Current/CoastalCanyons/Ord1307.pdf]

Archeological and Paleontological Resources

The City of San Clemente protects its archeological and paleontological resources. These resources are sometimes exposed during development-related activities such as grading and construction. Federal and state regulations guide their assessment, handling and preservation. State law also requires consultation with local Native American tribes during local planning processes to ensure that archeological and cultural resources are protected, preserved and archived.

GOAL:

Protect archaeological and paleontological resources in a manner which preserves history or cultural traditions, provides scientific or cultural knowledge or provides educational value.

POLICIES:

NR-3.01. **Project Impacts.** We require assessment and mitigation of potential impacts to archaeological and paleontological resources as part of applications for general plan amendments, zoning changes, or any projects requiring environmental review per the California Environmental Quality Act (CEQA).

NR-3.02. **Notification.** We require the notification of cultural organizations, including California Native American organizations, of proposed projects that have the potential to adversely impact archaeological or cultural resources.

NR-3.03. **Inventory of Archeological and Paleontological Resources.** We maintain up-to-date information regarding archaeological and paleontological resources and contact information for responsible organizations and qualified individuals who can analyze, record, and preserve findings.

ADDITIONAL LINKS:

- [CEQA Documentation of Archaeological and Paleontological Resources \[TBD\]](#)
- [Senate Bill 18 \(Consultation with California Native American Tribes\)](http://www.leginfo.ca.gov/pub/03-04/bill/sen/sb_0001-0050/sb_18_bill_20040930_chaptered.html)
[http://www.leginfo.ca.gov/pub/03-04/bill/sen/sb_0001-0050/sb_18_bill_20040930_chaptered.html]

Mineral Resources

California's Surface Mining and Reclamation Act of 1975 focused on the continuing need for mineral resources and required that significant impacts of surface mining be mitigated. The California Geological Survey Minerals Resources Project helps chart information on nonfuel mineral production.

Given the extensive exploration for mineral resources that has occurred in Southern California, it is doubtful that significant (economically viable), undiscovered mineral resources exist within the City.

Policies in this section seek to ensure consistency with State regulations, compatibility with adjacent uses, and protection of environmental resources.

GOAL:

Properly manage mineral resources and protect land uses and environmental resources near mining or mineral extraction operations.

POLICIES:

- NR-4.01. **Mineral Resource Extraction.** We permit extraction of significant mineral resources, such as excavation of borrow material for beach sand replenishment, including such extraction as an interim use prior to development.
- NR-4.02. **Compatibility.** We ensure that mining activities are compatible with adjacent uses by reviewing and applying appropriate conditions of approval.
- NR-4.03. **Discretionary Approval.** We require that specific development proposals for mineral extraction and all reclamation plans be subject to the discretionary approval of the Planning Commission and City Council.
- NR-4.04. **Project Impacts.** We require assessments and mitigation of potential impacts to mineral resources as part of applications for general plan amendments, zoning changes, or any projects requiring environmental review per the California Environmental Quality Act (CEQA), consistent with the Surface Mining and Reclamation Act (SMARA).
- NR-4.05. **Sensitive Design.** We require resource extraction operations be designed to maintain the integrity of areas of "high environmental quality" and scenic areas designated by the City.

ADDITIONAL LINKS:

- [Surface Mining and Reclamation Act](http://www.conservation.ca.gov/omr/smara/Pages/index.aspx)
[http://www.conservation.ca.gov/omr/smara/Pages/index.aspx]

Air Quality

The City of San Clemente lies in the South Coast Air Basin (SoCAB), which includes all of Orange County as well as the non-desert portions of Los Angeles, Riverside, and San Bernardino Counties. The Basin is located in a coastal plain with connecting broad valleys and low hills, and is bounded by the Pacific Ocean in the southwest quadrant, with high mountains forming the remainder of its perimeter. Due to its coastal location and prevailing wind patterns, San Clemente enjoys good to excellent air quality. Local air pollutants [link to Glossary] are blown by prevailing winds from much of the basin toward inland areas.

Air pollution generated by mobile and stationary sources in the City of San Clemente is subject to the rules and regulations imposed by the South Coast Air Quality Management District (SCAQMD), the California Air Resources Board (CARB), and the U.S. Environmental Protection Agency (USEPA). Emissions criteria are governed by the California Ambient Air

Quality Standards (AAQS) as well as the National AAQS. These standards are designed to protect “sensitive receptors”, or those most susceptible to respiratory distress, such as persons with asthma, the elderly, very young children, people already weakened by other disease or illness, and persons engaged in strenuous work or exercise.

In addition to air pollutants, state law requires cities to address future impacts on climate change. The California Global Warming Solutions Act of 2006 was the first legislation recognizing the link between global warming and air pollution. This legislation requires cities to reduce cumulative Greenhouse Gases (GHG) emissions due to public and private development projects.

Other goals and policies addressing air pollution and greenhouse gas emissions are included in the [Land Use \[link to LUE Homepage\]](#), [Urban Design \[link to UDE Homepage\]](#) and [Mobility and Complete Streets \[link to ME Homepage\]](#) Elements. These policies address mixed uses, urban forestry, and alternative modes of transportation, among others. Furthermore, the City implements many of these goals and policies through implementation of its [Climate Action Plan \[staff to provide link\]](#) and [Bicycle and Pedestrian Master Plan \[staff to provide link\]](#).

GOAL:

Reduce levels of air pollution and greenhouse gas emissions so that the City meets or exceeds regional, State, and Federal mandates.

POLICIES:

- NR-5.01. ***New Development.*** We require new development to utilize appropriate [SCAQMD \[http://www.aqmd.gov\]](http://www.aqmd.gov) air quality mitigation measures.
- NR-5.02. ***Sensitive Land Uses.*** We prohibit the future siting of [sensitive land uses \[link to Glossary\]](#), within distances defined by the California Air Resources Board for specific source categories, unless such uses include sufficient mitigation.
- NR-5.03. ***Greenhouse Gases (GHG) Emissions Reductions.*** We will reduce GHG emissions in accordance with regional, State and Federal regulations*, consistent with the adopted Climate Action Plan.
- NR-5.04. ***Indoor Air Quality.*** We comply with State Green Building Codes relative to indoor air quality.
- NR-5.05. ***Transportation.*** We provide non-motorized, multi-modal mobility options (e.g. pedestrian and bicycle facilities) and work with other agencies and organizations to provide transit opportunities to reduce air pollutant emissions.*
- NR-5.06. ***Alternative Fueling Stations.*** We encourage the siting and installation of alternative fueling (non-fossil fuel) stations.
- NR-5.07. ***Particulate Matter.*** We support efforts to reduce particulate matter to meet State and Federal Clean Air Standards.

NR-5.08. **Street Trees.** We maintain a healthy stock of public area and street trees and encourage the planting of trees with significant canopies that provide numerous benefits, including reduced urban heat gain, natural shading and wind screening, air filtration, and oxygen production.

LINKS TO GENERAL PLAN CONTENT:

- [Land Use Element \[link to LUE Homepage\]](#)
- [Mobility and Complete Streets Element \[link to ME Homepage\]](#)
- [Urban Design Element \[link to UDE Homepage\]](#)
- [Urban Design Element, Urban Forest Section \[link to Urban Forest page\]](#)

ADDITIONAL LINKS:

- [San Clemente Climate Action Plan \[staff to provide link\]](#)
- [San Clemente Bicycle and Pedestrian Master Plan \[staff to provide link\]](#)
- [South Coast Air Quality Management District \[http://www.aqmd.gov\]](http://www.aqmd.gov)
- [California Air Resources Board \[http://www.arb.ca.gov/homepage.htm\]](http://www.arb.ca.gov/homepage.htm)
- [Assembly Bill 32 \(AB 32\) \[http://www.arb.ca.gov/cc/ab32/ab32.htm\]](http://www.arb.ca.gov/cc/ab32/ab32.htm)
- [Senate Bill 375 \(SB 375\) \[http://www.arb.ca.gov/cc/sb375/sb375.htm\]](http://www.arb.ca.gov/cc/sb375/sb375.htm)

**Note: Numerous policies are provided throughout the General Plan that address greenhouse gases emissions, including sections on mixed use, public transit, bicycle and pedestrian transportation, and urban forestry, among others. Implementation programs such as those in the Bicycle and Pedestrian Master Plan and Climate Action Plan provide specific measures and actions that improve air quality for the region and reduce impacts on climate change.*

Energy Conservation

Whether it is fuel to operate automobiles or electricity to light, heat, and cool buildings, energy is continuously being used to meet our daily needs. Generating enough energy to meet California's increasing demand calls for sustainable energy resources and practices. With the passage of State legislation to decrease reliance on fossil fuels and mitigate impacts of global warming, cities must comprehensively address energy management issues.

Electricity

San Diego Gas and Electric (SDG&E) provides electricity to and maintains a distribution network for San Clemente. The City's electrical grid includes above ground and buried power lines. A major transmission line travels west to east through the City, terminating at State Route 74, also known as the Ortega Highway. SDG&E produces some of its electricity from the San Onofre Nuclear Generating Station (SONGS), which it jointly owns

with Southern California Edison and the City of Riverside. Located adjacent to Camp Pendleton and just south of San Clemente, in San Diego County, SONGS' two nuclear reactors have the capacity to generate approximately 2,200 megawatts of power, enough to serve 1.5 million average Southern California homes.

Natural Gas

Southern California Gas Company (The Gas Company) provides natural gas for San Clemente.

Conservation

Both SDG&E and The Gas Company offer conservation programs and assistance for residents, businesses, and property managers. These include rebates for the purchase of energy efficient appliances, equipment, and materials, financial incentives for the installation of renewable energy systems, home energy efficiency surveys and energy calculators.

This section of the Energy Element establishes goals and policies to guide the efficient use, conservation and generation of energy within the community. Policies aimed at reducing the use of fossil fuels for transportation purposes are addressed in the [Land Use, Circulation](#), and [Urban Design](#) Elements. Together, the goals and policies of these elements provide the foundation for two key implementation documents: the [San Clemente Climate Action Plan \[staff to provide link\]](#) and [San Clemente Sustainability Action Plan \[staff to provide link\]](#).

GOAL:

Reduce consumption of non-renewable energy sources and ensure efficient use, development and conservation of sustainable, non-polluting energy sources.

POLICIES:

- NR-6.01. **Conservation Strategy.** We require conservation as the first strategy to be employed to meet energy-saving standards.
- NR-6.02. **Site Planning and New Building Design.** We require energy-efficient subdivision, site planning and building design. Measures to be considered include building orientation and shading, landscaping, maximum use of natural daylight, reflectance of building, natural ventilation, active and passive solar heating and hot water system, etc. In establishing these energy related design requirements, we balance energy-efficient design with good planning principles.
- NR-6.03. **Retrofit of Commercial and Residential Buildings.** We encourage and provide incentives for voluntary retrofitting of commercial and residential buildings to reduce energy use.
- NR-6.04. **Public Buildings.** We require City buildings to be energy efficient. We require all new and substantially renovated City buildings in excess of 10,000 square feet to achieve a LEED Silver Certification standard, as determined by the U.S. Green Building Council, or the equivalent.

- NR-6.05. **City Operations.** We routinely seek ways to improve the energy efficiency of City operations to save energy, reduce consumption of non-renewable materials, reduce municipal costs and set a positive example for the community.
- NR-6.06. **City Vehicles and Equipment.** We purchase and use vehicles and equipment that are fuel efficient and meet or surpass state emissions requirements and/or use no- or low-emission sources of energy.
- NR-6.07. **Renewable Energy Resources.** We work with other agencies and utility providers to develop safe, economical and renewable energy resources, and we help reduce non-renewable energy use through public education and participation in energy conservation programs.
- NR-6.08. **Public Awareness.** We work with local utilities to develop and provide energy conservation information to the public.
- NR-6.09. **Reduce Water Consumption.** We will continue to help reduce per capita potable water consumption and related energy use through implementation of water conservation programs and through public education and outreach.
- NR-6.10. **Alternative Fueling Stations.** We encourage the private sector to provide vehicle fueling stations that cater to electric and other non-petroleum fueled vehicles and require such facilities for City operations and facilities, where appropriate.

LINKS TO OTHER GENERAL PLAN INFORMATION

- [Land Use Element \[link to LUE Homepage\]](#)
- [Mobility and Complete Streets Element \[link to ME Homepage\]](#)
- [Urban Design Element \[link to UDE Homepage\]](#)

ADDITIONAL LINKS

- [Bicycle and Pedestrian Master Plan \[staff to provide link\]](#)
- [Climate Action Plan \[staff to provide link\]](#)
- [Sustainability Action Plan \[http://san-clemente.org/sc/Inf/Forms/WaterQuality/Download/Revised%20Draft%20Sustainability%20Action%20Plan%2013Jan10.pdf\]](#)

Dark Skies

A dark sky is the night sky with minimal light impact from urban land uses or structures. Light intrusion into the night sky obstructs views of astrological features, has been shown to disrupt animal behavior and natural plant cycles, and negatively impact human health. Focusing lights where they are needed reduces light glare and light pollution, allowing the sky to be observed and enjoyed in a more natural state. Furthermore, strategies to

reduce light impacts can also help conserve energy, lower energy costs and improve safety.

San Clemente's night skies benefit from being surrounded by areas and uses which emit little or no light: the Pacific Ocean, Camp Pendleton and the open space lands to the east. In addition, land uses that generate significant amounts of light pollution, such as shopping centers, are limited and concentrated in only limited areas of the City. The City intends to reduce the level of light pollution from 2013 levels, maintain dark skies and explore opportunities to address [light trespass](#).

GOAL:

Minimize light trespass and pollution caused by public and private structures, new development, and public facilities to ensure safety, protection of the natural environment, and preservation of dark nighttime skies.

POLICIES:

NR-7.01. ***New Residential Development and Remodeling Projects.*** We require development projects and substantial remodeling projects to minimize light pollution and trespass while enhancing safety and aesthetics.

NR-7.02. ***Public Facilities, Buildings and Streets.*** We use outdoor light shielding measures to minimize light trespass and glare while enhancing safety and aesthetics.

NR-7.03. ***Commercial and Industrial Buildings.*** We require that site lighting for commercial and industrial uses be unobtrusive and constructed or located so that only the intended area is illuminated, off-site glare is minimized, and adequate safety is provided.

NR-7.04. ***Public Education and Outreach.*** We support programs that provide public education on the importance of dark skies and how to protect them. We collaborate with non-profit and other public agencies to help achieve our goals.

ADDITIONAL LINKS

- [Zoning Ordinance, Lighting Standards](http://library.municode.com/HTML/16606/level2/TIT17ZO_CH17.24GEDEST.html#TIT17ZO_CH17.24GEDEST_17.24.130LI)
[http://library.municode.com/HTML/16606/level2/TIT17ZO_CH17.24GEDEST.html#TIT17ZO_CH17.24GEDEST_17.24.130LI]

Natural Resources Implementation Measures

Biological Resources/Habitat

- 1) Identify and protect riparian corridors through zoning, easements or other measures that ensure effective, long-term conservation.
- 2) Develop a Riparian Corridors Overlay Zone as part of the Zoning Ordinance Update.
- 3) Continue to provide public education materials regarding the City's sensitive habitats, the values of watershed, biological resources and sensitive habitats and how to protect them.
- 4) Amend the Zoning Ordinance to regulate the establishment or encroachment of non-compatible land uses or activities in habitat areas and passive open space, such as commercial uses, off-road motorized vehicle use, off-trail, non-motorized vehicle use, hang gliding, grading or other activities that conflict with biological conservation goals or policies.
- 5) Working with community volunteers, conservation clubs, youth groups and non-profit agencies, help plan and support conservation activities such as habitat restoration, interpretive signage and tours, trail building, erosion control and litter removal.

Aesthetic Resources

- 6) Review the Zoning Ordinance, Hillside Development Ordinance and other City standards to ensure regulations and guidelines adequately address ridgeline preservation, access roads, driveway and site design, and architectural and sign design to protect hillsides, coastal canyons and bluffs, and beaches.
- 7) Develop a Tree Ordinance (refer to Urban Forest Implementation Measures for Urban Design Element).
- 8) The City will develop and implement a utilities undergrounding plan to avoid the adverse impacts to aesthetic resources of public utilities and unmanned telecommunications facilities, where feasible and where costs of such undergrounding do not pose economic hardship. Where undergrounding is determined by the City to not be physically possible, such features shall be located and designed to reduce their visibility and in developed areas, consistent with prevailing architectural character and scale. In beaches, parks and open spaces areas, such facilities shall be designed and located to blend in with natural colors, textures and landforms.

Mineral Resources

- 9) Maintain up-to-date information regarding the location of mineral resource zones in the City.
- 10) Revise City ordinances to require that all proposals for mineral extraction and reclamation be reviewed by the Planning Commission and City Council.

Air Quality

- 11) Require development projects to utilize appropriate AQMD air quality mitigation measures.
- 12) Implement greenhouse gas emission reduction measures of the City's Climate Action Plan.

Energy

- 13) Review and update the San Clemente Municipal Code to further the goals, policies and measures of the Climate Action Plan and Sustainability Action Plan. Enforce provisions and establish additional energy performance requirements in the building code as information becomes available.
- 14) Promote private utility programs for energy audits of existing structures and public education programs to promote energy conservation. The programs should define the current levels of use, compare these to current standards for similar types of structures and prescribe corrective methods to improve conservation.
- 15) Promote the retrofitting of buildings to help achieve energy conservation goals.
- 16) Solicit state and federal grants to implement the City's energy conservation programs as such funding becomes available.
- 17) Ensure that energy conservation improvements for historic building, such as window replacements, shall preserve original historic features, materials, and details, consistent with the Secretary of the Interior's Standards for the Treatment of Historic Properties.

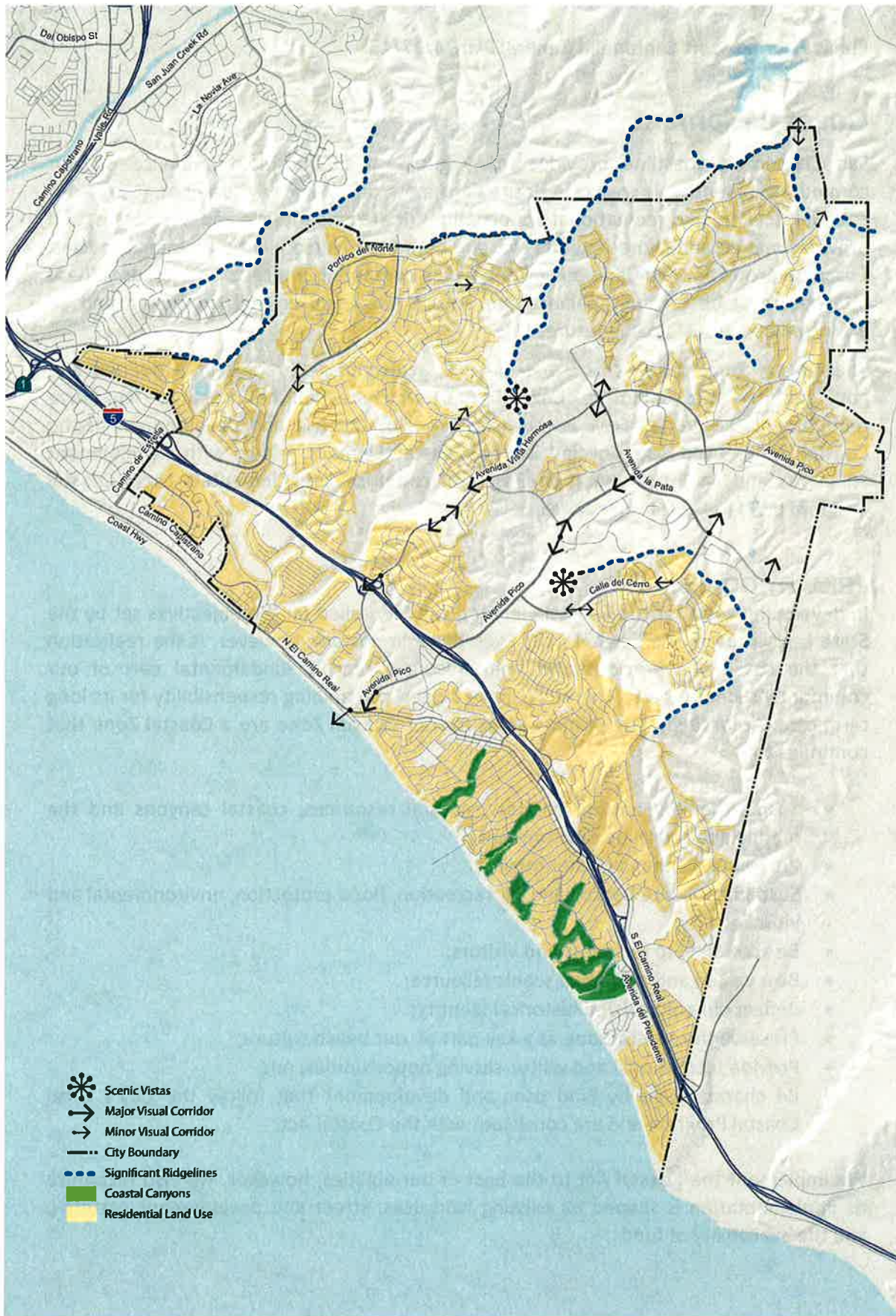
Dark Skies

- 18) Use the International Dark-Sky Association's (IDA's) Model Lighting Ordinance to aid in developing outdoor lighting standards for residential and non-residential uses.
- 19) Establish lighting zones that provide different guidelines and standards for different areas, recognizing their various safety, aesthetic and environmental constraints and functions.
- 20) Establish a retrofitting plan for outdoor lighting at City buildings, streets and parks.
- 21) Seek grant funding for City lighting upgrades, incentive programs, and new fixtures.
- 22) Develop a dark sky public awareness campaign (e.g., April is Dark Sky Month, dark sky page on city's website, City Council proclamation, etc.).
- 23) Collaborate with neighboring jurisdictions to identify the appropriate location and night lighting standards for a dark sky park.
- 24) Review City Engineering standards for possible changes to public street lighting design and spacing to reduce light pollution, improve energy efficiency and maintain safety.

From Sustainability Action Plan:

Public Hearing Draft Centennial General Plan, 4/17/13

- 25) Consider potential for achieving LEED Operations and Maintenance certification, or the equivalent, for appropriate City facilities.
- 26) Benchmark and sub-meter all City facilities.
- 27) Consider point-of-sale efficiency retrofit requirements.
- 28) Research opportunities for Power Purchase Agreements (PPAs) and Sustainable Communities Program (San Diego Gas & Electric) for renewable power on City facilities.
- 29) Continue to promote energy conservation and educate residents on benefits of energy efficiency and solar power generation.
- 30) Continue to promote utility sponsored programs and training for City staff, local businesses and residents.
- 31) Approach SDG&E about forming a local government partnership to develop, operate and maintain energy resources using sustainable practices and materials.





-  Scenic Vistas
-  Major Visual Corridor
-  Minor Visual Corridor
-  City Boundary
-  Significant Ridgelines
-  Coastal Canyons
-  Residential Land Use



Figure NR-1
AESTHETIC RESOURCES

Coastal Element

San Clemente's coastline provides many gifts. It is the main influence on our community's identity, it creates a desirable climate and living environment, it provides stunning scenery and recreational opportunities, it attracts tourists and businesses, and provides marine and shore habitats that are home to diverse plant and animal species. Coastline protection and land use often involve competing interests and needs. These interests must be carefully balanced to ensure long-term coastal protection and an environmentally sustainable future.

The [Coastal Zone](#) [link to Coastal Zone page] is a distinct geographic area defined and governed by the California Coastal Act, which establishes distinct [legislative requirements](#) [link to Legislative Requirements page] for the use and development in the Coastal Zone. Land use policies in the Coastal Element, along with development standards and an Implementation Program, comprise San Clemente's [Local Coastal Program \(LCP\)](#) [link to LCP when available].

PRIMARY GOALS:

In developing goals for the Coastal Element, the City relied on the objectives set by the State Legislature in the Coastal Act. Even more important, however, is the realization that the coast is a precious and finite resource, and a fundamental part of our community's identity. We, therefore, have a deep and abiding responsibility for its long term care. Accordingly, the primary goals for our Coastal Zone are a Coastal Zone that continues to:

- Sustain healthy natural habitats, natural resources, coastal canyons and the marine and shoreline environment;
- Protect and enhance water quality;
- Sustain adequate beach sand for recreation, flood protection, environmental and visual quality;
- Be accessible to residents and visitors;
- Be a valued and cherished scenic resource;
- Reflect our cultural and historical identity;
- Preserve the coastal zone as a key part of our beach culture;
- Provide recreational and visitor-serving opportunities; and
- Be characterized by land uses and development that follow the City's Local Coastal Program and are consistent with the Coastal Act.

We implement the Coastal Act to the best of our abilities; however, we also recognize its implementation is shaped by existing land uses, street and development patterns, and the availability of funds.

GOAL AND POLICY SECTIONS:

1. Coastal Access and Recreational and Visitor-Serving Opportunities
2. Protecting Sensitive Habitats, Natural Resources, and the Marine Environment
3. Scenic and Cultural Resources
4. Coastal Hazards

GENERAL PLAN FIGURES

- Figure C-1, Coastal Access
- Figure C-2, Environmentally Sensitive Habitat Areas

LINKS TO OTHER GENERAL PLAN INFORMATION

- Los Molinos Focus Area [link to LM Focus Area page]
- North Beach/N. El Camino Real Focus Area [link to NB/NECR Focus Area page]
- Del Mar/T-Zone Focus Area [link to DM/TZ Focus Area page]
- Pier Bowl Focus Area [link to PB Focus Area page]
- South El Camino Real (West of Interstate 5) Focus Area [link to SECR/W I-5 Focus Area page]
- General Plan Glossary [link to Glossary]

ADDITIONAL LINKS

- Local Coastal Program [staff to provide link]
- San Clemente Community Profile
[http://san-clemente.org/sc/Services/Planning/Centennial/SCProfile_FINAL.pdf]
- San Clemente Vision and Strategic Plan
[<http://san-clemente.org/sc/standard.aspx?pageid=558>]
- Zoning Ordinance
[<http://library.municode.com/index.aspx?clientId=16606&statelid=5&stateName=California>]
- Pier Bowl 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]
- Marblehead Coastal Specific Plan [http://san-clemente.org/sc/standard.aspx?pageid=443]
- Parks and Recreation Master Plan [http://san-clemente.org/sc/Inf/Plans/Facilities/Mfdp-6.pdf]
- City Landscape Ordinance [staff to provide link]
- California Coastal Act [http://www.coastal.ca.gov/coactact.pdf]
- California Coastal Commission [<http://www.coastal.ca.gov/>]
- Coastal Zone (-CZ) Overlay District
- City of San Clemente Urban Runoff Water Management Plan [staff to provide link]
- Regional Water Quality Management Board [http://www.waterboards.ca.gov/rwqcb8/]

Legislative Requirements

COASTAL ACT

The United States Congress passed the [Coastal Zone Management Act](http://coastalmanagement.noaa.gov/czm/czm_act.html) [http://coastalmanagement.noaa.gov/czm/czm_act.html] in 1972, which:

- Established a national policy “to preserve, protect, develop, and where possible, to restore or enhance, the resources of the Nation's Coastal Zone for this and succeeding generations.”
- Encouraged States to implement management programs for the use of coastal land and water resources, “giving full consideration to ecological, cultural, historic, and esthetic values as well as the needs for compatible economic development.”

The California State Legislature enacted the [Coastal Act](http://www.coastal.ca.gov/coastact.pdf) [http://www.coastal.ca.gov/coastact.pdf] in 1976 to ensure the protection of California's coastline by regulating human land uses and development within the Coastal Zone. It also established the [California Coastal Commission](http://www.coastal.ca.gov/) [http://www.coastal.ca.gov/] as the management and regulatory agency to protect and enhance Coastal Zone resources.

The basic goals of the Coastal Act are to:

- Protect, maintain and, where feasible, restore and enhance the Coastal Zone’s natural and manmade resources;
- Ensure orderly, balanced conservation and utilization of Coastal Zone resources, taking into account the social and economic needs of the people of the state;
- Maximize public access to and along the coast and public recreational opportunities in the Coastal Zone, consistent with best resource conservation principles and practices, and with constitutionally protected rights of private property owners;
- Ensure that coastal-dependent and coastal-related[Consultant to define “coastal-dependent” and “coastal related” in Glossary] development have land use priority over other types of coastal development; and
- Coordinate with state and local agencies and to encourage beneficial public uses, including educational uses, in the Coastal Zone.

IMPLEMENTATION OF THE COASTAL ACT

The Coastal Act requires each coastal community in California to develop and adopt a [Local Coastal Plan \(LCP\)](#) [staff to provide link when completed]. The LCP serves as the long-term management plan for areas within the Coastal Zone.

The Coastal Act defines an LCP as “a local government’s land use plans, zoning ordinances, zoning district maps, and, within sensitive coastal resources areas, other implementing actions, which, when taken together, meet the requirements of, and

implement the provisions and policies of [the Coastal Act] at the local level.” An LCP consists of: 1) a Land Use Plan and 2) an Implementation Plan.

- The [Land Use Plan](#) [staff to provide link; this is not the same as the Land Use Plan page in the [Land Use Element](#)] indicates the kinds, location, and intensity of land uses, the applicable resource protection and development policies, and, where necessary, a listing of implementing actions.
- The [Implementation Plan](#) [staff to provide link; this is not the same as the [Strategic Implementation Plan](#)] consists of the zoning ordinances, zoning district maps, and other legal instruments necessary to implement the land use plan.

The Coastal Element and other parts of the General Plan comprise the required Land Use Plan of the Local Coastal Program (LCP), and, in combination with the updated [Zoning Ordinance](http://library.municode.com/index.aspx?clientId=16606) [http://library.municode.com/index.aspx?clientId=16606], will help meet requirements to prepare the City’s LCP. The Coastal Element must be certified by the Coastal Commission, which will ensure the Element reflects San Clemente’s coastal issues and concerns and meets statewide goals and policies. A description of how this Coastal Element conforms to statewide goals, as embodied in the Coastal Act, is contained within the Coastal Element [Readers Guide](#) (link to separate page). When the City updates its Zoning Ordinance to conform to the Centennial General Plan, the Coastal Commission will review the updated Ordinance for compliance with the Coastal Act.

After certification of the LCP, coastal development permit authority in most areas of the Coastal Zone will transfer to the City. The Coastal Commission will retain original permit jurisdiction over areas such as submerged lands, tidelands, and public trust lands and appellate authority over local development approvals in [specified geographic areas](#) (link to [Map of Coastal Commission Areas of Jurisdiction](#)). In authorizing coastal development permits, the City must make the finding that the development conforms to the certified LCP. By achieving LCP State certification, the City gains greater autonomy and efficiency in managing land use and environmental protection within its jurisdiction.

LINKS TO OTHER GENERAL PLAN INFORMATION

- [General Plan Glossary](#)

ADDITIONAL LINKS

- [Zoning Ordinance](http://library.municode.com/index.aspx?clientId=16606) [http://library.municode.com/index.aspx?clientId=16606]
- [California Coastal Act](http://www.coastal.ca.gov/coactact.pdf) [http://www.coastal.ca.gov/coactact.pdf]
- [California Coastal Commission](http://www.coastal.ca.gov/) [http://www.coastal.ca.gov/]
- [Coastal Zone \(-CZ\) Overlay District](#) (location TBD)
- [Map of Coastal Commission Areas of Jurisdiction](#)

Coastal Zone

Our shoreline stretches over four and one-half linear miles; however the Coastal Zone includes more than simply the beach. It also includes a wide variety of residential, commercial, industrial, public and visitor-serving uses in an area west of Interstate 5, comprising approximately three square miles. The official boundaries of our Coastal Zone are shown on [Figure LU-1 \[link to land use map with Coastal Zone boundary\]](#).

A description of the physical features and development patterns of our Coastal Zone is provided in the [Community Profile](#).

[\[http://san-clemente.org/sc/Services/Planning/Centennial/SCProfile_FINAL.pdf\]](http://san-clemente.org/sc/Services/Planning/Centennial/SCProfile_FINAL.pdf)

LINKS TO OTHER GENERAL PLAN INFORMATION

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

ADDITIONAL LINKS

- [Local Coastal Plan \[staff to provide link when available\]](#)
- [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)
- [Zoning Ordinance \[http://library.municode.com/index.aspx?clientId=16606\]](http://library.municode.com/index.aspx?clientId=16606)

Coastal Access and Recreational and Visitor-Serving Opportunities

Maximum public coastal access is a fundamental goal of the [Coastal Act \[http://www.coastal.ca.gov/coastact.pdf\]](#) and a key part of San Clemente's charm. But the Coastal Act goes beyond just ensuring physical access. It also emphasizes the importance of recreation and visitor-serving land uses that meet a wide range of incomes and interests.

As identified on the [Coastal Access Map \[link to Figure C-1\]](#) and [descriptions](#), San Clemente offers many opportunities to use and enjoy the coast. These include many public beaches, the historic Municipal Pier, the Ole Hanson Beach Club, ocean front parks, the California Coastal Trail, which includes the City's Beach Trail. The Beach Trail parallels Amtrak and Metrolink train facilities in San Clemente and connects to public access trails that link the community with the Pacific Ocean. San Clemente also provides visitor-serving commercial uses in the Coastal Zone, particularly within Los Molinos, North Beach, El Camino Real, Del Mar/T-Zone, and Pier Bowl areas. Visitor-serving facilities include hotels, motels, bed and breakfast inns, a youth hostel, time share units, campgrounds, restaurants, public parking lots, specialty retail, and other commercial recreational development.

GOAL:

Create and maintain outstanding public access and recreational and visitor-serving opportunities in the Coastal Zone, consistent with effective resource conservation practices and the protection of private property rights.

POLICIES:

C-1.01. ***Coastal Access.*** We establish, maintain, and, where feasible, expand public coastal access to the shoreline, beaches, tidelands, and recreational facilities in a manner that:

- a. Maximizes public access [link to Glossary] to and along the shoreline;
- b. Is safe and feasible;
- c. Includes, where appropriate, pedestrian, hiking, bicycle, and equestrian trails;
- d. Provides connections to beaches, parks, and recreational facilities and trail networks with adjacent jurisdictions;
- e. Includes, where appropriate, well designed and maintained support facilities such as parking, restrooms, fire pits, trash facilities, resting/view places, snack bars, picnic tables, and bike racks.
- f. Maximizes coastal views;
- g. Facilitates alternative modes of transportation, such as walking and bicycling;
- h. Is consistent with policies regarding hazards, bluff, resource, cultural resource and wildlife habitat preservation;
- i. Minimizes alterations to natural landforms;
- j. Protects environmentally sensitive habitat areas (ESHAs);
- k. Meets facility needs to provide public safety services, including lifeguards, fire, and police service;
- l. Is managed to be permanently available;
- m. Balances the rights of individual property owners with the public's rights of access;
- n. Is compatible with adjacent development; and
- o. Is developed in cooperation with the State Department of Parks and Recreation, the State Department of Fish and Game, the State Coastal Conservancy, State Lands, the County of Orange, and private organizations.

C-1.02. ***Public Access in New Development.*** Public access from the nearest public roadway to the shoreline and along the coast shall be provided in new development projects except where:

- a. It is inconsistent with public safety, military security needs or the protection of fragile coastal resources;

- b. Adequate access exists nearby; or
- c. Agriculture would be adversely affected.

C-1.03. **Where Public Access is Required.** New developments lying between the first public roadway and the shoreline shall provide both physical and visual access to the coastline.

- a. Any new development proposed by the private communities listed below shall be required to provide an irrevocable offer of dedication of an easement to allow public vertical access to the mean high tide line. Such offers of dedication shall run with the land in favor of a public agency or private association approved by the Executive Director of the Coastal Commission. Such offers shall be in effect for a period of twenty-one (21) years, and shall be recorded free of prior liens, except tax liens. The access easement shall measure at least 10 feet wide. Development permits will require public vertical access for new development at the following private communities:
 - i. Private beach areas between Capistrano Shores and the northern City limit
 - ii. Capistrano Shores Mobile Home Park
 - iii. La Ladera (La Boca del Canon)
 - iv. Cypress Shores (Avenida de las Palmeras/Calle Ariana)
 - v. Cotton's Point

Access dedication requirements shall apply only to the extent permissible under the "takings" clauses of the United States and California Constitutions. (Refer to Shoreline Access Policy IX. 19). New development lying between the first public roadway and the coast which has ownership interests to the mean high tide line shall be required to provide an irrevocable offer of dedication of an easement to allow public lateral access along the beach. Such offers of dedication shall run with the land in favor of a public agency or a private association approved by the Executive Director of the Coastal Commission. Such offers shall be in effect for a period of 21 years, and shall be recorded free of prior liens, except tax liens. The lateral access easement shall extend inland from the mean high tide line to the toe of a bluff. In cases where development is not located on a bluff, but on the beach, lateral access shall extend no closer than 10 feet to a residence to allow for a privacy buffer. In no case shall the area available for public use be closer than ten (10) feet to any residence with the exception that in the event that the area seaward of the 10-foot buffer is impassable. For example, at extreme high tides, the public shall have the right of pass and repass within the 10-foot buffer area.

- b. Where no beach area exists and a residential development of greater than twenty units is proposed along a shore front bluff top lot, public access for view purposes shall be provided rather than lateral access along the shoreline. Such access shall run along the bluff edge, and shall extend a minimum of twenty feet inland from the bluff edge, but no closer than ten feet to any residential unit.
- c. Modifications to the recommended dimensions of bluff top viewing areas shall be permitted in order to maintain public safety (including bluff stability), habitat values and the rights to privacy of the property owner and adjacent property owners. In areas where a residential structure exists in the vicinity of the proposed access, the accessway shall be sited and designed to provide a buffer area between the accessway and the structure. Generally, a 10-foot buffer between the accessway and the residential structure will be adequate to protect the right to privacy of those potentially affected. This dimension, however, may be enlarged or diminished depending on individual site characteristics

C-1.04. ***Exceptions to Access Requirements.*** For purposes of this section, "new development" does not include:

- a. Replacement of any structure pursuant to the provisions of Subdivision (g) of Section 30610 of the Public Resources Code.
- b. The demolition and reconstruction of a single family residence, provided that the reconstructed residence shall not exceed either the floor area, height, or bulk of the former structure by more than ten percent and that the reconstructed residence shall be sited in the same location on the affected property as the former structure.
- c. Improvements to any structure which do not change the intensity of its use, which do not increase either the floor area, height or bulk of the structure by more than 10 percent, which do not block or impede public access, and which do not result in a seaward encroachment by the structure.
- d. Any repair or maintenance activity for which the Coastal Commission has determined, pursuant to Section 30601, that a coastal development permit will be required unless the Commission determines that such activity will have an adverse impact on lateral public access along the beach.

C-1.05. ***When Public Access is Required.*** For the purpose of determining when a project is required to provide access, the following shall be considered:

- a. Access dedication requirements shall apply only to the extent permissible under the "takings" clauses of the United States and California Constitutions.

- b. The provision and protection of public access to the shoreline can be considered a "legitimate governmental interest." If the specific development project places a burden on this interest, then the City may have grounds to deny the development or impose conditions on the development to alleviate the burden.

The following questions should be addressed to determine whether or not a development project places a burden on public access which would justify either requiring the dedication of public access or recommending denial of the project:

1. Does the project physically impede or block an area used for public access? Example -- Does the project block access established by an easement or ownership? If the answer is "yes", then the City may deny the project or require that the project be modified to preserve the existing access easement.
2. Does the project interfere with public access rights that have been "acquired through use"? Example -- Is there reasonable evidence that the project may block a prescriptive easement?

If there is evidence of a prescriptive easement, then the City may recommend postponing the project until the landowner establishes clear title. If a prescriptive easement exists, then the City may deny the project or require that the project be modified to preserve the access easement.

3. Does the project encroach on public land? Example -- Development projects located seaward of the terrestrial vegetation line or bluffs may be located on public trustlands.

If the project is located seaward of the bluffs then the City may recommend postponing the project until the landowner establishes clear title. If the project encroaches on public land, then the City may deny the project, or require that the project be removed from public land or require that the project be modified to provide public access.

4. Does the project individually or cumulatively impact public access to or along the coast? Example --Projects which may create impacts or substantially increase use of the shoreline are the construction of seawalls, an increase in the density or intensity of uses through the subdivision of property, and/or the addition of visitor serving commercial uses on the coast.

If the answer is "yes", then the City must make findings supported by evidence which state how the proposed development project negatively impacts public access. These findings may serve as justification for requiring public access as a condition of approval for the project. A yes answer to this question should be accompanied by

a yes answer to Question 5 and a no answer to Question 6 in order to create a strong case for requiring access. If the answer is "no", then public access cannot be required as a condition of approval for the development.

5. Will the proposed regulation or condition alleviate the burden imposed on the public access interest? Example -- There must be a direct connection between the regulation proposed and the burden created by the development.

If the answer is "yes", then public access may be justified as a condition of approval for the development. The City should state clearly how the access condition alleviates the burden. If the answer is "no", then public access cannot be justified as a condition of approval for the development.

6. Does the regulation or condition preclude all reasonable economically viable use of the property?

If the answer is "yes", then the regulation or condition may be considered a "taking." If the answer is "no", then public access may be justified as a condition of approval for the development.

C-1.06. ***Preserving Public Access.*** We review proposals for coastal land use and development to ensure they do not interfere with the public's right of access by ensuring that:

- a. Public Transit needs are accommodated, as required by OCTA;
- b. Commercial and visitor-serving commercial uses are located near housing to encourage walking and bicycling;
- c. Non-automobile mobility options are provided within new development;
- d. Adequate parking facilities, or a substitute means of serving the development with public transportation, is provided;
- e. Proposals are consistent with public safety and security needs;
- f. Proposals protect fragile coastal resources and effectively mitigate potential impacts;
- g. Public coastal access is provided unless there is a convenient and easily accessible alternative nearby;
- h. Gates, guardhouses, barriers, or other structures that would inhibit public access to and along the shoreline and to beaches, coastal parks, trails, or coastal bluffs are generally not permitted, with the exception of devices associated with safe access along and across the railroad.

C-1.07. ***Non-vehicular Access.*** We promote non-vehicular access in the Coastal Zone to minimize parking conflicts and to enhance our ability to serve regional visitors.

C-1.08. **Public Infrastructure.** We protect, maintain and enhance public infrastructure that provides public access to the shoreline, beaches, coastal parks, and trails, including the City's Beach Trail.

C-1.09. **California Coastal Trail.** We support establishment of the California Coastal Trail by others and where financially feasible, assist in its implementation.

Recreation

C-1.10. **Recreational Opportunities.** We protect, and where feasible, expand and enhance recreational opportunities in the Coastal Zone as addressed in the [Land Use Element \[link to Homepage\]](#) and [Beaches, Parks and Recreation Element \[link to BPRE Homepage\]](#).

C-1.11. **Lower-cost Recreational Opportunities.** We establish and maintain public beaches and parks to provide free and lower-cost recreational opportunities.

C-1.12. **Visual Compatibility.** We maintain, improve and develop our recreational resources in ways that are visually compatible with the character of surrounding areas.

Visitor-Serving

C-1.13. **Visitor-serving Facilities.** We protect, promote, and provide sustainably-designed recreational and visitor-serving facilities in San Clemente's Coastal Zone as described in the [General Plan Land Use Designations \[link to Land Use Summary page\]](#).

C-1.14. **Pacific Coast Bicycle Route.** We support the continued improvement of the Pacific Coast Bicycle Route [\[http://www.adventurecycling.org/routes/pacificcoast.cfm\]](http://www.adventurecycling.org/routes/pacificcoast.cfm) and where financially feasible, assist in its implementation.

C-1.15. **Recreational Fishing.** The City supports recreational coastal fishing.

LINKS TO OTHER GENERAL PLAN INFORMATION

- [Figure C-1, Coastal Access Map](#)
- [General Plan Land Use Designations Summary Table \[link to Land Use Summary page\]](#)
- [Beaches, Parks and Recreation Element \[link to BPRE Homepage\]](#)
- [Historic Preservation Element \[link to HPE Homepage\]](#)

ADDITIONAL LINKS

- [Coastal Access Descriptions \[link to separate file\]](#)
- [Zoning Ordinance](#)
<http://library.municode.com/index.aspx?clientId=16606&statId=5&stateName=California>

- [California Coastal Act](http://www.coastal.ca.gov/coastact.pdf) [http://www.coastal.ca.gov/coastact.pdf]
- [Beaches, Parks and Recreation Master Plan](#) [staff to provide link]
- [Local Coastal Program](#) [staff to provide link when available]

Protecting Sensitive Habitats, Historical and Natural Resources, and the Marine Environment

San Clemente is committed to restoring, preserving and enhancing marine resources and [Environmentally Sensitive Habitat Areas \(ESHAs\)](#) [link to Glossary], including wetlands, reefs, estuaries, riparian areas, sand dunes and other natural habitats in the Coastal Zone.

ESHAs in San Clemente's Coastal Zone are depicted in [Figure C-2](#) [link to figure] and include habitats of rare or endangered species, and several coastal canyons which contain California native plant communities. Development of land in and adjacent to the canyons is subject to the canyon preservation policies addressed in the [Zoning Ordinance Coastal Zone \(-CZ\) Overlay District](#) [http://library.municode.com/HTML/16606/level2/TIT17ZO_CH17.56OVDIST.html#TIT17ZO_CH17.56OVDIST_17.56.050COZOVDI].

Critical components of our marine environment are the protection and enhancement of water quality. Non-point source (NPS) polluted runoff is a leading cause of ocean, estuary and freshwater stream pollution. Consequently, the federal government mandates that states address the issue. In California, the Coastal Commission and the State Water Quality Control Board have developed a joint, non-point source pollution control [program](http://www.waterboards.ca.gov/water_issues/programs/nps/protecting.shtml) [http://www.waterboards.ca.gov/water_issues/programs/nps/protecting.shtml] that provides a unified, statewide approach to dealing with NPS pollution. We aggressively address water quality through measures contained in the Municipal Code, [Chapter 13.40, Stormwater Runoff Control](#) [http://library.municode.com/HTML/16606/level2/TIT13PUSE_CH13.40STRU.html#TOPTITLE], and through our [Clean Ocean Fee Program \(Chapter 13.34\)](#) [http://library.municode.com/HTML/16606/level2/TIT13PUSE_CH13.34CLOCFEPR.html#TOPTITLE] to fund and implement planning, design, and implementation of applicable local, State, and Federal storm water regulations.

In addition, the impacts of non-native, invasive species on native plant and animal marine resources are a growing concern statewide. This issue is addressed below and in the [Zoning Ordinance, Coastal Zone \(-CZ\) Overlay District](#) [http://library.municode.com/HTML/16606/level2/TIT17ZO_CH17.56OVDIST.html#TIT17ZO_CH17.56OVDIST_17.56.050COZOVDI].

GOAL:

Ensure San Clemente's Coastal Zone environment is protected, maintained and, where feasible, enhanced, including its significant plant and wildlife species and natural, historical and human-made resources.

Policies

- C-2.01. **Beach and Marine Environment.** We provide a litter-free and enjoyable beach and marine environment.
- C-2.02. **Development Proposals.** We protect the natural resources found in the Coastal Zone by evaluating development proposals, as required under the California Environmental Quality Act and as described in the [Zoning Ordinance](#).
- C-2.03. **Stormwater and Urban Runoff Management.** We protect our coastal and marine resources by implementing the Clean Ocean Program to address stormwater and urban runoff pollution and comply with applicable Federal, State and regional requirements.
- C-2.04. **Cultural Resources.** We protect cultural resources, including historical, archaeological or paleontological features in the Coastal Zone, as further described in the Natural Resources Element, [Archaeological and Paleontological Resources section \[link to section\]](#) and the [Historic Preservation Element \[link to HPE Homepage\]](#).
- C-2.05. **Natural Resources.** We protect our natural resources by prohibiting the encroachment of development, incompatible land uses and sensitive habitat disturbance into designated coastal canyon and coastal bluff areas.
- C-2.06. **Native Landscaping.** We ensure that new landscaping for new development in coastal bluffs, coastal canyons or sensitive habitat areas or ESHAs within the Coastal Zone uses primarily plants that are native to the local region, as described in [Zoning Ordinance, Coastal Zone \(-CZ\) Overlay District \[http://library.municode.com/HTML/16606/level2/TIT17ZO_CH17.56OVDIST.html#TIT17ZO_CH17.56OVDIST_17.56.050COZOVDI\]](#), and prohibit the planting of invasive plant species.
- C-2.07. **Landscape Restoration.** We encourage restoration of native landscaping in coastal canyon and bluff areas.
- C-2.08. **Wetlands.** We recognize and protect wetlands for their scenic, recreational, water quality, and habitat values.
- C-2.09. **Coordination with State and Federal Agencies.** We work with the state and federal resource protection agencies, businesses, private organizations and individuals to protect our natural and marine resources.
- C-2.10. **ESHAs.** We protect Environmentally Sensitive Habitat Areas (ESHAs) by restricting development in ESHAs to those that are resource-dependent, such as restoration, limited public access improvements, signage, placement of

boardwalks, fencing, minor educational, interpretative and research activities consistent with the [California Coastal Act](http://www.coastal.ca.gov/coactact.pdf) [http://www.coastal.ca.gov/coactact.pdf].

C-2.11. **Uses within the Marine Environment.** We require that uses of and in the marine environment be conducted to 1) maintain the long-term biological productivity of coastal waters, 2) help ensure the continuation of a healthy, self-renewing marine ecosystem, and 3) help ensure the long-term survival of healthy populations of marine plants and animals.

C-2.12. **Non-Native Species.** We seek to prevent the introduction, reproduction or spread of harmful non-native plant and animal species through public education, maintenance of marine facilities and by assisting local, state and federal agencies enforce laws protecting marine resources.

LINKS TO OTHER GENERAL PLAN INFORMATION

- [Land Use Map](#) [link to Figure LU-1]
- [Land Use Designations](#) [link to Land Use Summary page]
- [Public Services, Facilities and Utilities Element, Water and Wastewater Section](#) [link to this section]
- [Public Services, Facilities and Utilities Element, Storm Water and Urban Runoff Section](#) [link to this section]

ADDITIONAL LINKS

- [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]
- [Zoning Ordinance](http://library.municode.com/HTML/16606/level1/TIT17ZO.html#TOPTITLE) [http://library.municode.com/HTML/16606/level1/TIT17ZO.html#TOPTITLE]
- [Coastal Act](http://www.coastal.ca.gov/coactact.pdf) [http://www.coastal.ca.gov/coactact.pdf]
- [Provide link to Urban Runoff Management Plan](http://ci.san-clemente.ca.us/sc/Org/Dept/Engineering/WaterQ/wq.htm) [http://ci.san-clemente.ca.us/sc/Org/Dept/Engineering/WaterQ/wq.htm]
- [Regional Water Quality Management Board](http://www.swrcb.ca.gov/rwqcb9/board_info/agendas/2010/dec/Dec10.shtml) [http://www.swrcb.ca.gov/rwqcb9/board_info/agendas/2010/dec/Dec10.shtml]

Scenic and Cultural Resources

San Clemente residents and visitors enjoy spectacular scenic resources and unique cultural resources, as described in the [Community Profile](http://san-clemente.org/sc/Services/Planning/Centennial/SCProfile_FINAL.pdf) [http://san-clemente.org/sc/Services/Planning/Centennial/SCProfile_FINAL.pdf]. The [Coastal Act](http://www.coastal.ca.gov/coactact.pdf) [http://www.coastal.ca.gov/coactact.pdf] policies require the protection of scenic coastal areas and the preservation of cultural resources. Scenic resources include coastal bluffs,

coastal canyons, natural landforms and designated scenic view corridors from publicly-owned properties and along or through public rights-of-way, as defined in the Coastal Act and/or designated by the City.

Historic and cultural resources include sites, districts, structures and distinctive landscapes that convey the City's unique cultural, historical, or architectural heritage. Distinctive cultural resources in the Coastal Zone are located in, but are not limited to, the Del Mar/T-Zone, North Beach, Los Molinos and Pier Bowl areas, as further discussed in the [Land Use Element](#) [\[link to LUE Homepage\]](#).

GOAL:

Continue to be a community that places high priority on the preservation and enjoyment of our scenic and cultural resources.

POLICIES:

- C-3.01. We preserve the visual character and aesthetic resources of the City, including coastal bluffs, visually significant ridgelines, and coastal canyons, open spaces, prominent, mature trees on public lands, and designated significant [public views](#) [\[link to Glossary\]](#) as discussed in the [Natural Resources Element, Aesthetic Resources Section](#) [\[link to section\]](#).
- C-3.02. We identify and designate the location and orientation of significant designated scenic view corridors and significant public views.
- C-3.03. We provide for the preservation and restoration of the sites, structures, districts and cultural landscapes which have architectural, historical, archaeological, and/or cultural significance as described in the [Historic Preservation Element](#) [\[link to HPE Homepage\]](#) and the [Natural Resources Element, Archaeological and Paleontological Resources Section](#) [\[link to section\]](#).
- C-3.04. We review and require changes to development proposals, as needed, to minimize obstructions of designated significant public views and designated scenic view corridors, and to ensure public and private development projects in the Coastal Zone are of high-quality materials and designed to be attractive and aesthetically compatible with adjacent structures, site improvements, utilities and landscape features, as further described in the [Urban Design Element](#) [\[link to UDE Homepage\]](#).

LINKS TO OTHER GENERAL PLAN INFORMATION

- [Figure NR-1, Aesthetic Resources](#)

ADDITIONAL LINKS

- [San Clemente Community Profile](http://san-clemente.org/sc/Services/Planning/Centennial/SCProfile_FINAL.pdf) [\[http://san-clemente.org/sc/Services/Planning/Centennial/SCProfile_FINAL.pdf\]](http://san-clemente.org/sc/Services/Planning/Centennial/SCProfile_FINAL.pdf)

- [Zoning Ordinance](#)
[<http://library.municode.com/HTML/16606/level1/TIT17ZO.html#TOPTITLE>]
- [Coastal Act](http://www.coastal.ca.gov/coactact.pdf) [<http://www.coastal.ca.gov/coactact.pdf>]

Coastal Hazards

As addressed in the Safety Element [[link to SE Homepage](#)], landslides, seismic, liquefaction, tsunamis, flooding and nuclear events are potential risks in coastal San Clemente. With a railroad running along the coast, rail-related accidents could be an issue and are addressed in the [Beaches](#) [[link to Beaches section of BPR Element](#)] section of the Beaches, Parks and Recreation Element. In addition, storm-generated tidal surges and rising sea-levels present potential hazards that must also be considered. Another hazard is the loss of beach sand and other sedimentary deposits which are critical to the protection of coastal lands and bluffs and for public safety, recreation and wildlife habitat. A major provision of the [Coastal Act](#) [<http://www.coastal.ca.gov/coactact.pdf>] is to manage coastal hazards, reduce risks to life and property, avoid substantial changes to natural landforms and minimize the need for protective structures.

GOAL:

Continue to be a community that minimizes its exposure to coastal hazards and plans for emergency response and recovery from hazardous events.

POLICIES:

- C-4.01. **Avoidance.** We first seek hazard avoidance as the primary method of minimizing exposure to coastal hazards.
- C-4.02. **Hazards Review.** We review applications for new development, land divisions and plan amendments to determine the presence of hazards and, if they are present, ensure the hazards are avoided and/or mitigated, as discussed in the [Safety Element](#) [[link to SE Homepage](#)].
- C-4.03. **Sand Protection, Enhancement and Restoration.** Wide beaches provide critical protection against storm surges and tsunami run-up, and we participate in state and regional initiatives that address the protection, enhancement, and restoration of sand and other sedimentary deposits on our coastal beaches.
- C-4.04. **Sea Level Rise Monitoring.** We monitor the issue of potential future sea level rise, both in the short term via permitting actions and in the long-term to address future development impacts along the shoreline.
- C-4.05. **Sea Level Rise Protection.** We require shoreline development and bluff retention devices to be sited and designed to take into account predicted future changes in sea level. New structures shall be set back a sufficient distance landward or be designed to eliminate or minimize, to the maximum extent

feasible, hazards associated with anticipated sea level rise, as established by Federal or State authorities, over the expected economic life of the structure.

- C-4.06. **Ongoing Study.** We support efforts by other agencies to study the potential impacts of continued and accelerated sea level rise and flooding of waterways on existing or proposed structures within all development zones, including impacts to development zones, traffic flow, public access, natural areas and water quality.

LINKS TO OTHER GENERAL PLAN INFORMATION

- [General Plan Safety Element \[link to SE Homepage\]](#)

OTHER LINKS

- [Management of Beach Facilities Policy \[staff to provide link\]](#)
- [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)
- [Coastal Act \[http://www.coastal.ca.gov/coastact.pdf\]](http://www.coastal.ca.gov/coastact.pdf)
- [Zoning Ordinance \[http://library.municode.com/index.aspx?clientId=16606&stateId=5&stateName=California\]](http://library.municode.com/index.aspx?clientId=16606&stateId=5&stateName=California)
- [Info on Climate Change/Sea Level Rise \[http://www.coastal.ca.gov/climate/SeaLevelRise2001.pdf\]](http://www.coastal.ca.gov/climate/SeaLevelRise2001.pdf)

Coastal Element Implementation Measures

Local Coastal Program

1. Prepare a Local Coastal Program and secure California Coastal Commission certification.

Coastal Trail

2. Maintain the San Clemente Beach Trail pursuant to the California Coastal Trail siting and design standards contained [here](http://san-clemente.org/sc/Standard.aspx?PageID=356). [<http://san-clemente.org/sc/Standard.aspx?PageID=356>]

Public Access

3. Protect the public's right of coastal access where acquired through historic use or legislative authorization. Where substantial evidence of prescriptive rights exists as adjudicated by a court of law, City shall seek to acquire public access easements or require public access easements as a condition of development.

4. Where there is substantial evidence that a prescriptive right, as adjudicated by a court of law, of coastal access exists, development shall be designed, or conditions shall be imposed to preserve coastal access or to preserve the option of securing future access.
5. Identify and require property owners to remove all non-permitted structures, including signs and fencing, which inhibit legal public access.
6. Periodically inventory beach access facilities to identify access needs. Based on the inventory, prepare capital improvements projects and/or establish schedule for renovating access facilities.
7. Update the City's way-finding program and City website to facilitate regional access from Interstate 5 to coastal destinations (e.g., Del Mar, Pier Bowl, North Beach), primary beach access points, parks, public parking areas, prominent natural features and City entry points.

Access management programs

8. Access management programs for Capistrano Shores and the private beach area north of Capistrano Shores, La Ladera, Cypress Shores and Cotton's Point private communities shall be prepared when development is proposed in one of these private communities and a property owner is required to dedicate public coastal access. The purpose of such programs shall be to provide maximum public access consistent with the Coastal Act of 1976. The access management programs shall be implemented by the City of San Clemente, other public agencies or by private homeowner associations that accept the offers of dedication. The access management program shall include the following:
 - a. Establishment of hours of public access which shall include, at a minimum, the hours between sunrise and sunset, and
 - b. The provision of aesthetically pleasing bicycle racks for at least 25 bicycles at the beach terminus of the vertical accessway, and
 - c. The provision of signing at the entrance to the private communities in order to make the public aware of the existence of the accessway and its hours of operation, and
 - d. The provision of a public restroom facility.

Scenic and Cultural Resources

9. Update the Master Plan for Scenic Corridors to identify public view corridors and views and establish a process for doing so, including public outreach.
10. Develop a GIS-based map of significant designated scenic view corridors and significant public views.

Funding

11. Seek funding to maintain and improve access ways, implement complete streets projects as identified in the Mobility and Complete Streets Element, and to enhance public coastal access, including:
 - a. Improved pedestrian railroad crossings through the construction of at-grade, above-grade, or below-grade crossings at existing accessways.
 - b. Additional off-street public parking spaces at or near public coastal access ways through improvements of existing beach parking lots and creation of parking lots, where feasible.

Environmentally Sensitive Habitat

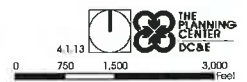
12. Advocate and support the preservation and creation of coastal terrestrial wildlife or plant sanctuaries.
13. Develop informational aids for where native plants are required to be planted in coastal canyon and bluff areas, their planting and care, for the removal of officially designated invasive plant species, and for Orange County Fire Authority landscaping requirements for fire safety.

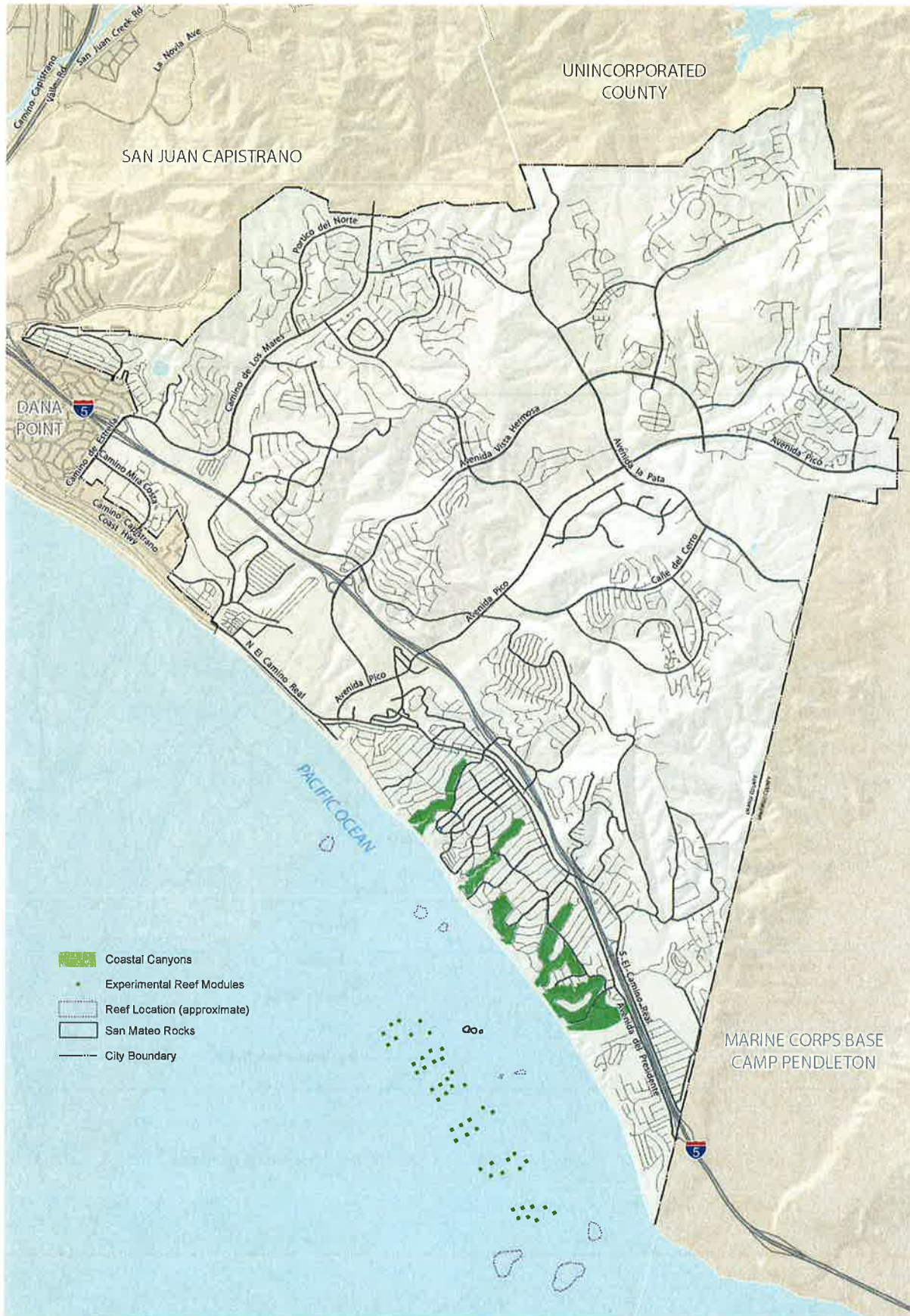
Hazards

14. Implement the City's Policy and Procedure (effective date September 5, 2001) regarding Management of Beach Facilities in terms of their maintenance, replacement, protection, or relocation.
15. Update hazard maps (e.g., sea level rise, flood zones, etc.) as new information becomes available and make these publicly available.
16. Prepare and implement a shoreline management strategy which includes, but is not limited to, the following:
 - a. An examination of local and regional long-term erosion rates and trends to identify and plan for shoreline changes.
 - b. An examination of mean sea level elevation trends and future sea level rise projections to help determine future erosion rates and plan for potential shoreline changes.



Figure C-1
COASTAL ACCESS POINTS





Source: Wheeler North Reef Final Design Plan, Coastal Environments, 2006



Figure C-2
ENVIRONMENTALLY SENSITIVE HABITATS AREAS



Safety Element

The City of San Clemente seeks to protect the community from hazards related to geologic, seismic, and soil hazards; flooding, tsunami, and sea level change; excessive noise; hazardous materials; radiological hazards; wildfire; marine hazards; and illegal activities. The Safety Element seeks to minimize potential property damage and human injury by reducing the exposure of people and property to these hazards and the risks of their occurrence. This element is intended to enhance safety through advance preparation for catastrophic events and by preventing or mitigating conflicts that could adversely affect residents', businesses' and visitors' safety.

One of the City's primary tools for preparing and responding to hazards is the [San Clemente Multi-Hazard Emergency Plan](http://san-clemente.org/sc/standard.aspx?pageid=319) [http://san-clemente.org/sc/standard.aspx?pageid=319]. This comprehensive tool identifies key response resources, assigns emergency planning and response responsibilities to City of San Clemente and supportive agency staff, establishes communication protocols, outlines preplanned response actions by hazard type, and provides the bases for personnel training and ongoing maintenance of the City's emergency preparedness programs.

PRIMARY GOAL:

Continue to be a well-prepared community that understands and mitigates exposure to potential natural and human-made hazards and effectively responds to and recovers from public safety emergencies.

GOAL AND POLICY SECTIONS:

1. [Geologic, Seismic and Soil Hazards](#)
2. [Flooding and Marine Hazards](#)
3. [Wildfire](#)
4. [Noise](#)
5. [Radiological Hazards](#)
6. [Hazardous Materials](#)
7. [Emergency Services, Preparedness, Response and Recovery](#)

ADDITIONAL LINKS

- [San Clemente Multi-Hazard Emergency Plan](http://san-clemente.org/sc/standard.aspx?pageid=319) [http://san-clemente.org/sc/standard.aspx?pageid=319]
- [Marine Safety Division website](http://san-clemente.org/sc/standard.aspx?pageid=264) [http://san-clemente.org/sc/standard.aspx?pageid=264]
- [Orange County Fire Authority website](http://ocfa.org/) [http://ocfa.org/]
- [Orange County Sheriff's Department website](http://ocsd.org/) [http://ocsd.org/]
- [Nuclear Regulatory Commission website](http://www.nrc.gov/) [http://www.nrc.gov/]
- [United States Geologic Survey California Earthquakes website](http://earthquake.usgs.gov/earthquakes/states/index.php?regionID=5) [http://earthquake.usgs.gov/earthquakes/states/index.php?regionID=5]

Geologic, Seismic and Soil Hazards

There are no known active faults within the City of San Clemente; however, ground shaking resulting from regional seismic activity can have a significant local impact. Additionally, some areas where the water table is shallow with loose, unconsolidated sandy soils have the potential for liquefaction [link to Glossary] during a seismic event. Also, our coastal and canyon bluffs and hillsides can be steep and subject to landslides and slope failures. Potential geologic and soil hazards can be increased by inappropriate development, seismic activity and heavy rains. This section's goal and policies, and the related implementation measures, seek to mitigate potential threats from geologic, seismic and soil hazards through information sharing and establishing appropriate development standards.

GOAL:

Minimize risk to life, property, economic and social dislocation and disruption of vital services that could result from geologic and seismic hazards.

POLICIES:

- S-1.01. **Up to Date Information.** We collect and maintain relevant data on fault locations, soils reports and other information that can help identify seismic or liquefaction potential and areas at risk of landslides.
- S-1.02. **Alquist-Priolo Act.** If active or potentially active faults are identified, we will implement mandatory development restrictions and investigation requirements pursuant to the Alquist-Priolo Act.
- S-1.03. **Unreinforced Masonry Buildings.** We require the retrofitting of unreinforced masonry buildings during remodels to minimize hazards to life and property due to an earthquake or other geologic hazards.
- S-1.04. **Landslide Risk.** We prohibit development on unstable terrain, excessively steep slopes and other areas deemed hazardous due to landslide risk, unless mitigation measures can assure public safety.
- S-1.05. **Development Location.** We locate development so as to avoid landslides and other geological and soils hazards, to the maximum extent possible. Where development is subject to geological or soils hazards, we require that projects be designed to mitigate such hazards.
- S-1.06. **Assessment and Mitigation.** Where appropriate, we require new development to assess the potential for liquefaction, slope instability and landslides and require that appropriate measures be incorporated into the project to mitigate such hazards.
- S-1.07. **Critical Facilities.** We encourage property owners and agencies to ensure that existing buildings housing critical public facilities such as schools, hospitals and emergency services are seismically strengthened to meet applicable building codes.

GENERAL PLAN INFORMATION:

Figure S-1, Geologic, Seismic and Soil Hazards Map

ADDITIONAL LINKS:

- [Alquist-Priolo Act](http://www.consrv.ca.gov/cgs/rghm/ap/Pages/Index.aspx) [http://www.consrv.ca.gov/cgs/rghm/ap/Pages/Index.aspx]

Flooding and Marine Hazards

Potential water-related hazards in San Clemente include flooding, tsunami, and sea level rise. Flood hazards include coastal inundation, flash flooding down watercourses and channels throughout the community, and sheet flooding across low lying areas adjacent to these watercourses. A tsunami is a series of ocean waves triggered by the displacement of a large volume of water after a submarine disturbance, such as an underwater earthquake or landslide. While there is no record of large or moderate tsunamis in the San Clemente area, the potential for tsunami damage exists, as it does in most coastal California communities. Distant source tsunamis have produced run-up of less than two feet in San Clemente; however global climate changes affecting sea level have been observed over time and if observed patterns continue, a sea level rise should be expected. Sea level rise is a long-range concern and while predictions vary, a significant rise in sea level rise could adversely affect land use, transportation and water quality in low-lying coastal areas. Marine hazards also include common ocean-related public safety concerns such as hazardous surf and navigational boating hazards.

GOAL:

Minimize risk to life, property, economic and social dislocation, disruption of vital services and environmental effects cause by flooding, tsunami, and sea level rise.

POLICIES:

- S-2.01. **Flood Control Channels.** We use natural, unimproved watercourses as the City's primary flood control channels, and whenever feasible, support the restoration of concrete lined channels back to natural earthen channels.
- S-2.02. **Drainage Obstruction.** We require that property owners along canyons and watercourses keep natural drainage courses on their sites free of obstructions, such as structures and dams, which may adversely affect flooding on the site or on downstream properties.
- S-2.03. **100-Year Flood Zone.** We prohibit development within the 100-year flood zone unless adequate mitigation is provided against flood hazards.
- S-2.04. **Regulations.** We implement Federal, State, County and local flood control regulations, as appropriate.
- S-2.05. **Interagency Coordination.** We coordinate appropriate procedures for police, fire and other agency to respond during flooding, consistent with Federal, State, and County regulations, as well as the City of San Clemente Emergency Plan.

S-2.06. **Information.** Where accurate and reliable information regarding flooding, tsunami, and sea level rise hazards is available, the City seeks to make such information publicly available to help reduce flooding and marine hazards.

S-2.07. **Marine Safety.** We maintain adequate staffing for lifeguard services to address beach and swimmer safety needs.

LINKS TO GENERAL PLAN INFORMATION:

- [Figure S-2, Flood Hazards Map](#)
- [Figure S-3, Sea Level Potential Inundation Map](#)

ADDITIONAL LINKS:

- [San Clemente Multi-Hazard Emergency Plan](http://san-clemente.org/sc/standard.aspx?pageid=319)
[<http://san-clemente.org/sc/standard.aspx?pageid=319>]
- [City of San Clemente Climate Action Plan](#) [staff to provide link]
- [U.S. Environmental Protection Agency, Future Climate Change, Sea Level Rise](http://www.epa.gov/climatechange/science/future.html#sealevel)
[<http://www.epa.gov/climatechange/science/future.html#sealevel>]

Fire

San Clemente residents enjoy access to and views of natural open spaces. Several neighborhoods in San Clemente are adjacent to expansive open space resources, such as the Richard and Donna O’Neill Conservancy to the north and east of City limits, and San Onofre State Beach and Camp Pendleton to the south. These large open space areas at the urban-wildland interface contain vegetation that provides fuel for wildfires which can threaten life and property in San Clemente. Wildfires are of particular concern during Santa Ana wind events, when forceful winds blow dry air from the east to the west. They create extremely dry conditions in which wildfires can easily develop due to natural or human causes. Historically, wildfire is one of the most destructive hazards in San Clemente, affecting homes, businesses, the natural environment, and human lives.

GOAL:

Minimize risk to life, property, economic and social dislocation and disruption of vital services due to uncontrolled fire.

POLICIES:

S-3.01. **Fire and Building Codes.** We coordinate with Orange County Fire Authority to proactively mitigate or minimize the adverse effects of structural fires, wildfires and related hazards like erosion, hazardous materials release and structural collapse by implementing appropriate fire and building codes.

S-3.02. **Public Education.** We coordinate with Orange County Fire Authority to provide public education tools to increase awareness of fire prevention measures.

- S-3.03. **Orange County Fire Authority.** We contract with Orange County Fire Authority to maintain fire stations, equipment, and staffing to effectively respond to emergencies.
- S-3.04. **California Fire and Mutual Aid Plan.** We cooperate with multiple fire prevention and suppression agencies through the California Fire and Mutual Aid Plan to coordinate appropriate responses to large-scale wildfires.
- S-3.05. **Peak Water Supply.** We maintain an adequate peak water supply for fire suppression capacity.
- S-3.06. **Evaluation.** We coordinate with the Orange County Fire Authority to evaluate the effectiveness of fire safety strategies and implementation measures.
- S-3.07. **Balance Between Goals.** We balance the need for fire safety and defensible landscape perimeters with biological and open space preservation goals, where applicable, consistent with the Coastal Conservation Plan.

GENERAL PLAN INFORMATION:

- [Community Design Element \[link to CDE Homepage\]](#)
- [Emergency Services Section, Safety Element \[link to Emergency Services page\]](#)

ADDITIONAL LINKS:

- [Fire Station Location Map \[http://www.yellowpages.com/san-clemente-ca/fire-station\]](http://www.yellowpages.com/san-clemente-ca/fire-station)
- [Wildfire Hazards Map \[http://san-clemente.org/sc/Inf/Forms/Building/Download/1800_CAL_FIRE - 2011 City of San Clemente VHFHSZ.pdf\]](http://san-clemente.org/sc/Inf/Forms/Building/Download/1800_CAL_FIRE_-_2011_City_of_San_Clemente_VHFHSZ.pdf)
- [Orange County Fire Authority website \[http://ocfa.org/\]](http://ocfa.org/)

Noise

Excessive noise can adversely affect human health and well-being, economic productivity, and property values, especially in areas where sensitive land uses such as senior housing, schools, child care, and hospitals are located. Mobile and stationary noise sources contribute to overall noise levels, and the impacts of both must be considered when considering environmental effects of new development. Bisected by Interstate 5, San Clemente's primary noise source is from automobile, truck and motorcycle traffic. Passenger and freight rail services utilize a rail line that skirts the coastline and are also significant mobile noise sources. The City has successfully used federal tools to reduce train noise near sensitive land uses.

The General Plan is a tool for managing noise by planning for and maintaining compatibility between sensitive land uses and noise sources. Specific standards regulating the noise environment are provided by the San Clemente [Noise Ordinance \[staff to provide link\]](#).

GOAL:

Minimize exposure to excessive noise levels by taking appropriate actions to avoid or mitigate the detrimental effects of exposure to excessive noise levels on humans and animals and in particular, on sensitive land uses.

POLICIES:

- S-4.01. **Noise Control.** We seek to control ambient and stationary noise conditions by maintaining baseline information, monitoring conditions, following State guidelines, and enforcing locally adopted ordinances and building codes.
- S-4.02. **Street Design.** We design our streets to minimize noise impacts.
- S-4.03. **Interagency Collaboration.** We encourage and collaborate with local, regional, and statewide transportation agencies to minimize transportation-related noise impacts and provide appropriate mitigation measures that also consider impacts to community character and on natural resources (e.g., views).
- S-4.04. **Balance Between Noise Control and View Protection.** We will continue to work with local, State, and Federal agencies to reduce highway- and railroad-generated noise levels to within acceptable levels identified in the General Plan, while seeking to re-establish ocean views blocked by noise barriers on Interstate 5.
- S-4.05. **Rail-related Noise.** We minimize the noise impact of passenger and freight rail service on sensitive land uses by coordinating with rail authorities to effectively manage train noise and by aggressively pursuing noise mitigation measures that apply to rail uses.
- S-4.06. **Truck Routes.** We designate [truck routes](#) [link to Freight Movement section in the Mobility and Complete Streets Element] to minimize truck traffic noise impacts to sensitive land uses.
- S-4.07. **Collaboration with Camp Pendleton.** We collaborate with the United States Marine Corps, Camp Pendleton, to minimize the impacts of noise- or vibration-inducing activities on San Clemente residents and to inform the community in advance when such activities will be conducted.

GENERAL PLAN INFORMATION:

- [Figure S-4, Future Roadway Noise Contour Map](#) [to be provided with Screencheck EIR]
- [Figure S-5, Future Rail Noise Contour Map](#) [to be provided with Screencheck EIR]
- [Urban Design Element](#) [link to UDE Homepage]
- [Mobility and Complete Streets Element](#) [link to ME Homepage]

ADDITIONAL LINKS:

- [Noise Ordinance](#) [staff to provide link]
- [San Clemente General Plan EIR Noise Section](#) [to be provided with Screencheck EIR]

Radiological Hazards

The San Onofre Nuclear Generating Station (SONGS) is the only nuclear power plant in Southern California. It is located in San Diego County, approximately three miles south of the City of San Clemente. SONGS is primarily owned by Southern California Edison, which is in charge of its operations and maintenance. The proximity of this facility to urbanized areas makes it a potential radiological hazard for the City and for other nearby jurisdictions. The Nuclear Regulatory Commission requires a 10-mile Emergency Planning Zone around the power plant. This is the defined plume exposure pathway. A 20-mile radius from SONGS is the Public Education Zone, in which educational materials are distributed. A 50-mile radius around the power plant is considered the Ingestion Pathway Zone, where radiation could impact agriculture, food processing and distribution.

The San Clemente Multi-Hazard Emergency Plan [<http://san-clemente.org/sc/standard.aspx?pageid=319>] was created to prepare the community for potential emergency situations that could develop as a result of excessive radiation exposure from SONGS. The Multi-Hazard Emergency Plan outlines procedures for oversight, communication, emergency warning, evacuation, response, and recovery.

GOAL:

Minimize risk to public health, safety, and welfare, and the natural and built environments of the City of San Clemente through proper communication protocols and nuclear disaster preparedness.

POLICIES:

- S-5.01. **Public Information.** We proactively communicate with State and Federal agencies and Southern California Edison and seek to ensure the City and its residents are informed about the status of and conditions at SONGS.
- S-5.02. **Interagency Collaboration and Response.** We collaborate with the counties of Orange and San Diego, the cities of Dana Point and San Juan Capistrano, the US Marine Corps Base Camp Pendleton, California State Beaches and Parks, Southern California Edison and other local, state and federal government agencies with roles in radiological emergency response to ensure the City and our neighbors can conduct coordinated emergency response to an event at SONGS.
- S-5.03. **Public Education.** We reduce risks to the public from radiological events through public awareness and education, by operating emergency warning systems, by establishing, updating, and implementing community protection in partnership with local, State and Federal government agencies, and through our readiness to implement emergency plans.
- S-5.04. **Transport of Radioactive Materials.** We work with Southern California Edison to ensure the transport of radioactive materials through the City of San Clemente complies with all State and Federal standards and does not adversely affect human health, land uses and activities.

- S-5.05. **Recycling and Reuse of Radioactive Materials.** We encourage the Federal government to investigate the feasibility and implementation of programs for recycling and reuse of radioactive materials.
- S-5.06. **SONGS Cogeneration Operations.** We encourage Southern California Edison to safely use co-generation (e.g. utilizing the plant's surplus heat as an alternative energy source or to create other products) operations at SONGS.
- S-5.07. **Disposal of Radioactive Fuel.** We encourage the Federal government to establish a permanent, safe disposal site for spent nuclear fuel rods and the establishment of temporary sites, if needed, to move fuel away from San Clemente.

ADDITIONAL LINKS:

- Radiological Emergency Evacuation Route Map [<http://san-clemente.org/sc/standard.aspx?pageid=587>]
- San Clemente Multi-Hazard Emergency Plan [<http://san-clemente.org/sc/standard.aspx?pageid=319>]
- City of San Clemente Emergency Planning webpage [<http://san-clemente.org/sc/standard.aspx?pageid=319>]
- Nuclear Regulatory Commission website [<http://www.nrc.gov/>]
- SONGS Website [<http://www.songscommunity.com>]

Hazardous Materials

San Clemente's industrial and manufacturing uses contribute to the City's prosperity. However, these uses can pose hazards related to the use and storage of toxic materials and the creation of toxic waste as byproducts. The storage, transportation, and disposal of these materials are sensitive processes. Seismic activity, flooding, marine hazards, and fires can result in hazardous materials being released onto land or into the air and water, contaminating the environment and endangering public safety.

The transportation of hazardous materials is of particular concern in San Clemente. Hazardous materials are transported through the community due to San Clemente's location along a busy rail route and along Interstate 5, a major north-south corridor for California.

GOAL:

Protect life, property, and the natural environment by minimizing the potential for exposure to and contamination from hazardous materials and waste.

POLICIES:

- S-6.01. **Public Maps.** We publicize areas of known hazardous materials contamination to reduce risk to public health, safety, and welfare.

- S-6.02. **Remediation Plans.** We require owners of contaminated sites to develop a remediation plan with the assistance of the County of Orange and State and Federal government agencies.
- S-6.03. **Coordinated Response.** We coordinate effective responses to hazardous materials incidents with other appropriate jurisdictions and agencies.
- S-6.04. **Local and Regional Participation.** We participate in local and regional efforts to mitigate the potential for land, water, and air contamination from hazardous materials or waste, and work to help ensure clean-up of contaminated areas if a release occurs.
- S-6.05. **Disclosure Laws.** Working with other public agencies, we help enforce disclosure laws that require the users, producers, and transporters of hazardous materials and waste to clearly identify these items.
- S-6.06. **Public Education.** Working with other public agencies, we help disseminate information to the public about the proper disposal of household hazardous materials and waste, and encourage the use of non-toxic alternatives.

ADDITIONAL LINKS:

- [San Clemente Hazardous Materials Map](http://ci.san-clemente.ca.us/sc/Inf/Forms/Recycling/download/1510%20Recycling%20Guide.pdf)
[[http://ci.san-clemente.ca.us/sc/Inf/Forms/Recycling/download/1510 Recycling Guide.pdf](http://ci.san-clemente.ca.us/sc/Inf/Forms/Recycling/download/1510%20Recycling%20Guide.pdf)]
- [Orange County Hazardous Waste Management Plan](http://oclandfills.com/hazardous/)
[<http://oclandfills.com/hazardous/>]
- [Title 49, Federal Code of Regulations](http://cfr.vlex.com/source/code-federal-regulations-transportation-1098)
[<http://cfr.vlex.com/source/code-federal-regulations-transportation-1098>]

Emergency Services, Preparedness, Response, and Recovery

Emergency services in San Clemente include police protection, fire prevention and suppression, emergency medical care, marine safety and City emergency planning. Police services are provided by the Orange County Sheriff's Department, fire and emergency medical services are provided by the Orange County Fire Authority, marine safety services are provided by the City of San Clemente Marine Safety Division and at State beaches by the State of California, and emergency preparedness is organized by the City's Emergency Planning Section, Public Works Department. Maintaining safety in San Clemente's neighborhoods, business districts, and beaches contributes to the community's appeal to residents, business owners, and visitors. The City of San Clemente approaches emergency services and planning in a proactive manner that includes education and prevention strategies.

San Clemente is susceptible to a variety of natural and human-made safety hazards including earthquakes, floods, marine hazards, fires, crime, and radiation exposure. The General Plan seeks to mitigate these potential threats to life, property, environmental

quality, and economic vitality through preventative measures and thorough careful emergency planning.

GOAL:

Continue to be a safe, disaster-resilient community that is prepared through effective community outreach, proactive monitoring, and efficient emergency services, response, recovery.

POLICIES:

- S-7.01. **Staffing, Facilities and Supplies.** We maintain adequate staffing, facilities and supplies for our police, fire, marine safety and emergency medical, and emergency planning services to provide appropriate and timely response to emergency needs.
- S-7.02. **Hazard Prevention Funding.** We give high priority to strategies and funding for hazard-prevention services, training, educational materials, and facilities.
- S-7.03. **Outreach and Education.** We provide community-based outreach and educational efforts to enable our residents to prepare for and respond appropriately in emergency situations, and to contribute to the overall safety of the community.
- S-7.04. **Interdepartmental and Interagency Collaboration.** We collaborate among City departments and with organizations outside of the City for a comprehensive approach to emergency services and disaster preparedness, response and recovery, including continuity of operations (e.g. information technology and financial services).
- S-7.05. **Partnerships.** We partner with other local, State and Federal emergency services agencies to enhance safety resources in the City of San Clemente.
- S-7.06. **Performance Measurement.** We periodically analyze public safety data to evaluate the effectiveness of our strategies and allocate resources accordingly.
- S-7.07. **Crime Prevention Through Environmental Design.** We require new development to incorporate Crime Prevention Through Environmental Design (CPTED) [link to Glossary] features in the orientation and design of sites, buildings, streetscapes, and open spaces.
- S-7.08. **Management Programs and Warning Systems.** We maintain emergency management programs and warning systems that meet State and Federal requirements.
- S-7.09. **Training.** We regularly conduct training exercises to prepare for and evaluate emergency and disaster response and recovery procedures.
- S-7.10. **Outreach.** We reach out to the community to educate, train and establish volunteer programs, to enhance the safety and disaster resilience of our community through volunteer programs, such as the Community Emergency

Response Team (CERT) Program, Retired Senior Volunteer Program (RSVP), Explorer Scouts, and Neighborhood Watch and Radio Amateur Citizen Emergency Services (RACES).

GENERAL PLAN INFORMATION:

- [Figure S-6, City of San Clemente Critical Facilities Map](#)

ADDITIONAL LINKS:

- [San Clemente Multi-Hazard Emergency Plan](http://san-clemente.org/sc/standard.aspx?pageid=319) [http://san-clemente.org/sc/standard.aspx?pageid=319]
- [City of San Clemente Police Services](http://san-clemente.org/sc/standard.aspx?pageid=266) [http://san-clemente.org/sc/standard.aspx?pageid=266]
- [San Clemente Police Services Annual Report](#) [staff to provide link; last one found on the website was from 2010]
- [City of San Clemente Fire Services webpage \(includes a link to a map of the stations\)](http://san-clemente.org/sc/standard.aspx?pageid=267) [http://san-clemente.org/sc/standard.aspx?pageid=267]
- [Orange County Fire Authority website](http://ocfa.org/) [http://ocfa.org/]
- [City of San Clemente Marine Safety Division webpage](http://san-clemente.org/sc/standard.aspx?pageid=264) [http://san-clemente.org/sc/standard.aspx?pageid=264]
- [City of San Clemente Emergency Services](http://san-clemente.org/sc/standard.aspx?pageid=319) [http://san-clemente.org/sc/standard.aspx?pageid=319]
- [Community Emergency Response Team \(CERT\) Program](#) [staff to provide link; couldn't find links on City site other than short-term information, i.e., calendar of events, schedule, etc.]
- [Retired Senior Volunteer Program \(RSVP\)](http://san-clemente.org/sc/standard.aspx?pageid=336) [http://san-clemente.org/sc/standard.aspx?pageid=336]
- [Explorers](#) [staff to provide link; couldn't find information on City website]
- [Neighborhood Watch](#) [staff to provide link; couldn't find information on City website]
- [Neighborhood Beach Watch](http://san-clemente.org/sc/standard.aspx?pageid=617) [http://san-clemente.org/sc/standard.aspx?pageid=617]
- [Radio Amateur Citizen Emergency Services \(RACES\)](http://san-clemente.org/sc/Inf/EmergencyPlan/FamilyEmergencyPlans/TricitiesTrifoldSC.pdf) [http://san-clemente.org/sc/Inf/EmergencyPlan/FamilyEmergencyPlans/TricitiesTrifoldSC.pdf]

Safety Element Implementation Measures

Geologic, Seismic and Soil Hazards

1. When feasible, make information on fault locations, soil hazards and areas of landslide or liquefaction publicly available, on request.
2. Review and update building, zoning, and grading codes to ensure adopted standards are appropriate to mitigate potential geologic, seismic, soils, flooding, and noise hazards, and would comply with the Alquist-Priolo Act if an active fault were identified in the City.

Public Hearing Draft Centennial General Plan, 4/17/13

3. Identify unreinforced masonry structures and other seismically vulnerable types of structures, and maintain a database of their locations to 1) inform local emergency response personnel, and 2) educate the public.
4. Work with public and private entities to verify that buildings housing critical public facilities, such as schools, hospitals and emergency services, are seismically strengthened to meet applicable building codes.

Flooding and Marine Hazards

5. Review and update drainage and water retention studies and improvement plans to incorporate appropriate best practices and Federal, State, and County flood control regulations.
6. Evaluate and report on the feasibility of restoring concrete-lined drainage channels back to natural, earthen channels.
7. Obtain and maintain information on flooding, tsunami, and sea level rise hazards and make the information publicly available.

Fire

8. Obtain and maintain information on fire and wildfire hazards and home, business, and open space fire mitigation measures. Make the information publicly available.
9. Monitor peak water demand and supply to ensure adequate capacity is available in the event of a wildfire emergency.
10. Partner with Orange County Fire Authority to pursue grant and other funding opportunities for appropriate wildfire mitigation measures, staffing, and facilities, and to support wildfire mitigation efforts in the City and in surrounding open space areas such as the O'Neill Conservancy and San Onofre State Beach.

Noise

11. Review the Existing and Future Noise Contour Maps for applicability to each development project to identify potential impacts to sensitive uses.
12. Work with local, State and Federal agencies to reduce highway- and railroad-generated noise levels to within acceptable General Plan levels.
13. Working with other agencies and property owners, the City will seek to re-establish ocean views blocked by noise barriers, where feasible.
14. Prepare a program establishing City truck routes, including appropriate signage, to minimize truck traffic noise impacts to sensitive land uses.
15. Establish a Quiet Zone for the entire length of rail corridor through the City of San Clemente. As an interim measure, implement wayside horns at San Clemente's rail crossings.

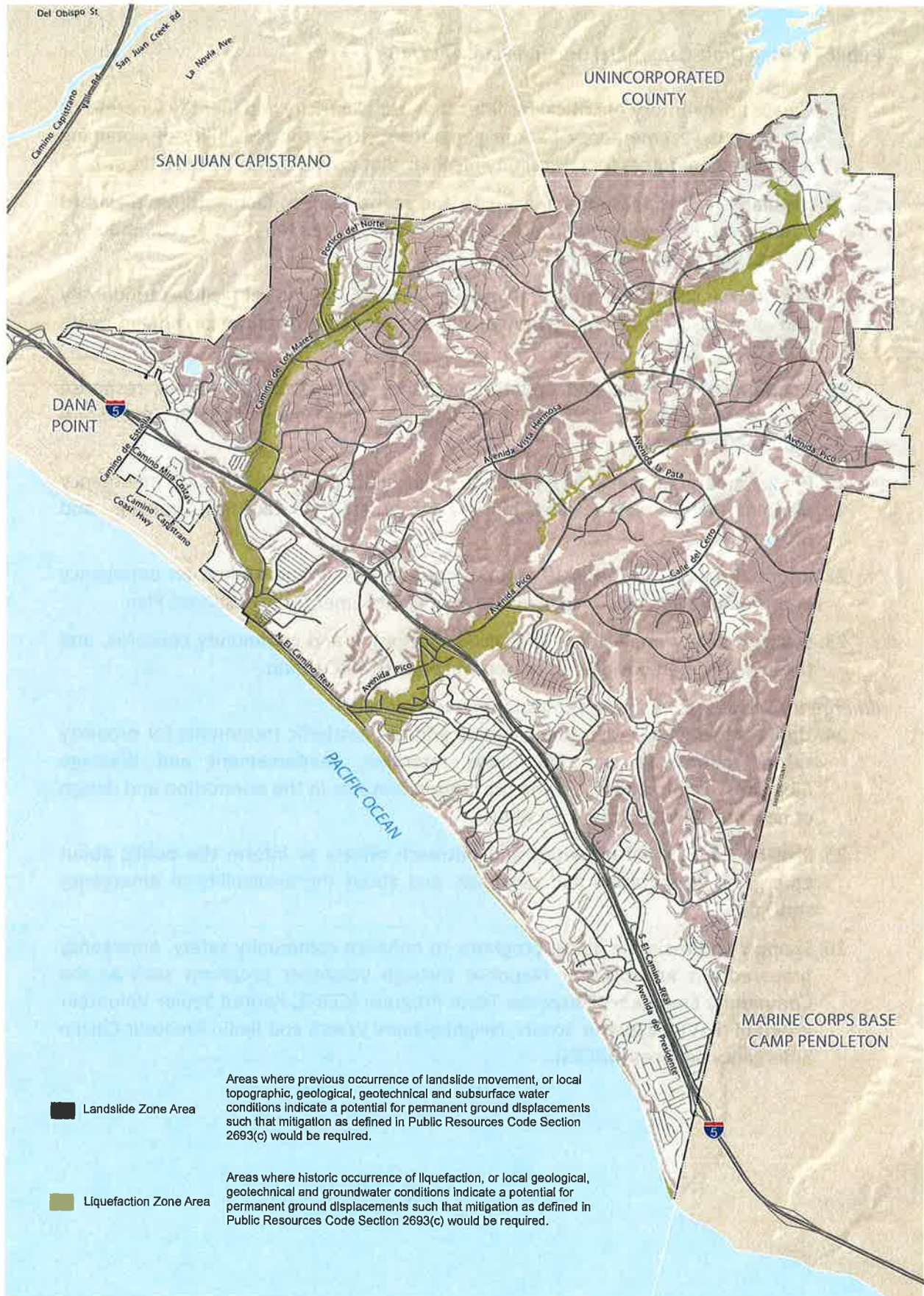
Radiological Hazards

16. Continue to collect and disseminate information relating to all hazards, as well as to radiological hazards preparedness, response, and recovery for SONGS.

17. Create an inventory of critical facilities that use electricity and identify whether or not they have emergency backup generators; study the feasibility of obtaining adequate generators for critical City facilities that do not currently have them.
18. Regularly review and update, exercise and revise the San Clemente Multi-Hazard Emergency Plan with appropriate best practices related to the community's natural and human-made hazards.
19. Explore the siting and structural integrity of the City's critical facilities to identify and plan to mitigate any potential defects related to natural or human-made hazards.
20. Continue to maintain and update emergency services, preparedness, response and recovery plans and training programs that meet Federal and State requirements.
21. Pursue emergency services grants and other funding opportunities for emergency planning, public safety, and marine safety staffing, facilities, training, and programs.
22. Information Technology staff will periodically review and update an emergency preparedness and response plan into overall City Emergency Response Plan.
23. Evaluate safety implications of SONGS relicensing and community concerns, and take an informed position on relicensing prior to NRC action.

Emergency Services, Preparedness, Response and Recovery

24. Update the City's Design Guidelines to address aesthetic treatments for property safety treatments, including slope retention, reinforcement and drainage measures, and to address crime prevention features in the orientation and design of new buildings and public facilities.
25. Provide educational materials and outreach efforts to inform the public about emergency preparation and response, and about the availability of emergency services.
26. Support and maintain active programs to enhance community safety, emergency preparedness and disaster response through volunteer programs such as the Community Emergency Response Team Program (CERT), Retired Senior Volunteer Program (RSVP), Explorer Scouts, Neighborhood Watch and Radio Amateur Citizen Emergency Services (RACES).

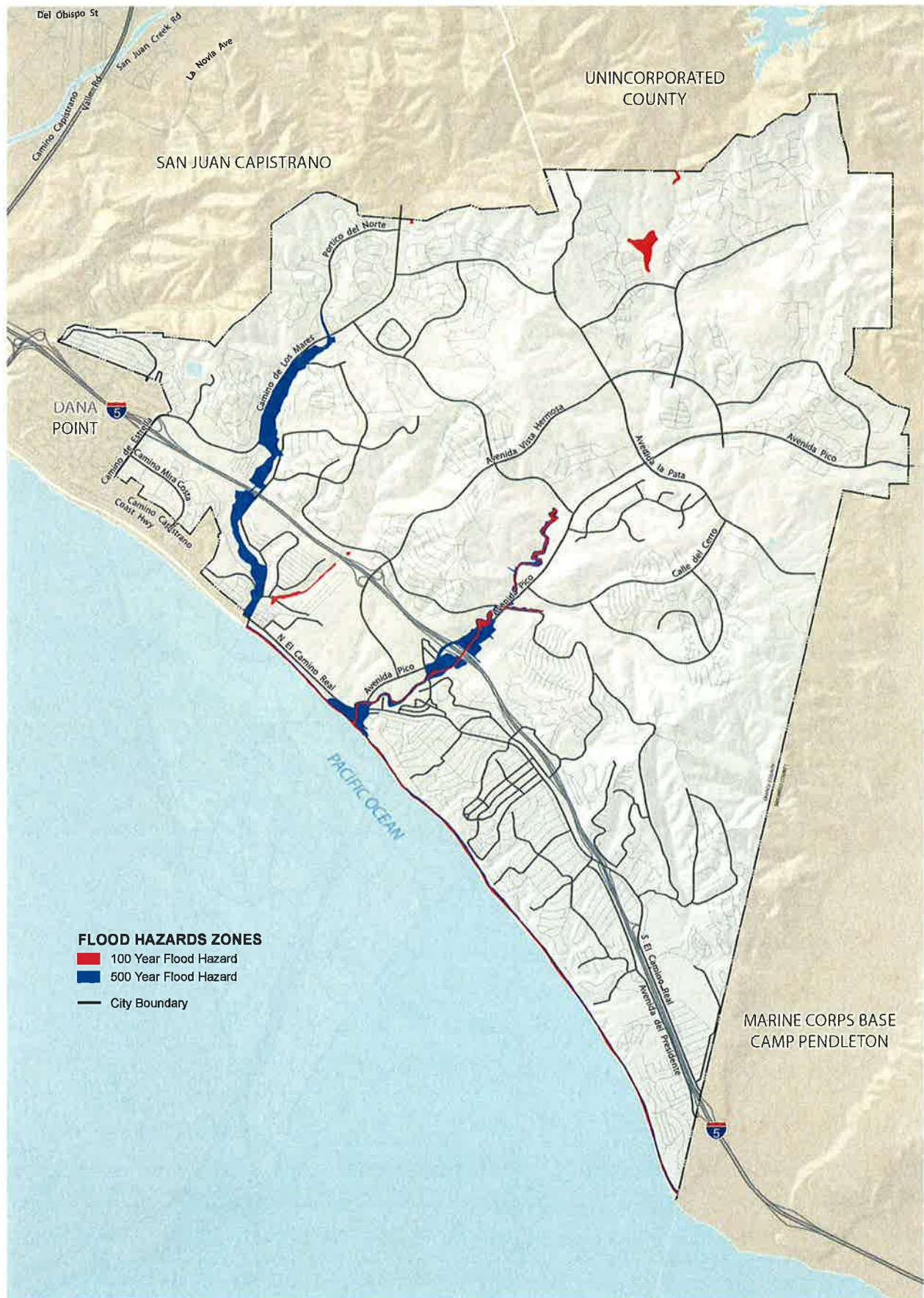


Source: California Geological Survey



Figure S-1
GEOLOGIC, SEISMIC AND SOIL HAZARDS MAP



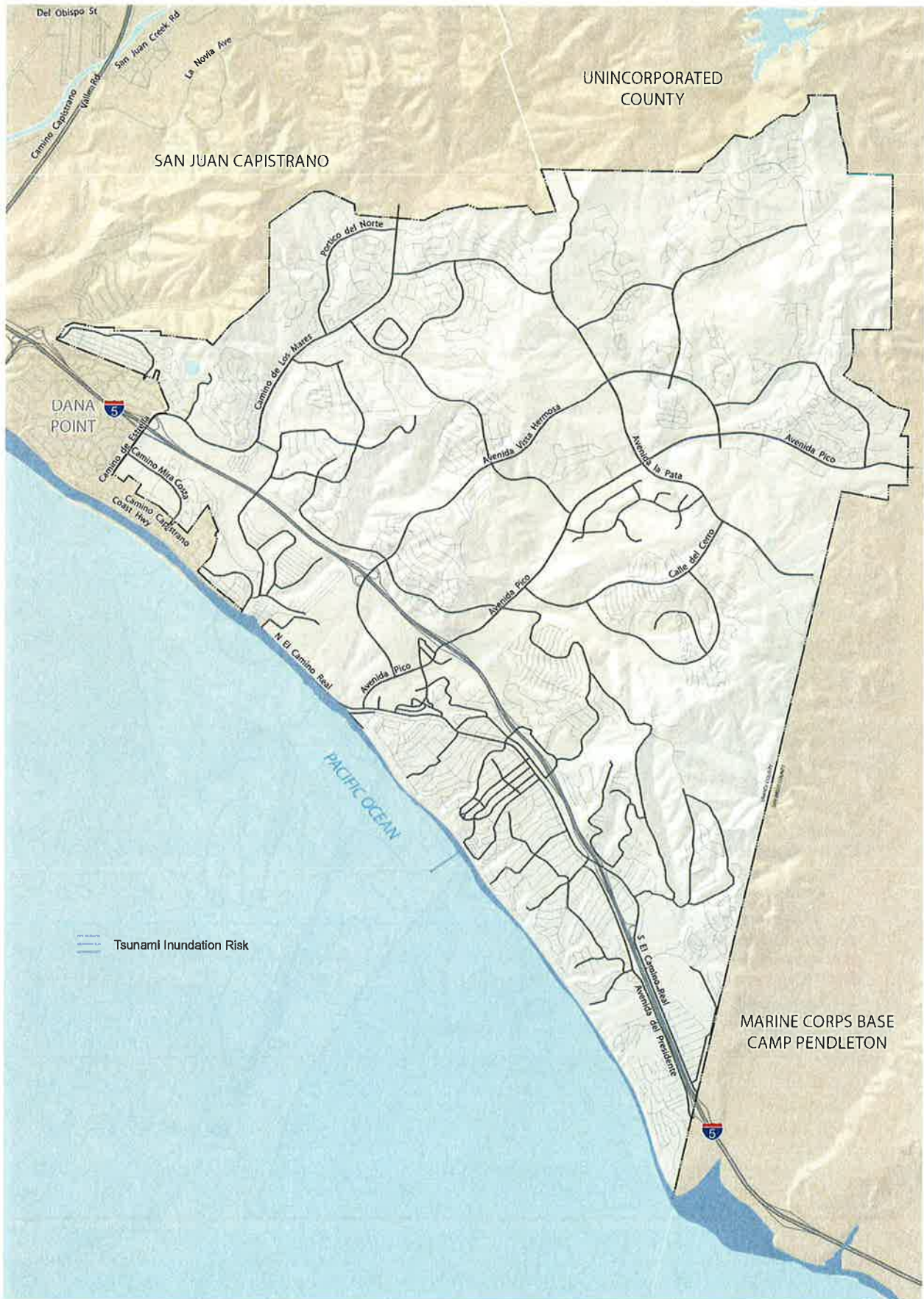


Data Source: FEMA Digital Flood Insurance Rate Map data (DFIRM) 8.16.11



Figure S-2
FLOOD HAZARDS MAP



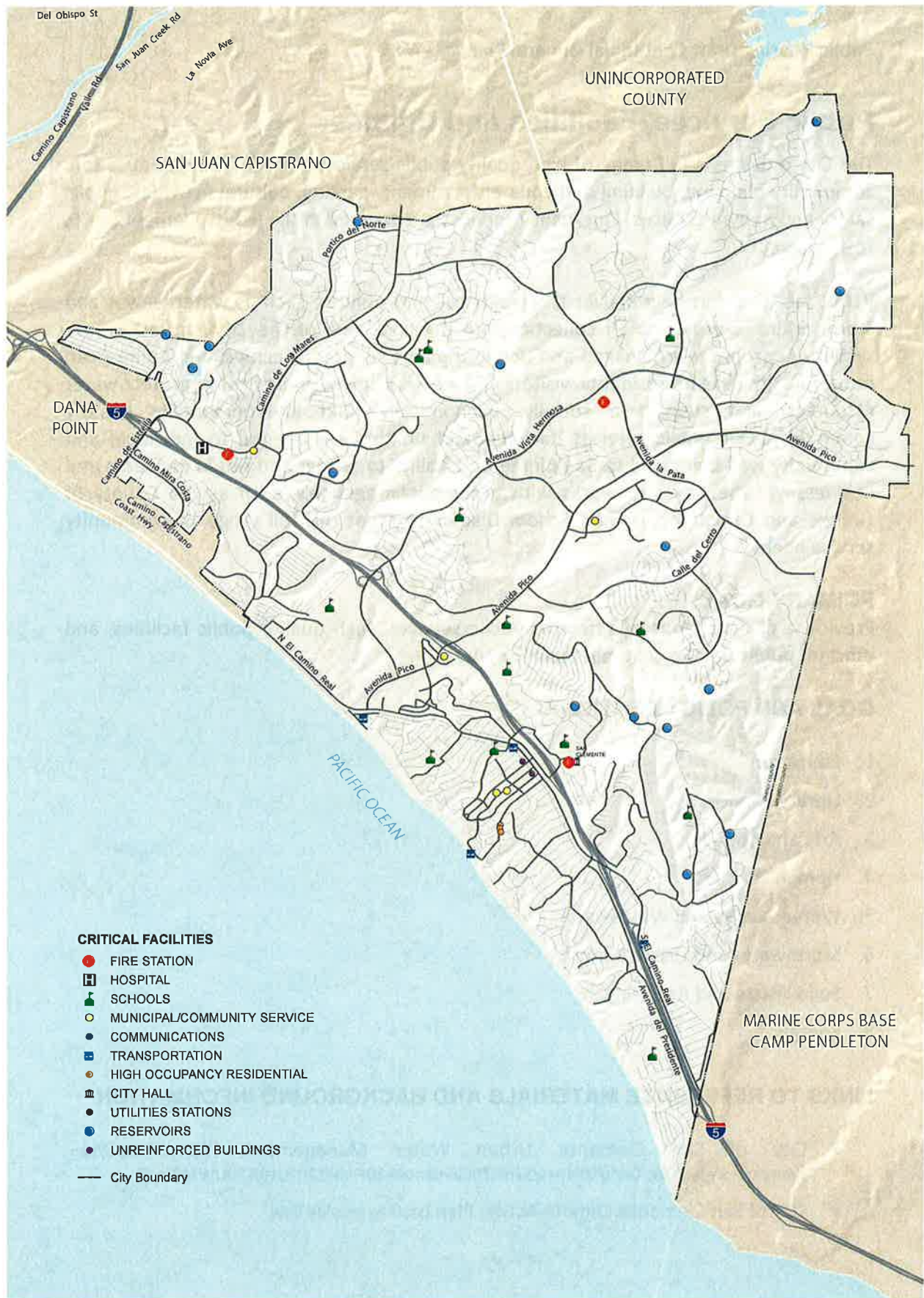


Source: USC, Tsunami Research Center



Figure S-3
SEA LEVEL POTENTIAL INUNDATION MAP





Public Services, Facilities and Utilities

The City provides a full range of high quality public services. These include education, community planning, building and code enforcement, parking, cultural activities, public safety and human services. Emergency services are covered in the [Safety Element \[link to SE Homepage\]](#).

Public facilities that help deliver these services and utilities, such as water, sewer and storm drainage/urban runoff collection, are the backbone of the City's infrastructure system. Appropriately managed and updated public services, facilities, and utilities can reduce health risks for residents, visitors and workers, lower energy costs, protect water resources, and support a socially, economically, and environmentally healthy community. Our public services, facilities and utilities are integral to individual and community well-being and to San Clemente's ability to attract and retain residents and businesses. The City also works with other public agencies, such as the County of Orange and Capistrano Unified School District to meet the full range of community service needs.

PRIMARY GOAL:

Provide a diverse range of effective public services, high quality public facilities, and efficient public utilities that meet local needs.

GOAL AND POLICY SECTIONS:

1. [Education](#)
2. [Library Services](#)
3. [Arts and Culture](#)
4. [Human Services](#)
5. [Water Quality and Wastewater](#)
6. [Stormwater and Urban Runoff](#)
7. [Solid Waste and Recycling](#)
8. [Energy](#)

LINKS TO REFERENCE MATERIALS AND BACKGROUND INFORMATION

- [City of San Clemente Urban Water Management Plan \[http://san-clemente.org/sc/Org/Dept/Utilities/San%20Clemente%20Final%202010%20UWMP.pdf\]](http://san-clemente.org/sc/Org/Dept/Utilities/San%20Clemente%20Final%202010%20UWMP.pdf)
- [City of San Clemente Climate Action Plan \[staff to provide link\]](#)

Education

A well-educated population is critical to maintaining and enhancing our overall quality of life and economic vitality. Educated citizens are more likely to participate in school youth programs, community-based organizations and civic affairs. In a very real sense, these citizens form the foundation of what it means to be a “community.” Our local schools contribute to the City’s social fabric and are at the forefront of maintaining an educated and informed citizenry.

The City of San Clemente is located within the Capistrano Unified School District (CUSD), which also includes all or part of the cities of Dana Point, San Juan Capistrano, Laguna Niguel, Aliso Viejo, Mission Viejo, Rancho Santa Margarita, and several unincorporated communities of Orange County. The District offers programs for students from Kindergarten through Adult Enrichment and participates in state and federal student performance evaluation programs. Together with CUSD and private and non-profit organizations, the City offers many lifelong learning opportunities that enrich local youth and adults. For example, Saddleback College offers adult classes at the City’s Senior Center and CUSD offers a number of adult courses serving San Clemente residents, including arts and crafts, English as a second language, finance, photography, computer skills, philosophy and music.

GOAL:

Provide and promote the most effective and highest quality educational opportunities to residents of all ages, incomes and abilities through public and private schools, vocational training and City and private educational programs.

POLICIES:

PSFU-1.01. ***Educational Partners.*** We partner with public and private schools, other public agencies, nonprofit organizations, and businesses throughout the region to expand and promote the range and quality of educational offerings available to the community.

PSFU-1.02. ***Joint Use of Facilities.*** We partner with public and private educational institutions to jointly use facilities for both community and educational purposes, such as afterschool recreation, community gatherings and cultural events.

PSFU-1.03. ***Access to Schools.*** We work with local and regional partners to maintain safety in and around schools and to improve access to schools and community services.

PSFU-1.04. ***School Facilities.*** We plan and coordinate with CUSD and private educational institutions for designing and locating school facilities to meet the

City's goals, such as for health, walkability and safety, and to maintain neighborhood compatibility.

PSFU-1.05. **CUSD Master Plan.** We work with the CUSD to ensure their Master Plan fosters a strong sense of community in San Clemente neighborhoods (e.g., decisions regarding school facilities enhance neighborhood quality of life) and adheres to the educational facility standards provided in Orange County's Growth Management Plan.

PSFU-1.06. **City Advocacy Role.** We work with CUSD to advocate high academic and facility standards, and we will help identify areas of common interest, such as educational or training opportunities programs, facilities and areas meriting attention or improvement.

ADDITIONAL LINKS

- Capistrano Unified School District (CUSD) [<http://capousd.ca.schoolloop.com/>]

Library Services

Libraries are sources of lifelong learning and enrichment. San Clemente's Public Library, a branch of the Orange County Library System, provides free access to collections of books and media in a wide range of subjects, titles and formats. Libraries provide the community with universal access to resources that are integral for education, leisure, personal growth, health, skill-building, and vocational training. They also foster social interaction, community ties and lifelong learning through educational programs for - residents of all ages.

GOAL:

Achieve a library system that meets community needs for library services, including a wide variety of outstanding educational and training opportunities to foster reading, personal growth, knowledge and technical skills for all residents.

POLICIES:

PSFU-2.01. **Library Services.** We coordinate with the County of Orange to provide adequate library services and facilities that fulfill the needs of San Clemente residents and meet or exceed the County of Orange's minimum library standards.

PSFU-2.02. **Educational Programming.** We encourage the County of Orange to provide reading and literacy programs and other educational programs at the local library branch or via other means for those who cannot visit library facilities.

PSFU-2.03. **Funding.** We support County of Orange efforts to provide adequate funding for improvements to local library facilities and programs through

County, State and Federal funding, private and corporate donations or other resources.

PSFU-2.04. **Technology.** We encourage the adoption of technological advances that can provide improved access to library resources.

PSFU-2.05. **Volunteers.** We work with non-profit organizations, businesses and other public agencies to explore opportunities for grants and other special project funding for our local library.

PSFU-2.06. **Focal Point of the Community.** We coordinate with the County of Orange and Friends of the Library to promote and use the library for community meetings and events.

PSFU-2.07. **Specialized Libraries.** We encourage and support, where possible, specialized libraries that provide public benefits and access.

LINKS TO OTHER GENERAL PLAN CONTENT:

- [Education Section in this Element \[link to Education page\]](#)

ADDITIONAL LINKS:

- [Orange County San Clemente Library Branch \[http://ocpl.org/libloc/sc\]](http://ocpl.org/libloc/sc)
- [San Clemente Friends of the Library website \[http://sanclementefol.org/index.asp\]](http://sanclementefol.org/index.asp)

Arts and Culture*

San Clemente is justifiably proud of its surf, beach and arts cultures. We celebrate and cultivate these cultural assets and support local artists through community events, public art programs, and the preservation of historical and archaeological resources, cultural facilities and traditions. It is our culture, perhaps more than any other quality, which reflects the City's character and shapes its image for residents, business and visitors. To enrich our culture, the City promotes opportunities for community appreciation of and participation in the arts, encourages the aesthetic enhancement of buildings and public places and helps provide opportunities for cultural learning, exchange and inspiration.

GOAL:

Continue to be a City which celebrates and enjoys outstanding artistic and cultural experiences that enrich the lives of San Clemente's residents and visitors.

SECONDARY GOAL:

Understand and appreciate our local heritage through arts and cultural events, public art, public information and interpretive displays and other programs.

POLICIES:

PSFU-3.01. ***Encourage Arts, Heritage and Culture.*** We encourage, support and promote a range of arts, crafts, heritage and cultural experiences, art exhibitions and performances in public places and civic buildings, historic resources and parks.

PSFU-3.02. ***San Clemente's Arts Community.*** We promote awareness of arts produced in San Clemente and foster the local arts community by supporting art festivals, temporary art displays in public buildings and by engaging local artists and art groups to help beautify community parks, streets and buildings.

PSFU-3.03. ***Local Arts, Heritage and Culture Partners.*** We partner with educational institutions, local groups and cultural institutions to promote local arts, crafts and culture.

PSFU-3.04. ***Public Art.*** We shall support and promote public art in buildings, parks, open spaces and other public and private spaces.

PSFU-3.05. ***Private-Public Sector Events.*** We partner with private and nonprofit sectors to promote participation in cultural activities including fairs, festivals and other events geared to neighborhoods, the City as a whole and the region.

PSFU-3.06. ***Surfing and Beach Cultures.*** We recognize and help support the work of artists and organizations that promote, preserve and celebrate San Clemente's rich surfing history, culture and art.

**Note: Historical preservation policies are addressed in the Historical Preservation Element of the General Plan.*

LINKS TO OTHER GENERAL PLAN INFORMATION

- [Historical Preservation Element \[link to HPE Homepage\]](#)
- [Urban Design Element \[link to UDE Homepage\]](#)

ADDITIONAL LINKS

- [San Clemente Art Association \[http://www.paintsancllemente.com/art-community/\]](http://www.paintsancllemente.com/art-community/)
- [Street Art Program \[http://san-clemente.org/sc/Standard.aspx?PageID=632\]](http://san-clemente.org/sc/Standard.aspx?PageID=632)
- [Arts Orange County \[http://artsoc.org/\]](http://artsoc.org/)
- [Orange County Arts Council \[http://www.ocartscouncil.org/webpages/index.aspx\]](http://www.ocartscouncil.org/webpages/index.aspx)

Human Services

Human services include a range of supportive programs and facilities to protect the community's most vulnerable citizens, such as children, disabled persons, the elderly and lower-income persons. They express the community's fundamental regard for the value and dignity of all its residents. Through information sharing and referral services, the City of San Clemente works with other public agencies and nonprofit organizations to help identify gaps in services and deliver services that meet the community's human services needs.

GOAL:

Continue to be a community with a strong network of public, private, and non-profit human service providers that meet the basic health, safety, and welfare needs of all San Clemente residents.

POLICIES:

PSFU-4.01. **Collaboration.** We collaborate with the County of Orange and other public agencies and organizations to help provide child care, social services, physical and mental health services, low cost health and wellness services, senior care, housing programs and family services.

PSFU-4.02. **Outreach.** We continue to promote awareness of local assistance programs provided through other public agencies and organizations by providing outreach materials in a variety of formats and by helping to coordinate stakeholder meetings and community resource forums.

PSFU-4.03. **Funding.** We solicit County, State, Federal, private and corporate donations and other funding resources to support local human service providers and City of San Clemente programs and facilities.

PSFU-4.04. **Monitoring Local Needs.** We monitor local needs and report to local service providers to encourage development of programs and facilities that meet the needs of San Clemente residents.

PSFU-4.05. **Child Care.** We encourage child care facilities within or near employment centers.

PSFU-4.06. **Child Care (Educational Facilities).** We coordinate with CUSD to utilize existing educational facilities for the expansion of child daycare opportunities within the community.

ADDITIONAL LINKS:

- [City of San Clemente Community Listings webpage \(all to be developed\)](#)
- [City of San Clemente Family Services](#)
[<http://san-clemente.org/sc/standard.aspx?pageid=300>]

- City of San Clemente Housing Services
[<http://san-clemente.org/sc/standard.aspx?pageid=197>]
- City of San Clemente Senior Services
[<http://san-clemente.org/sc/Standard.aspx?PageID=529>]
- San Clemente Human Affairs Committee
[<http://san-clemente.org/sc/standard.aspx?pageid=198>]
- County of Orange Social Services Agency
[<http://ssa.ocgov.com/about/services/locations/cities>]
- San Clemente Collaborative [<http://sanclementecollaborative.com/>]
- OC Human Relations (Community Planning and Civic Engagement)
[www.OChumanrelations.org]

Water Quality and Wastewater

Given our State's limited water supplies, water is a critical commodity that directly influences the health and success of all California communities. The City of San Clemente draws water from several sources, including groundwater from City wells, imported water from the Metropolitan Water District through the City's wholesaler (Municipal Water District of Orange County), and recycled water. The majority of the community's potable water supply is imported through purchases from the City's wholesaler, Municipal Water District of Orange County. Three water districts serve different areas of the city—the City of San Clemente Water Utility serves the majority of the City, the Santa Margarita Water District provides water and wastewater services to the Talega community, and the South Coast Water District provides water and wastewater services to a small portion of north San Clemente. In 2013, desalinization treatment facilities and other regional supply sources are being evaluated which could play an important role in meeting San Clemente's future needs.

Wastewater collection and treatment are important components of protecting public and environmental health. The City of San Clemente owns and operates a water treatment plant, located within the City. Reuse of treated wastewater is being evaluated at the State level and may be part of the community's strategy for reducing imported water and using our water resources efficiently.

GOAL:

Maintain and improve a comprehensive system of potable water supply, storage and distribution, and wastewater treatment, reclamation, and reuse to meet daily and emergency needs in San Clemente.

POLICIES:

- PSFU-5.01. **Water Resources.** We ensure that existing and new development does not degrade San Clemente's water resources.

- PSFU-5.02. **Conservation Policies and Ordinances.** We review City policies, codes, development fees and service charges to ensure best management practices are followed to conserve water and ensure adequate funding for the operation, maintenance and development of water and wastewater facilities and services.
- PSFU-5.03. **Hazardous Materials.** We require that new and existing business, public agencies or non-profits using or creating toxic substances and hazardous materials control their operations and adequately dispose of these materials in a manner that prevents degradation of San Clemente's water resources.
- PSFU-5.04. **Septic Systems.** We prohibit the use of septic systems in San Clemente.
- PSFU-5.05. **Water Supplies.** We provide and maintain adequate water supplies and distribution facilities capable of meeting existing and future daily and peak demands, including fire flow requirements [link to Safety Element, Fire section].
- PSFU-5.06. **Urban Water Management Plan.** We strategically plan for an adequate water supply and distribution system by maintaining and updating the Urban Water Management Plan.
- PSFU-5.07. **Public Education.** We use public education to promote rebate programs, water conservation and household strategies to minimize impacts to water quality (e.g., disposal methods for fats, grease and oils).
- PSFU-5.08. **Recycled Water.** We encourage, and in some cases require, the use of recycled water when available through a Mandatory Use Ordinance. The City encourages the use of domestic greywater for non-potable, non-contact uses, including landscape irrigation if there is no negative impact on urban runoff water quality, and encourages the extension of recycled water facilities to serve all areas.
- PSFU-5.09. **Wastewater System.** We provide and maintain a system of wastewater collection and treatment facilities to adequately convey and treat wastewater generated in the City of San Clemente service area.
- PSFU-5.10. **Wastewater Monitoring.** We monitor wastewater treatment usage and capacity and plan for wastewater infrastructure improvements or new facilities.
- PSFU-5.11. **Low Impact Design Strategies.** We require the use of low-impact site development designs and strategies to slow urban runoff, improve filtration, and reduce the volume of discharges through best management practices.
- PSFU-5.12. **Xeriscape Planting to Conserve Water.** To conserve water, we require new development to plan drought-tolerant landscaping, consisting of at least 60 percent (by landscaped area) California Native plants, and encourage such plantings in existing development.

ADDITIONAL LINKS:

- [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]
- [Climate Action Plan](#) [staff to provide link]
- [Sustainability Action Plan](http://san-clemente.org/sc/Inf/Forms/WaterQuality/Download/Revised%20Draft%20Sustainability%20Action%20Plan%2013Jan10.pdf)
[http://san-clemente.org/sc/Inf/Forms/WaterQuality/Download/Revised%20Draft%20Sustainability%20Action%20Plan%2013Jan10.pdf]
- [City of San Clemente Water Conservation website](http://san-clemente.org/sc/standard.aspx?pageid=279)
[http://san-clemente.org/sc/standard.aspx?pageid=279]
- [City of San Clemente Urban Runoff Water Management Plan](http://ci.san-clemente.ca.us/sc/Org/Dept/Engineering/WaterQ/wq.htm)
[http://ci.san-clemente.ca.us/sc/Org/Dept/Engineering/WaterQ/wq.htm]
- [City of San Clemente Utilities Division Annual Water Quality Report](http://san-clemente.org/sc/Org/Dept/Utilities/San%20Clemente%20Final%202010%20UWMP.pdf)
[http://san-clemente.org/sc/Org/Dept/Utilities/San Clemente Final 2010 UWMP.pdf]
- [City of San Clemente Residential Water Waste Restrictions brochure](http://ci.san-clemente.ca.us/sc/Services/WaterBilling/Conservation/Landscape%20Restrictions.pdf)
[http://ci.san-clemente.ca.us/sc/Services/WaterBilling/Conservation/Landscape Water Restrictions.pdf]
- [Municipal Water District of Orange County website](http://www.mwdoc.com/) [http://www.mwdoc.com/]
- [California Regional Water Quality Control Board, San Diego Region 9 website](http://www.swrcb.ca.gov/rwqcb9/board_info/agendas/2010/dec/Dec10.shtml)
[http://www.swrcb.ca.gov/rwqcb9/board_info/agendas/2010/dec/Dec10.shtml]

Storm Drainage

Like other cities, San Clemente owns and operates a storm drain system consisting of a network of channels and pipes that collect stormwater and urban runoff and convey them to the ocean to prevent flooding. Pollutants carried by the stormwater and runoff are discharged untreated along the city's shoreline. Storm drains throughout the city are managed by the city, private property owners, or homeowners' associations.

GOAL:

Establish and maintain adequate planning, construction, maintenance, and funding for storm drain and flood control facilities to support permitted land uses and preserve the public safety; upgrading existing deficient systems and expanding, where necessary, to accommodate new permitted development and to protect existing development in the City. Pursue public funding sources (e.g. grants) to reduce fiscal impacts of implementation to the City.

POLICIES:

- PSFU-5.13. **Construction, Inspection and Maintenance.** Provide for ongoing inspection and maintenance of existing public storm drains and flood control facilities and for the construction of upgraded and expanded storm drain and flood control facilities, where necessary, to protect existing and accommodate new permitted development.

- PSFU-5.14. **Drainage Master Plan.** Provide for the review and, if necessary, update of the existing City Drainage Master Plan study in order to identify any deficiencies and needed improvements in the drainage system.
- PSFU-5.15. **Requirement for New Facilities.** Require that adequate storm drain and flood control facilities be constructed coincident with new development.
- PSFU-5.16. **New Development Limitation.** Limit new development, when necessary, until adequate flood control facilities are constructed to protect existing development and accommodate the new development runoff, or until mitigation is provided in accordance with the Growth Management Element.
- PSFU-5.17. **Development Review.** Review development proposals for projects within the City's Sphere of Influence and encourage the County to disapprove any project which cannot be accommodated with an adequate drainage system.
- PSFU-5.18. **Location of Facilities.** Consider, through the planning and design process, designs that provide for public utilities within the street right-of-way or some other easily accessed location.
- PSFU-5.19. **Funding Requirement.** Require improvements to existing storm drain and flood control facilities necessitated by a new development proposal be borne by the project proponent; either through the payment of fees, or by the actual construction of the improvements in accordance with State Nexus Legislation.
- PSFU-5.20. **Special Districts.** Consider allowing the formation of benefit assessment districts and community facilities districts, where appropriate, in which those who benefit from specific local storm drain and flood control improvements pay a pro rata share of the costs.
- PSFU-5.21. **Funding.** Collect fees and charges to fund the operation/maintenance of existing facilities and to construct new facilities.

ADDITIONAL LINKS:

- [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]
- [City of San Clemente Drainage Master Plan](#)
[City staff to provide link]

Solid Waste and Recycling

As the community continues to change and grow, new strategies are needed to reduce solid waste generation, encourage recycling and reuse, and meet future waste collection and landfill needs. Although the City contracts for solid waste and recycling collection services with a private company, the City's contracts, practices and codes affect solid waste and recycling throughout the community. The City can influence the community to help reduce the creation of solid waste and divert more solid waste away from

landfills. Proper management of solid waste and recycling has environmental and economic benefits. Reducing solid waste benefits the environment by decreasing pressure on the landfills serving the region and by decreasing costs associated with the transport, disposal and recycling of solid waste.

GOAL:

Continue to implement a cost-effective solid waste management program (consisting of source reduction, collection, recycling and disposal that meets or exceeds State and Federal waste diversion and recycling standards.

POLICIES:

PSFU-8.01. **Coordination.** We coordinate with contractors and other public agencies to identify and implement cost-effective solid waste and recycling strategies.

PSFU-8.02. **AB 939 Monitoring.** We monitor our solid waste generation and disposal/recycling facilities to ensure we meet or exceed AB 939 [http://www.co.imperial.ca.us/publicwork/PDFdocuments/factsheet_recycling.pdf] requirements for the diversion of solid waste, including construction and demolition waste.

PSFU-8.03. **Education.** We provide educational materials on waste reduction and recycling to local residents, businesses, and schools, and support school recycling programs.

PSFU-8.04. **Styrofoam.** We prohibit the use of food service items comprised of expandable polystyrene (Styrofoam) by food vendors within the City and in City Facilities, City-managed concessions, City-sponsored or co-sponsored events, City permitted events and all franchisees, contractors and vendors doing business with the City, and we discourage the sale and use of expanded polystyrene products citywide.

PSFU-8.05. **Recycled Products (City Facilities/Events).** In municipal operations, we purchase recycled-content products for City-owned facilities and City-sponsored events, when such products are cost effective.

PSFU-8.06. **Recycling (City Facilities/Events).** We recycle solid waste materials at all City facilities and events.

PSFU-8.07. **Building Materials.** We use recycled materials for building and facility construction, when financially feasible and safe to do so.

LINKS TO OTHER GENERAL PLAN CONTENT

- Safety Element [[link to SE Homepage](#)]

ADDITIONAL LINKS

Public Hearing Draft Centennial General Plan, 4/17/13

- [City of San Clemente Trash & Recycling website \[http://san-clemente.org/sc/standard.aspx?pageid=452\]](http://san-clemente.org/sc/standard.aspx?pageid=452)
- [City of San Clemente Residential Recycling Guide \[http://san-clemente.org/sc/Inf/Forms/Recycling/download/SCResidentialRecyclingInformation.pdf\]](http://san-clemente.org/sc/Inf/Forms/Recycling/download/SCResidentialRecyclingInformation.pdf)
- [CR&R Waste Services website \[http://www.crrwasteservices.com/\]](http://www.crrwasteservices.com/)
- [California Integrated Waste Management Act \(AB 939\) \[http://www.co.imperial.ca.us/publicwork/PDFdocuments/fact sheet recycling.pdf\]](http://www.co.imperial.ca.us/publicwork/PDFdocuments/fact%20sheet%20recycling.pdf)
- [City of San Clemente Sustainability Action Plan \[http://san-clemente.org/sc/Inf/Forms/WaterQuality/Download/Revised%20Draft%20Sustainability%20Action%20Plan%2013Jan10.pdf\]](http://san-clemente.org/sc/Inf/Forms/WaterQuality/Download/Revised%20Draft%20Sustainability%20Action%20Plan%2013Jan10.pdf)

Energy

Whether it is fuel to operate automobiles or electricity to light, heat, and cool buildings, energy is constantly being used to meet our daily needs. Generating the energy to meet California's increasing demand calls for sustainable energy resources. In addition, with the passage of state legislation to decrease reliance on fossil fuels and mitigate the impacts of global climate change, cities are facing complex mandates to address energy management issues.

San Diego Gas and Electric (SDG&E) provides electricity and maintains a distribution network for San Clemente. The electrical grid in the City is a mix of above ground and underground power lines. The Southern California Gas Company (The Gas Company) provides natural gas for San Clemente. To reduce costs the City will periodically evaluate and is currently purchasing third party deregulated electricity.

GOAL:

Maintain a reliable, safe, and economically sustainable energy system that incorporates conservation and alternative energy resources to help decrease reliance on fossil fuels and reduce the impacts of global climate change.

POLICIES:

PSFU-9.01. **Coordination.** We coordinate with local electricity, natural gas, and other energy and utility providers to ensure adequate facilities are available to meet the demands of existing and future development and that such facilities are safely sited and operated.

PSFU-9.02. **Facility Siting.** We collaborate with various utility agencies to ensure local facilities are sited and designed to be safe and compatible with adjacent land uses.

PSFU-9.03. **City Facilities.** We use energy efficient designs that consider life-cycle costs in the planning, construction, and operation of all major City facilities and seek outside funding sources to help support these efforts.

PSFU-9.04. **Energy Audits.** We perform energy efficiency and demand response program audits at City facilities to understand our civic energy demands and plan improvements accordingly.

PSFU-9.05. **Demonstration Projects.** We participate in demonstration projects for energy conservation and savings when feasible.

PSFU-9.06. **Education.** We cooperate with local utilities to provide energy conservation information to the public.

PSFU-9.07. **Renewable Energy Resources.** We work with other agencies and utility providers to develop safe, economical, and renewable energy resources in San Clemente.

PSFU-9.08. **Solar Energy/Heating.** We incentivize the use of solar energy or solar water heating on private development by waiving related fees, when financially feasible for the City to do so.

PSFU-9.09. **Funding.** We seek grants and other outside funding for energy efficiency improvements to public or private facilities and structures in San Clemente.

PSFU-9.10. **Land Use Planning.** We encourage the development of employment centers and other land uses to improve our jobs to housing balance and minimize vehicle trips in San Clemente.

LINKS TO OTHER GENERAL PLAN CONTENT

- [Urban Design Element \[link to UDE Homepage\]](#)
- [Land Use Element \[link to LUE Homepage\]](#)

ADDITIONAL LINKS:

- [City of San Clemente Sustainability Action Plan \[http://san-clemente.org/sc/Inf/Forms/WaterQuality/Download/Revised%20Draft%20Sustainability%20Action%20Plan%2013Jan10.pdf\]](http://san-clemente.org/sc/Inf/Forms/WaterQuality/Download/Revised%20Draft%20Sustainability%20Action%20Plan%2013Jan10.pdf)
- [City of San Clemente Climate Action Plan \[staff to provide link\]](#)

Public Services, Facilities, and Utilities Element Implementation Measures

Education

1. Publicize and promote the successes of the schools on an ongoing basis. While this is a typical responsibility of the local school district, we recognize that an educated workforce and quality educational opportunities are important considerations for investment by residents, businesses and property owners, and as such, we seek to recognize local educational excellence.

2. Continue communication and cooperation efforts between City officials and CUSD, especially in the areas of population projections, safety and security, development of schools and funding sources, and monitoring of development activities to prevent overcrowding of schools and help meet future educational needs.
3. Solicit CUSD input to help assess the educational impact of new development through the Development Management Team review process.
4. Promote the idea of attracting a higher educational facility or other educational/vocational training institution in the Los Molinos Focus Area.

Library Services

5. Work closely with the County of Orange Library System and Friends of the San Clemente Library to understand their local services and facilities needs.
6. Work with the County of Orange to evaluate the need and feasibility of expanding San Clemente's library resources/facilities.
7. Explore opportunities to expand library services through creative public/private/non-profit partnerships.

Arts and Culture

8. Study the potential of local arts community to contribute to future economic development through tourism, branding and retail spinoffs, and community events or activities.
9. Focus City support and encouragement of the Arts on cultural groups and organizations that already exist in San Clemente so that they may grow and contribute to the community's cultural richness and diversity.
10. Promote the City's rich cultural history by partnering with private and non-profit organizations to promote and support local arts, history and culture. Examples could include the establishment of a Surfing Heritage Foundation Museum and/or San Clemente Historical Society Museum and archival facility.
11. Establish an Art in Public Places Ordinance and include a funding mechanism.
12. Establish cultural or historic themes for different areas of the City that provides cohesion City-wide, without compromising their distinctiveness.
13. Study the potential for incentives to encourage private development to provide public art. These may include, but are not limited to a waiver or partial waiver of fees or flexibility in development standards.
14. Incorporate unique public art in public improvements such as street lighting, sidewalks, walls, bridges and public buildings.
15. Foster collaboration between City, art associations, non-profits, businesses, educational institutions and the private sector to provide more opportunities

and venues for cultural arts programs, including the establishment of a performing arts venue in San Clemente.

16. Establish a dedicated source of funding for preservation, enhancement and promotion of arts and cultural and historical resources and programs.
17. Recreational and cultural activities should be promoted in the Pier Bowl and North Beach since these are tourist and recreational hubs. Promote the City's historic resources in visitor- and tourist-oriented media and publications.
18. Help support public and private efforts leading to the rehabilitation and adaptive reuse of the historic Miramar Theatre.

Human Services

19. Create an official line of communication between the City and several human services related agencies at the County of Orange.
20. Identify a staff member to seek grants and funding opportunities, in collaboration with non-profits and community organizations.
21. Amend the Zoning Ordinance to encourage child care facilities to be established, especially where such facilities are appropriate to serve working parents.

Water Quality and Wastewater

22. Study feasibility and effectiveness of new technologies to reduce the use of chemicals at the water treatment plant.
23. Continue implementation of a tiered water rate structure to incentivize water conservation.
24. Expand local water recycling capabilities.
25. Explore the feasibility of desalinization and other regional projects as an alternative resource to reduce the City's dependency on imported water.
26. Maintain and update the City's Urban Water Management Plan, as needed, and implement and enforce the water conservation ordinance.
27. Review City landscaping and irrigation requirements for public and private development to ensure regulations promote drought-tolerant landscaping and systems best practices.
28. Complete water efficiency use surveys of all City facilities.
29. Continue providing education and community outreach on water conservation options and methods.

Stormwater and Urban Runoff

30. Continue the Clean Ocean Program to protect water quality through such activities as urban runoff treatment, site inspections, pollution reporting hotline and water quality monitoring.

31. Include specific measure to address the need for sidewalk cleaning while protecting water quality and preventing runoff.

Solid Waste

32. Expand mandatory recycling for commercial customers consistent with State requirements.
33. Establish a strategic plan and public outreach campaign to exceed solid waste diversion requirements of AB 939, including waste created by construction and demolition activities.
34. Continue using rubberized asphalt and recycled aggregate for City street projects, as appropriate.

Energy

35. Establish a schedule for energy efficiency and demand response program audits of City facilities.
36. Improve energy efficiency at City facilities by replacing incandescent lighting with energy-efficient lighting where feasible, upgrading appliances to EnergyStar, updating HVAC systems and establishing shut-off times, replacing water heaters with energy efficient models, and installing occupancy-sensored lighting.
37. Install variable speed drive motors at water and sewer pumps, where feasible.
38. Transition to light emitting diode traffic signal light bulbs and pedestrian crossing signals.
39. Where appropriate and feasible, install solar-powered street radar signs.
40. Consider adopting a wind power ordinance to define how small wind turbines can be used in the City.
41. Upgrade City facilities with EnergyStar or equivalent appliances, energy-efficient lighting, energy-efficient HVAC systems, energy-efficient water heaters, occupancy sensing lighting controls, programmable thermostats, and variable speed drive motors in many water and sewer pumping stations.
42. Explore the feasibility of establishing a City grant program to provide funding support for local energy retrofitting projects.
43. Consider requiring future City facilities to meet LEED Certification standards or equivalent standards.
44. Determine an energy efficiency baseline for City facilities and monitor use and progress.
45. Pursue grant funding and other financial resources to offset the public cost of energy retrofits to existing City facilities.
46. Update our codes to encourage the private development of alternative energy infrastructure where appropriate.

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47. Implement the Climate Action Plan and Sustainability Action Plan.
48. Develop a citywide plan for the undergrounding of overhead utility lines, including implementation plan and funding strategies.

Growth Management Element

Growth Management addresses the location, timing and type of development within the City and outside City Limits, adjacent to the City. The Orange County Transit Authority (OCTA) Countywide Traffic Improvement and Congestion Management Plans and programs require all cities in Orange County to adopt General Plan Growth Management Elements to be eligible for Measure M and M2 [<http://www.smartvoter.org/2006/11/07/ca/or/meas/M/>] funding, and this Element meets that requirement.

The Growth Management Element is also needed to help ensure adequate infrastructure and services are available as the City and areas on the City's urban fringe develop.

Given the broad scope of the Growth Management Element, many related goals and policies are addressed elsewhere in the Centennial General Plan, particularly the [Land Use](#) [[link to LUE Homepage](#)], [Mobility and Complete Streets](#) [[link to ME Homepage](#)], [Public Services, Facilities and Utilities](#) [[PSFU Homepage](#)], and [Safety](#) [[link to SE Homepage](#)] elements

PRIMARY GOAL:

Provide infrastructure and essential services to areas within City Limits in a timely manner and, if determined appropriate, provide these to areas outside City Limits and within the City's Sphere of Influence.

GOAL AND POLICY SECTIONS:

1. [Community Edges](#)
2. [Development Outside of City Boundaries](#)

LINKS TO OTHER GENERAL PLAN INFORMATION

- [Land Use Element](#) [[link to LUE Homepage](#)]
- [Mobility and Complete Streets Element](#) [[link to ME Homepage](#)]
- [Public Services, Facilities & Utilities Element](#) [[link to PSFU Homepage](#)]
- [Safety Element \(Sections devoted to Police, Fire and Emergency services\)](#) [[link to SE Homepage](#)]

ADDITIONAL LINKS

- [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]
- [Measure M and M2](http://www.smartvoter.org/2006/11/07/ca/or/meas/M/) [<http://www.smartvoter.org/2006/11/07/ca/or/meas/M/>]
- [Orange County Transportation Authority \(OCTA\) Congestion Management Plan](http://www.octa.net/pdf/2011-CMP.pdf) [<http://www.octa.net/pdf/2011-CMP.pdf>]
- [Marine Corps Base Camp Pendleton](http://www.military.com/base-guide/marine-corps-base-camp-pendleton) [<http://www.military.com/base-guide/marine-corps-base-camp-pendleton>]

- [Rancho Mission Viejo](http://ranchomissionviejo.com/) [http://ranchomissionviejo.com/]
- [OC Planned Communities](http://pcpw.ocpublicworks.com/) [http://pcpw.ocpublicworks.com/]

Community Edges

Areas of significant development potential are located outside City Limits, adjacent to San Clemente's eastern and southern boundaries. In 2013, there are development entitlements granted by the County of Orange that apply to areas located in the Rancho Mission Viejo Ranch Plan, Planning Area 8, and the former TRW site. Build out of these areas will impact traffic, noise, public safety services and other aspects of daily life in San Clemente. As such, it is essential the City of San Clemente maintains close contact with the County of Orange, the Rancho Mission Viejo Company and Camp Pendleton to address issues of mutual concern associated with the development of these areas.

GOAL 1:

To continue to be a City with well-defined edges defined by natural topography, open space and development as existing in 2013.

POLICIES:

GM-1.01. ***Design Transitions.*** Development just inside City Limits or outside City Limits on the City's Urban Fringe shall provide appropriate design transitions to avoid a stark-appearing edge between site development and buildings in the City and adjacent open land. Such measures shall include, but are not limited to (T3-Clarify PC intent): drought-resistant and/or California Native plantings, ample side- and rear-yard building setbacks, and/or landscaped slopes, hills, or other landforms.

GM-1.02. ***Open Space Edges.*** Broad, undeveloped open spaces should separate the City from nearby urban areas. This Element establishes the edge for urban development within the term of this General Plan.

GOAL 2:

To be a City that collaborates with neighboring jurisdictions* and agencies to address common issues, maintain environmental quality, and meet San Clemente's long-range goals.

POLICIES:

GM-1.03. ***Intergovernmental Collaboration.*** We proactively collaborate with the governing bodies of adjacent jurisdictions to ensure that infrastructure and public services are provided in a timely and high-quality manner in areas where growth is planned, that they are consistent with the City's General Plan, and that they help maintain a distinct community edge.

GM-1.04. **Rancho Mission Viejo.** We proactively protect the interests of San Clemente residents and businesses in relation to the implementation or refinement of the Rancho Mission Viejo Ranch Plan. We communicate with Rancho Mission Viejo and the County of Orange as needed to help protect such interests.

GM-1.05. **Sphere of Influence.** If changes to our Sphere of Influence are contemplated, we oppose amendments that would result in any net long-term fiscal cost to the City. We recognize that short-term, net fiscal costs may be acceptable if changes to the Sphere of Influence would yield long-term fiscal benefits, maintain or improve environmental quality, and improve San Clemente residents' quality of life.

GM-1.06. **Communication with Camp Pendleton.** We proactively communicate with the United States Marine Corps if any processes, operations, or projects at Camp Pendleton have the potential to impact the City of San Clemente or its residents.

GM-1.07. **San Onofre State Park.** We support continued public access to and use of those areas of Camp Pendleton under lease to the State Parks Department in 2013.

GM-1.08. **San Mateo Creek Watershed.** We support continued environmental protection of the San Mateo Creek Watershed.

LINKS TO OTHER GENERAL PLAN CONTENT

- [Dark Skies](#) [link to NRE, Dark Skies page]

ADDITIONAL LINKS

- [Marine Corps Base Camp Pendleton](http://www.military.com/base-guide/marine-corps-base-camp-pendleton) [http://www.military.com/base-guide/marine-corps-base-camp-pendleton]
- [Rancho Mission Viejo](http://ranchomissionviejo.com/) [http://ranchomissionviejo.com/]
- [OC Planned Communities](http://pcpw.ocpublicworks.com/) [http://pcpw.ocpublicworks.com/]
- [San Onofre State Beach](http://www.parks.ca.gov/?page_id=647) [http://www.parks.ca.gov/?page_id=647]

Notes:

- * *Issues related to SONGS are addressed in the Safety Element.*
- * *Issues related to open space protection are addressed in the Natural Resources Element.*
- * *Issues related to the Toll Road are addressed in the Circulation Element.*
- * *Issues related to noise generated at Camp Pendleton are addressed in the Noise Element.*

Development Outside of the City

The City is essentially built out; however, additional development may occur outside City Limits in or near the City's Sphere of Influence. Without appropriate planning, this development could significantly impact San Clemente's transportation network, beaches, parks, infrastructure,

natural resources, public services, environmental quality and the community's overall quality of life. Before development occurs, the City shall ensure significant impacts are mitigated at no cost to the City, its residents or businesses.

GOAL:

If development occurs outside of but adjacent to the City, it is planned, built and operated in a manner that does not adversely affect the environment or the quality of services and facilities expected by San Clemente residents and businesses.

POLICIES:

GM-2.01. ***Timely Provision of Infrastructure and Services.*** We diligently monitor, influence, and respond as necessary to land planning and development activities outside of the City to ensure that land development provides timely and adequate transportation facilities (streets, highways, transit, etc.), wastewater collection and treatment, water supply, electrical, natural gas, telecommunications, solid waste disposal, storm drainage, other public infrastructure, public safety and public services (governmental administrative and capital, police, fire, recreational, cultural, etc.).

GM-2.02. ***Consistency with City Policies and Standards.*** We demand that the type, amount, and location of development provide infrastructure consistent with our General Plan goals and policies and City standards, including San Clemente's [Hillside Development Ordinance](#) [<http://library.municode.com/index.aspx?clientId=16606>] and the [Bicycle and Pedestrian Master Plan](#) [staff to provide link].

GM-2.03. ***Costs of Growth.*** The costs of providing public facilities and services needed to serve development outside City Limits and adjacent to the City shall be borne by the development or by the approving agency, in accordance with its policies.

GM-2.04. ***Residential Subdivisions.*** We demand that the design of new residential subdivisions in our Sphere of Influence do the following:

- a. incorporate greenbelts, pedestrian paths, parks, recreation facilities, and other community amenities;
- b. orient parcels away from principal arterials and highways or other heavily traveled corridors, incorporating extensive landscape setbacks along these frontages;
- c. locate development so as to avoid disturbance of sensitive areas and maintain important environmental resources, including ridgelines, topographic formations, wildlife corridors and habitat in accordance with the [Natural Resources Element](#) [[link to NRE Homepage](#)];
- d. integrate small scale, multi-family "clusters" within single family residential neighborhoods;

- e. design streets to achieve safe, livable streets, consistent with the City's "Complete Streets" policies and standards; and
- f. include alleys to minimize the dominance of garages along the street frontage.

GM-2.05. **Costs to San Clemente Taxpayers and Businesses.** We oppose new development if it would result in any net cost to the City, its residents or businesses.

GM-2.06. **Sphere of Influence.** We urge the Orange County Local Agency Formation Commission (LAFCO) to update the City's Sphere of Influence and Municipal Services Review to determine whether unincorporated areas adjacent to the City should be included in the Sphere of Influence.

GENERAL PLAN FIGURES

- [Figure GM-1, Sphere of Influence](#)

ADDITIONAL LINKS

- [Rancho Mission Viejo](http://ranchomissionviejo.com/) [http://ranchomissionviejo.com/]
- [OC Planned Communities](http://pcpw.ocpublicworks.com/) [http://pcpw.ocpublicworks.com/]
- [Hillside Development Ordinance](http://library.municode.com/index.aspx?clientId=16606) [http://library.municode.com/index.aspx?clientId=16606]
- [Orange County LAFCO](http://oclafco.org/) [http://oclafco.org/]

Growth Management Implementation Measures

- 1) Continue to regularly update development impact fees and/or other financing mechanisms so that development outside City Limits that requests use of City services or facilities pays the full costs needed to serve it.
- 2) Maintain a formal communication process with Camp Pendleton to stay informed of land use, noise, and other issues relating to military sites adjacent to the City.
- 3) Establish an intergovernmental planning committee to address common issues among neighboring jurisdictions.
- 4) Maintain City participation in the Richard and Donna O'Neill Conservancy, located on the Reserve at Rancho Mission Viejo.
- 5) Working with LAFCO, initiate an update of the City's Sphere of Influence and Municipal Services Review to address potential development in unincorporated areas adjacent to the City
- 6) City shall periodically update its standards for the provision of public services and facilities to reflect current needs and costs, including: Drainage/Flood Control, Fire/Emergency Medical, Library, Parks, Police, Water and Wastewater, and Traffic.

- 7) If annexation to the City is considered, the potential annexation shall require preparation of an economic impact analysis.

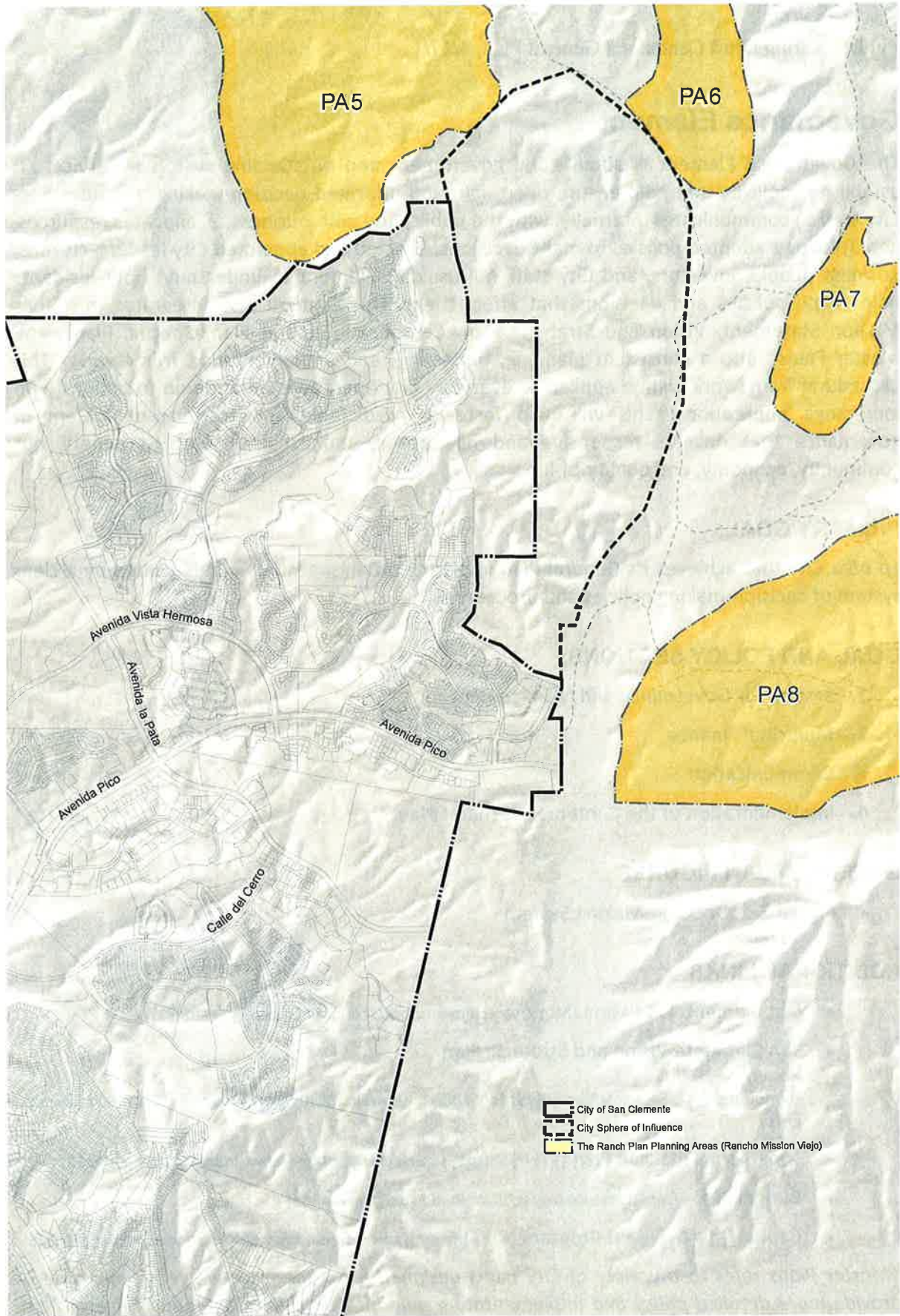


Figure GM-1
SPHERE OF INFLUENCE



Governance Element

The Governance Element is about good government and outstanding customer service. It establishes policies that help ensure open, fair, and informed decision-making. It guides how City staff 1) communicates internally, with the public, and with business, 2) allocates resources, and 3) follows adopted policies to make decisions. Elected and appointed City leaders, citizens, business people, investors, and City staff will use this Element to understand how residents help shape policies and decisions that affect them. This Element also integrates the City's Mission Statement, Vision and Strategic Plan, Centennial General Plan, Specific Plans, and Master Plans* into a consistent planning, budgeting, and implementation framework. This procedural framework will be applied to everyday City operations, in addition to actions with long-range implications. This will help foster a predictable and transparent system of governance that delivers responsive and high-quality municipal services to benefit our community, economy, and quality-of-life.

PRIMARY GOAL:

To be a City that achieves its General Plan implementation measures and is guided by a clear system of decision-making policies and procedures.

GOAL AND POLICY SECTIONS:

1. System for Governance and Management
2. Municipal Finance
3. Communication
4. Implementation of the Centennial General Plan

GENERAL PLAN FIGURES

- Figure G-1, Decision-Making System

ADDITIONAL LINKS

- San Clemente's Mission [<http://san-clemente.org/sc/standard.aspx?pageid=71>]
- San Clemente Vision and Strategic Plan [<http://san-clemente.org/sc/Services/Planning/VisionSanClemente/Final%20Vision%20and%20Strategic%20Plan.pdf>]
- Long Term Financial Plan (LTFP) [<http://san-clemente.org/sc/download.aspx?pageid=368>]
- Budget [<http://san-clemente.org/sc/download.aspx?pageid=364>]
- Capital Improvement Program (CIP) [<http://san-clemente.org/sc/download.aspx?pageid=366>]

**Master Plans refer to a variety of City plans designed for a three to five-year timeframe or provide more detailed policy and implementation guidance than the Centennial General Plan.*

Examples include the Beaches, Parks and Recreation Master Plan, Bicycle and Pedestrian Master Plan, and the Climate Action Plan.

System for Governance and Management

The City of San Clemente is incorporated as a general law city with a Council-Manager form of government. General law cities follow governmental structures and powers specifically granted by state law. Publicly-elected City Council members and an appointed Mayor make decisions and set policy for implementation by a professional administrator, the City Manager. The City Manager hires staff, advises the Council and Mayor and is responsible for the City's daily operations. The City Manager and administrative staff address key issues affecting the City—as identified by the City Council with input from staff, City commissions and committees and citizens—through the annual Budget. The Budget allocates funds to implement projects and programs. The Budget is, in turn, guided by the Long Term Financial Plan. The Long Term Financial Plan has proven effective in keeping the City fiscally strong and responsive to changing needs and circumstances. The Long Term Financial Plan and the resulting budget are in turn, shaped by policies in the General Plan and Master Plans.

GOAL:

Achieve an easily understood, transparent system of governance to guide the City, in a manner consistent with its Mission Statement, the City of San Clemente Vision and Strategic Plan, General Plan and other adopted plans.

POLICIES:

- G-1.01. ***Effective Governance.*** We practice effective governance by adhering to a planning, budgeting, and implementation process which is publicly accessible, understandable, predictable and timely.
- G-1.02. ***Consistency.*** We achieve and maintain consistency between policies in short- and long-term planning documents, the municipal code and implementation projects and programs.
- G-1.03. ***Role of the Mission Statement and Vision.*** City decision-making shall be guided by the City's Mission Statement and Vision.
- G-1.04. ***Role of the Centennial General Plan.*** City decisions shall follow the Centennial General Plan as the foundation of matters related to land use, circulation, environmental quality, and other aspects of the City's excellent quality of life.
- G-1.05. ***Role of Master Plans and Design Guidelines.*** We are guided by Master Plans and Design Guidelines, as these are more detailed policy and implementation documents than the General Plan. Hence, they serve as the foundation for informed decision making regarding development, specific infrastructure, services, and other public investments. Master Plans and Design Guidelines should be consistent with the Vision and Mission Statements, and shall be consistent with the Centennial General Plan and

specific plans. If recommended decisions regarding Master Plans or Design Guidelines are deemed inconsistent with the Centennial General Plan, then a General Plan Amendment must be adopted by City Council to eliminate the inconsistency.

- G-1.06. **Role of Long Term Financial Plan.** In the preparation of an annual budget, we follow the Long Term Financial Plan (LTFP), a document that connects Council, staff and citizen priorities to available resources.
- G-1.07. **Role of Public Comments.** We actively seek public comment to ensure public accountability and to help the City Council, commissions, committees and staff make better, more informed decisions.
- G-1.08. **Consistency in Staff Recommendations.** We require that staff recommendations be consistent with adopted City policies and plans and state and federal law.
- G-1.09. **Budget and Long-Term Financial Plan (LTFP) Process.** We use the Budget and LTFP processes to implement General Plan policies and priorities and communicate this relationship to City leaders, staff and the public.
- G-1.10. **Mayor, City Council and appointed Bodies.** We require the Mayor, City Council and appointed bodies to consider the overall community's long-term best interests.
- G-1.11. **Keeping the General Plan and Specific Plans Current.** From time to time, the City may amend the General Plan to reflect new information, changing conditions, needs and community preferences. This may require updating one or more specific plans and other regulatory documents to maintain consistency.
- G-1.12. **Changes to Our Vision and Mission.** If the City Council changes the City's Vision Plan or Mission Statement, the General Plan and Zoning Ordinance must be updated, accordingly.

GENERAL PLAN FIGURES

Figure G-1, Decision-Making System

Municipal Finance

Decisions concerning municipal finance are the clearest indicators of how community goals, values and priorities guide the City's future. Municipal finance includes:

Annual Budgeting Process. The municipal finance system is shaped by the preparation, adoption, implementation, and evaluation of the annual budget and Long Term Financial Plan (LTFP). The LTFP establishes policies, allocates funds, guides operations, anticipates future financial circumstances and clearly communicates fiscal choices to residents, businesses and investors.

Capital Improvement Program. To address community needs for public facilities and infrastructure, the City annually prepares and adopts a Capital Improvement Program -- a six-

year schedule setting priorities and timing of engineering and design, land acquisition and construction for public works projects.

Cash Management. This is a set of Council-approved strategies that guide how the City invests short-term cash flow and longer-term reserves. The City also maintains an Investment Policy to comprehensively guide the responsible management of funds available for investment. These may include, but are not limited to, temporarily idle cash, reserve, trust, agency, and capital funds.

Fund Balance and Reserves. The City seeks to maintain certain levels of funds in reserve, including “emergency” and “sustainability” reserves for unforeseen cash flow disruptions and for specific purposes, such as post-retirement health care expenses. All reserves are established by a set of Council-adopted Fiscal Policies and are updated each year during the Long-Term Financial Plan process.

Revenue and Expenditure Forecasting. The City conservatively forecasts future revenues and expenditure needs and continuously tracks those forecasts. These steps are critical to our fiscal health and to ensure the City’s ability to provide quality services in the future.

Risk Management. The risk management program includes reserves to cover potential losses, risk control programs and activities, and self-insurance pools.

GOAL:

Establish and maintain an easily understood, transparent, and accountable municipal finance system that implements the Mission Statement, Vision and Centennial General Plan, safeguards the City's assets and maintains the public's trust.

POLICIES:

- G-2.01. **Consistent and Transparent Assessment.** We make fiscal decisions and carry out fiscal planning using a consistent and transparent process.
- G-2.02. **Finance and Administrative Services Department Responsibility.** We require the Finance and Administrative Services Department to review City Council agenda reports to identify potential fiscal impacts.
- G-2.03. **Transparency in Information.** We expect our City's budget and annual financial report documents to maintain the highest accounting standards for clarity and content.
- G-2.04. **Critical Factors for Finances.** On an ongoing basis, we identify critical factors which have, or are expected to have, an impact on the City’s financial condition.
- G-2.05. **Financial Forecast.** We update the comprehensive five-year financial forecast for the General Fund, incorporating adopted City fiscal policies, expenditure patterns, revenue trends, General Plan implementation and other known financial impacts.

- G-2.06. **Reserve Analysis.** We analyze and recommend appropriate levels of reserves to (a) ensure they are adequate to provide for the needs of each fund program, (b) meet program needs without unnecessarily obligating scarce dollar resources and (c) ensure compliance with City fiscal policies and legal requirements by State, County or Local Ordinances.
- G-2.07. **Strategic Implementation Program and Capital Projects Analysis.** We provide an annual summary of the General Plan Strategic Implementation Program and capital projects with funding challenges and obligations for significant projects.
- G-2.08. **Maintenance and Replacement Costs.** We will annually project our equipment replacement and maintenance needs for the next five years and will update this projection each year. A maintenance and replacement schedule will be developed and followed.
- G-2.09. **General Fund Purpose.** We pursue a strategy to allocate general fund resources toward the City's provision of basic municipal services.
- G-2.10. **Department Budget Limitation.** We will not commit to spending more than a conservative projection of recurring revenues for the City as a whole.
- G-2.11. **Departmental Budgeting Requests.** We require each department's annual budget request to be free from reliance on one-time or unsustainable revenues (except for specific grant funded projects) and from deficit spending.

Communication

In San Clemente, communication emphasizes public accessibility, clarity, predictability, accountability and accuracy. Citizens, businesses and decision-makers will have access to the public information they need to understand what is happening in their City, why it is happening and what it means to them.

GOAL:

Be a local government which, through its values and procedures, is accountable to its citizens and fosters an informed and involved citizenry that takes pride and participates in City government to help achieve General Plan goals.

POLICIES:

- G-3.01. **Quality.** We pursue a professional standard of clarity, accuracy, completeness and honesty in public communications.
- G-3.02. **Accessibility.** City communications shall be easily accessible to the public, including those with special needs, such as hearing or visually impaired persons, except for communications conducted under closed session, attorney-client privilege or other information that is required to be confidential under State or Federal law.

- G-3.03. **Format.** We will use a variety of methods and media to communicate effectively.
- G-3.04. **Coordination.** Communication among City departments shall be based on close collaboration and information sharing, and shall be internally consistent with information delivered to the end-users.
- G-3.05. **Connection.** City communications shall include contact information or other means that allow public feedback or questions.
- G-3.06. **Outside Data.** We partner with sources outside City government to obtain and share accurate data with residents, businesses and visitors to minimize City costs and promote information delivery through multiple sources.
- G-3.07. **Staying Current.** The City will follow best practices in the use of communication and information technology to inform and engage the community and will conduct City business in a timely manner.
- G-3.08. **Community Involvement.** We provide opportunities for meaningful community involvement in City decisions about matters of public importance.
- G-3.09. **Outreach.** We surpass minimum or legal notification requirements to facilitate broad public participation in public decision-making.

Implementing the Centennial General Plan

The Centennial General Plan and Master Plans* shall be implemented so that public and private development projects, City budgets, City regulations and actions individually advance the Community's values and goals as expressed in the Centennial General Plan, the Mission Statement and Vision Plan.

GOAL:

Achieve continuous progress in implementing the Centennial General Plan by following the Plan's Five-Year "Strategic Implementation Program" and by the City's sustained commitment to its values and visions.

POLICIES

- G-4.01. **City Council Priorities.** In preparing the Long Term Financial Plan and in setting Strategic Priorities, the City Council shall prioritize actions for implementing the Centennial General Plan in a timely manner.
- G-4.02. **Organization.** We shall conduct the public's business using best professional practices and in a manner that respects the integrity and value of public awareness and participation in City government.

G-4.03. *Interagency Cooperation.* We shall collaborate with other public agencies, non-profit organizations, business and civic organizations to help implement the Centennial General Plan, whenever necessary.

G-4.04. *Monitoring Development and City Master Plans.* We will review development proposals and monitor construction and land use to ensure consistency with Master Plans such as the Beaches, Parks and Recreation Master Plan, City Facilities Plan, specific plans, the Climate Action Plan, and with the Centennial General Plan.

G-4.05. *Tracking Our Progress.* The City shall monitor and report progress in achieving the goals of the Centennial General Plan by evaluating the effectiveness of the Strategic Implementation Program and by complying with State requirements to prepare an Annual Report on the status of the General Plan.

**Master Plans refer to a variety of City plans designed for a three to five-year timeframe or provide more detailed policy and implementation guidance than the Centennial General Plan policy document. Examples include the Parks and Recreation Master Plan, Bicycle and Pedestrian Master Plan, Climate Action Plan, and the City's several specific plans.*

Governance Element Implementation Measures

- 1) Community Development Department staff will annually evaluate progress in achieving the Strategic Implementation Program and other key General Plan milestones. Staff will report its findings to the Planning Commission, City Council, and State agencies as necessary.
- 2) Community Development Department staff will develop annual Centennial General Plan and Housing status report templates. Reports will include a system of indicators or other feedback mechanisms to track the General Plan's progress toward achieving its goals and community vision. The reports will be used to inform the Planning Commission, City Council, and the Long Term Financial Plan and annual budget process.
- 3) Community Development Department staff will annually review the General Plan to ensure internal consistency and consistency with other Federal, State and local regulations and policies.
- 4) Community Development Department staff will review each new Capital Improvement Plan and Long Term Financial Plan for consistency with the General Plan and report its findings to the Planning Commission and City Council.
- 5) The City will collect an impact fee as part of development applications or permits to offset costs of maintaining the Centennial General Plan, including updating web-based text and graphics.
- 6) Community Development Department staff will develop a Public Engagement Manual that includes specific strategies and guidelines for enhanced community notice and

participation to promote informed and comprehensive decision-making. Strategies could include, but are not limited to, an interactive website, public opinion surveys, automatic public notifications through various media, etc.

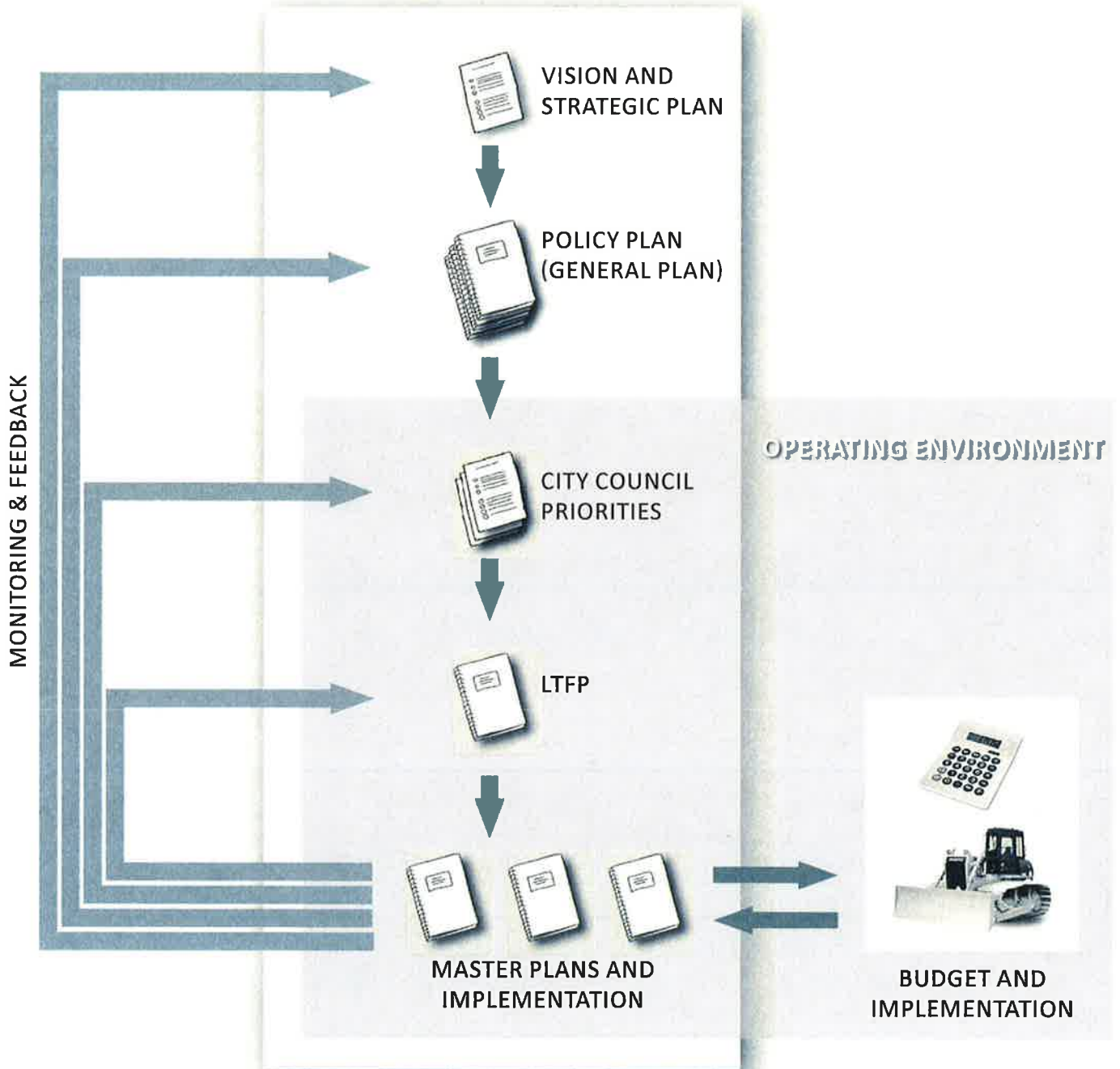


Figure G-1
DECISION MAKING SYSTEM





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Memorandum

Date September 16, 2010
To GPAC Members
From Brenda Wisneski
Brian Judd
Subject General Plan Issues

This memo identifies a variety of issues raised over the past year by the City Council, City Staff, GPAC, and participants in the focus area workshops. It also briefly describes how and when these issues will be addressed in the General Plan processes. The list does not include the ideas generated by the GPAC and community related to each Focus Area. This also is not an exhaustive list; other revisions to the General Plan will be required. The list is provided to document ideas that have been presented to ensure they are addressed during the process. We have grouped the issues into five categories:

- Conventional General Plan Content
- General Plan Policies and Implementation
- Unconventional General Plan Content
- Issues Typically Addressed After General Plan Is Adopted
- General Plan Housekeeping

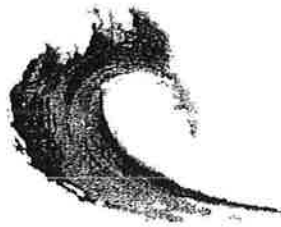
CONVENTIONAL GENERAL PLAN CONTENT

The Land Use Plan or one of the elements required in California general plans typically address these issues. For issues relative to the Land Use Plan, the issue will have to be resolved by the GPAC prior to finalizing the Land Use Plan in December. Those issues addressed in General Plan elements will be discussed and resolved during the preparation of the elements, between November 2010 and May 2011.

The General Plan will also provide an implementation program, with prioritized programs, projects, and activities. Issues related to implementation will be discussed during the preparation of the elements, however, these issues may not be resolved until the implementation program is drafted between May and July 2011.

The issues are presented in no particular order or priority.

1. 2005 Downtown Vision Plan – The Land Use Plan should reflect the degree to which the Downtown Vision Plan is considered relevant. Several elements, such as land use,



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- urban design, and economic development, will contain policies and implementation for relevant portions of the Downtown Vision Plan.
2. Higher Education – General Plan policies and implementation will identify the degree to which and how San Clemente should encourage and seek out opportunities for higher education to locate in the city. However, the Land Use Plan will need to consider which areas would be appropriate for higher education facilities.
 3. Rancho Mission Viejo/TRW Land – The Land Use Plan could include any areas of Rancho Mission Viejo Preserve/TRW land if there is a strong community desire to eventually include such areas in the City's Sphere of Influence and/or annex them. If a strong community desire is not evident prior to finalization of the Land Use Plan then these areas would not be included. However, if the community decides in the future to pursue annexation of these areas, the City would amend the General Plan and as part of the process to amend the Sphere of Influence area. It should be noted that the City would not have land use authority, despite the area being shown in the Sphere of Influence until such time that the area is annexed to the City.
 4. Toll Road/No Toll Road – The traffic analysis for the EIR will assess both scenarios. Because the potential toll road connection to the I-5 freeway is further south in Camp Pendleton, there are no General Plan land use issues related to a toll road extension.
 5. Coastal Element – According to Coastal Commission staff, the General Plan's coastal element will have to include impacts of sea-level rise, low-cost accommodations, and hotel conversions to timeshare. These issues will be addressed during the preparation of the General Plan elements.
 6. Architectural Overlay – Should it be expanded? How should Spanish Colonial Revival (SCR) architecture be applied next to historic structures? The Urban Design Element will address these and related questions. This could also result in a implementation measure to revise the Design Guidelines
 7. I-5 Rail Tunnel – There appears to be general support among the GPAC to include a policy in the Circulation Element indicating City's support for relocating tracks from the beach if pursued by OCTA in future. Development of the Land Use Plan should not preclude establishing a rail station at Pico in the future.
 8. Neighborhood Electric Vehicles (NEVs) –Where and when should they be required, allowed or incentivized? Should they be used to offset parking requirements? The Circulation Element could include policies and implementation measures relative to NEVs.
 9. City Gateways – How should I-5 ramps and other entry points be treated? The focus area workshops have already begun to address land use and urban design considerations for gateways. The land use, urban design, and circulation elements will include policies and implementation measures for gateways.
 10. Camp Pendleton (compliance with SB 1468) – This legislation requires that the General Plan consider impacts of growth and development on military readiness and mission compatibility. The consultant team has already met with Camp Pendleton and will continue to involve the military during the preparation and review of the General Plan.



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The legislation contains specific requirements that the Land Use Circulation, and Conservation Elements will address.

11. Affordable Housing – The Land Use Plan will consider affordable housing sites per the City’s adopted Housing Element, especially sites identified for affordable housing development: 140 La Esperanza (Presidio and freeway); Pico Plaza; 101 Calafia/Ave Presidente; Calle del Cerro/Vista Montana; and 2651 Calle Frontera.
12. Tree Preservation/Urban Forest – The Urban Design and Conservation Elements of the General Plan could establish policies for preservation of mature trees and/or the creation of an urban forest. Ultimately, implementation would likely require the development of a mature tree preservation ordinance and master plan of trees or urban forest master plan.
13. Private View Preservation – While the current General Plan currently contains policies regarding the preservation of public views, it is silent on private view preservation. The City Council has directed staff to consider this issue during the General Plan process. A background report will be presented to GPAC for consideration.
14. Economic/Revitalization Policies – Many of the ideas generated during GPAC and community workshop discussions focus on improving or revitalizing commercial areas of the City. We need to discuss the role of the City in making these changes happen. Strategies could include removing regulatory barriers, incentivizing development through density increases, improving the public realm (landscaping, sidewalks, streetscape, etc.) to encourage development, etc.
15. Tourism – What role should it play in the economy and what programs and policies should be implemented for tourism?
16. Public Art Program – The Urban Design, Land Use and/or other Elements could provide policies requiring, supporting or encouraging public art or art in public places.
17. Performing Arts Facilities – The General Plan elements could provide policies that support the development of new facilities or that allow for joint use of existing facilities to support the performing arts. An implementation program through the City, a private organization or nonprofit foundation would likely be necessary to make this happen.
18. Dark Skies – Given that natural open space areas, the military base and ocean surround the city on three sides, there are opportunities to reduce lighting glare and protect and enhance evening sky viewing. The General Plan could include policy for the creation of a Dark Sky ordinance or other implementation programs.
19. Multi-Modal Levels of Services – The Circulation Element currently evaluates Level of Service (LOS) based on vehicle operations within intersections and roadway links. Some transportation analysis methods provide multi-modal LOS. We will be consider using these alternative methods for the circulation analysis. At minimum, the General Plan and environmental analysis will include a strong policy basis for all modes, including pedestrians, bicycles, public transit, and automobiles.



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LESS CONVENTIONAL GENERAL PLAN CONTENT

Several of the issues do not fit neatly within the purview of the conventional General Plan elements. These issues could be addressed as part of the Land Use Plan, within one or more elements as goals and policies, and/or as implementation activities.

20. Technology – This issue has been raised at both City Council and GPAC meetings and relates to the Education and Information guiding principle. The General Plan could provide policies regarding the provision of necessary infrastructure and improving the ability to communicate, both internally and externally.
21. Governance – This relates to how the City conducts its business. The General Plan can provide the policy basis for finance, decision-making, communication, implementation, and external factors. This also relates to our need to better understand how policies and programs get implemented. Policy language should be unambiguous and clearly indicate level of commitment.
22. Cover Freeway – While a study to analyze the feasibility of this concept is not part of the General Plan project, we could consider policy or interim direction to pursue it.
23. Permaculture – As stated by GPAC member Gary Headrick, permaculture principles provide a way of thinking that enables people to establish highly productive environments that provide for food, energy, shelter, and other material and non-material needs. So what can General Plan policy do to encourage this philosophy? Many have expressed interest in a community garden. Perhaps the GPAC, with guidance from Gary, can provide some ideas. Attached are two articles written by Gary on this issue.

ISSUES TYPICALLY ADDRESSED AFTER GENERAL PLAN IS ADOPTED

Several of the issues that have been raised are not typically part of general plans, but, rather, are part of the activities that cities undertake after adoption of a general plan. A general plan might, however, include a specific implementation activity and/or policies related to these issues.

24. Bike & Ped Master Plan (BPMP) – A parallel effort is already underway. The General Plan team is coordinating with this effort and has already combined their efforts with some of our focus area workshops. The BPMP team will be presenting at an upcoming GPAC meeting.
25. Climate Action Plan – The City is in the process of defining a scope of work and retaining a consultant for this effort. It will be important to get this effort started right away to ensure close collaboration with the General Plan.
26. Park Master Plan (1999) – As we develop new General Plan policy recommendations, we will need to assess the necessity to update this master plan.
27. Master Landscape Plan for Scenic Highways (1992) – The current plan seems to be outdated and does not address all of El Camino Real and is primarily focused on Ranchlands. The new General Plan will likely include policies that necessitate its update.
28. Tree Preservation Ordinance – See Item 12 above.



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GENERAL PLAN HOUSEKEEPING

While these issues have not all been raised by the GPAC or at the community workshops, they do represent items that need to be addressed during the update of the General Plan.

29. Elimination or Consolidation of Non-General Plan Topics (e.g., Nuclear Element) – given the number of elements in the current General Plan and the possibility of creating a web-based plan, we will explore the elimination and/or consolidation of elements.
30. Elimination of Non-Required Standards (too specific) – Elimination of Public Benefit – move to Zoning Code. Pier Bowl Specific Plan inconsistencies with GP, for example.
31. Management of Short-Term or Detailed Information and Standards in the General Plan – The current General Plan contains a lot of detail that may be better suited, or already included, in ordinances, master plans or other implementing programs. We will provide a thorough review of the appropriateness of detail included in the General Plan and suggest alternative ways of integrating or linking long term visions, goals and policies with shorter term implementation efforts, programs and ordinances.
32. Update Specific Plans with New General Plan – as we evaluate changes with the new General Plan, we will identify potential inconsistencies with current specific plans. The City will need to resolve these inconsistencies with updates to the specific plans following adoption of the General Plan.



Memorandum Community Development

April 23, 2013

To: Planning Commission
 From: James Holloway, Community Development Director
 Subject: General Plan Policies
 Copies: Jim Pechous, City Planner; Jeff Hook, Sr. Planner; Bill Cameron, Public Works Director; Tom Bonigut, Asst. City Engineer; Tom Frank, Traffic Engineering Manager; Jeff Goldfarb, City Attorney

The staff has completed an administrative review of the Preliminary Draft Policies for the Centennial General Plan. In the course of the review, it became clear that there is a serious conflict which poses a dilemma that must be resolved. On the one hand, citizen groups including the General Plan Advisory Committee (GPAC) and the Planning Commission have reviewed and advocated policies that are positive, proactive, and assertive statements. The desire of the citizens is to understand, with some certainty, what are the future plans of the City. The policies that derived from this thought process are often phrased with terms that are absolute and inflexible. On the other hand, staff and in particular the Engineering and Legal staff takes a practical approach based on years of professional experience. Policy amendments proposed by staff suggest language that is practical, flexible and allows for discretion.

A few examples to help illustrate this dilemma: (Edits from Engineering Staff)

1) Mobility & Complete Streets; Secondary Goals #5

Widen and extend streets only when there is a demonstrated need and ~~when~~ strive to mitigate adverse impacts ~~of such projects can be mitigated~~ to levels of non-significance, pursuant to the California Environmental Quality Act.

The Staff concern is that sometimes road projects cannot be mitigated to levels of non-significant, but they are never-the-less necessary and in the interest of he community.

2) Mobility & Complete Streets; Roadway System Policies M-1.01

a. ~~Safely accommodate~~ Accommodate public transit, motor vehicles, bicyclists, skateboarders and pedestrians within the public right-of-way where ever feasible.

b. ~~Comply~~ **Consider** with Federal, State, Orange County and City standards/guidelines for roadway design, maintenance and operation.

- a. *We do not need to state every time that we want to be safe; but, we do want to clarify that there are project feasibility issues (budget and physical) that must be considered with projects.*
- b. *We may not want to strictly comply with all Federal/State standards - which may sometimes be ill conceived. For example, the MUTCD guidelines suggest wayfinding signs that are huge and out of scale on City streets.*

3) Mobility & Complete Streets; Non-Automotive Transportation System M -2.40
Bicycle-Activated Traffic Signals. When intersections with signals are rehabilitated, vehicle actuation shall, when practical, be installed to detect bicycles (CVC 21450.5).

Provides flexibility for decision makers.

4) Mobility & Complete Streets; Freight Movement; Policies M-5.01 - M-5.04
Freight Movement

Freight vehicles are an integral aspect of the transportation network and crucial to the economic vitality of any city. A key consideration is to manage freight vehicle traffic to limit negative impacts to City residents and employees. ~~Established truck routes~~ Our Transportation Infrastructure allows trucks traffic to flow efficiently and minimize the possible exposure of people in sensitive areas, such as residential neighborhoods, hospitals and schools, to accidents involving trucks, high noise levels, and diesel emissions. In addition, guiding truck traffic to designated routes minimizes impacts and maintenance demands on roadways not designated for truck traffic.

POLICIES:

- ~~M-5.01. **Designated Truck Routes.** We identify, implement, and maintain a system of truck routes that allows efficient freight movement while minimizing negative impacts on local roads and noise sensitive land uses.~~
- ~~M-5.02. **Truck Route Monitoring.** We periodically review and update designated truck routes to ensure efficiency and limit negative impacts on residential areas and other sensitive land uses.~~
- ~~M-5.03. **Freight Corridor Maintenance.** We provide pavement maintenance and routine sign replacement on designated freight corridors under the jurisdiction of the City.~~
- ~~M-5.04. **Parking, Delivery Hours and Loading.** We will consider establishing standards which direct commercial deliveries to occur during off-peak periods to limit freight impacts on parking and other modes of travel, and to regulate~~

~~delivery hours and loading locations to minimize noise impacts to adjacent residential uses.~~

The City's Traffic Engineers do not believe this is necessary. They believe that the current practice for time prohibition and other management techniques are more effective than "Truck Routes".

Staff believes that the most important thing to do at this point in time is to have a very open and honest discussion regarding this dilemma with GPAC and Planning Commission members. Staff believes that there are several potential solutions to the dilemma posed by the conflict between absolute language and practical qualifying language.

In no particular order, some of the possible solutions would be to:

Option A) Retain the more absolute language that is preferred by some GPAC members, but provide a good preamble to the General Plan that discusses practical realities involving considerations regarding budget, physical feasibility of projects, liability and legal issues and how those practical realities influence the ultimate implementation of policies that may be otherwise stated in absolute terms.

The downside to this approach would be that future readings of the General Plan Policies will require that people be aware of the qualifying statements in the preamble, as they read the more absolute policies that are sprinkled throughout the many different chapters of the General Plan.

Option B) Provide qualifying statements to the policies. A preamble would also be added to the General Plan that explains that while qualifying language is included in some policy statements, it is the intent of the City to make best possible efforts to implement the spirit and intent of the policies.

The disadvantage of this approach is that it does not provide the positive, proactive and assertive statements that are favored by home citizens.

Option C) Discuss in the preamble, which might be logically located in the Governance section, a blend of A and B. For the most part, try to keep the policies positive, proactive, and assertive but add qualifiers when it is particularly instructive. Discuss in the Governance section that it is the intent of the policies to provide guidance, and every effort will be made to satisfy the spirit and intent of policies. However, budgets, priorities, legal requirements and physical constraint will, by necessity, need to be considered in the implementation stages.

Staff will present to the Planning Commission recommendations that will reflect Option C, which is discussed above. Planning Commission will be asked to specifically accept or reject each recommendation. Staff believes (hopes) that most of the recommendations will be accepted as consent items, but affirmative action by the Planning Commission will be required before any of the staff's recommendations are incorporated into the DRAFT General Plan document.



A Guide for Writing the San Clemente Centennial General Plan

September 1, 2011

UNDERSTANDING THE AUTHORING PROCESS

First a few people have to work hard for a couple of years or so to produce a plan; then a lot of people have to work a lot harder for decades to make it happen. We're part of the first group. Each of us will, in effect, be an author. Since there are several authors, it is important to get in synch with each other.

Much of what you have always done in writing policy plans you will do here, albeit with some differences. For example, since the pages of the Plan will be linked and accessible with the click of a computer mouse, we only have to say something once, not repeat it several times in several different places for fear that it will be missed. Other differences will be explained later.

The most important thing to know about the new General Plan is that it is one tool among others in a broader decision-making system, which includes the City's vision, the Long Term Financial Plan (LTFP), shorter-term Council priorities, various master plans (e.g., CIP, Parks and Recreation Master Plan, streetscape and landscape plans, Bike-Pedestrian master plan, etc.) and the annual budget. Like all tools, it only works if it is used. All of its power lies in how effectively it is used. Our challenge is to enable that use by creating the most useful form of Plan possible.

We are preparing a web-based plan, not a book. It is structured to work within the decision-making environment and personal capabilities that even now have been enormously shaped by the computer.

But this is far less about putting the Plan together; it is far more about putting ourselves in the place of the users and empowering them to use it.

Much is made of the idea that a general plan must be "accessible" to anyone who wants access. The reality is that the typical planning document is too huge to be accessible to all but the most diligent researchers – often planners, attorneys or activists who are able to spend many hours plowing through a lot of words. This is impossible for most people, including most public officials who are responsible for implementing it. The truth is that many Plans are simply overwhelming, even for people who use them every day. As a consequence, they simply fall into disuse and the energy invested in writing them is wasted. Even more significantly, they fail to be embedded in the decision-making process as a matter of course; major parts of them, except for a few maps and perhaps a few pages are seldom brought to bear on municipal decisions.

When users of typical plans do find the section they want, it is often unclear what should be concluded from what they read:

1. If the Plan is carried out, what kind of community will we have then?



2. How do you know when a goal is reached or even whether you're going in that direction?
3. When you read a policy, do you know what you are supposed to think:
 - About what the city government should do?
 - About how a private development project should be influenced?
 - About who besides the city should respond to the policy?
 - About what expectations you should have if the policy is carried out?
4. And how do you balance the myriad aspirations expressed in the Plan even now, let alone a few years down the road, when conditions have changed and new community leaders are on the scene?

Granted, these are not easy things. They are even more difficult when you are trying to be concise and direct. But that is exactly what a web-based plan seeks.

As a writer, charged with drafting a portion of this Plan, we have the responsibility to sharpen our minds and our pencils at the same time.

We don't need to sacrifice substance in being brief. In fact, substance is often lost in an avalanche of words, either through never quite getting to the point, or making the point drudgery for the reader to discover. We want to avoid that trap.

There are reasons why planners often write the way we do. Planning is a highly politicized arena and we try to keep most of the warring parties happy, or at least acceptably unhappy. We are afraid the future reader won't understand why we wrote what we wrote. We tend to speak our own form of English that, just as with engineers and attorneys and doctors, is incomprehensible to those who aren't in that particular profession. We are understandably uncertain about many things—especially outcomes—and so try to hedge our bets by being a little fuzzy. There are things we really don't know and it isn't cool not to know, so a few more words might make that less obvious. Many of our clients actually want ambiguity in plans so they are free to “interpret” them with complete flexibility, meaning: ignore what the plan says if it's politically expedient to do so.

So we need a mindset that avoids these pitfalls.

Here are some things to know about the web-based Plan at this point:

- It is a tiered Plan, with layered levels (goals and policies, implementation, background information from the Community Profile, graphics, etc.), all linked together;
- It is linked to other relevant information that is not adopted as part of the General Plan;
- It is highly intuitive for the user and once experience is gained using one part of the Plan, the rest will be easy to use;



- It allows the user to seek as focused or as broad information as desired; those who really do need or want more information can “drill down” and get it if it exists (and much that doesn’t exist now can be added over time).
- It will not be published as a “book”, yet it can be printed out if necessary (but that is not its “native” habitat);
- It recognizes that the extent of coverage between topics may vary widely and accommodates that fact;
- We will be writing in plain text, either with Word or perhaps a similar web-based language; in either case, you don’t have to worry about format, just get the ideas right.

Here’s the bottom line: write for the users.

GUIDANCE

Several tools are provided to help you write your section of the Plan:

1. The San Clemente Vision and Guiding Principles. These provide the rationale for everything you will be writing;
2. Access to all City and Planning Center files you will need to research what is relevant to your topic(s);
3. Annotated goal/policy/implementation examples; and
4. A glossary of terms for use in the Plan (other terms will no doubt be added).

Here’s a suggested way to begin.

1. Read this guide thoroughly and mark any points you don’t understand.
2. Read the Vision and Guiding Principles. Think about how your assigned topic relates to it and mark it up if you wish to highlight points you’ll want to refer to it later. Your Element must contribute toward the Vision.
3. Take a crack at drafting the home page for your Element. That is the page that captures the essence of the Plan; it is one that most people will use, so it needs to pack some punch. The policy page is where action is specified and it, too, must communicate powerfully. Most staff and City officials and the business community will use this page actively. Identify material you think is important but that belongs on a lower level in support of these pages or that should be identified as link targets.
4. Take notes on what works well for you and what gives you fits; we will have some discussion sessions to thresh out how to proceed.



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5. Have someone else read a few selections of yours and see if they have any suggested improvements.
6. Let a little time pass, then go back and reread what you've done to see if it connects; fix what doesn't.

WRITING POINTERS

It will help in capitalizing on this writing opportunity to consider a few points about approaching a topic in your assigned section.

1. **Focus.** Figure out what the central idea is and focus the goal or policy on that. Supplement it with supporting statements if necessary.

Here's an example of a policy statement from an actual plan under a Housing Element heading called Quality Design and Construction:

Homeowners' Associations. Ensure adequate common area maintenance in neighborhoods through the use of homeowners' and/or community associations or the formation of maintenance districts.

So, what is this policy about? Careful reading will show that it is really about adequate maintenance of common areas in neighborhoods and only incidentally about homeowners' associations. The policy wants that done adequately. Homeowners' associations or other similar mechanisms are a means for carrying out the policy. But if some other mechanism is used, why not, if it gets the job done?

2. **Commitment.** Know what level of policy commitment is intended. Will it always be carried out, without exception? Will it be carried out most of the time? Is it up for negotiation? How strong is this policy? What can be expected as an outcome from this policy?

For example, what does "ensure" mean? Can we expect that it will happen most of the time, but not always? It can mean all the time if that's how we define the term and use it that way throughout the Plan.

Whose policy is it? We know, of course, that policy is set by the City Council. But how does the community take ownership of this policy? How do we know when "adequate" is achieved? In describing a standard without expressing one, how does satisfaction of the policy get assessed? When do you know how much is enough?

In summary, does this policy tell you what to do to carry it out and how to know when you've done it? The example isn't awful, even though the heading and subject don't match very well. But it could be tightened up to do the job better.

So, how might we state it to reflect these considerations? Perhaps something like this:



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Common Area Maintenance. We always require common areas in a neighborhood to be maintained according to the standards in applicable adopted regulatory plans for that neighborhood.

Explanation:

Common Area Maintenance. (This is the focus of the policy.) *We* (This is who owns the policy: the people of San Clemente, not City Hall. Ownership can be conveyed with the simple use of the right pronoun.) *always require* (The people of San Clemente can expect this policy to be applied in all cases where there is common area; no exceptions) *common areas in a neighborhood* (This is the object of the policy and ties to the policy title.) *to be maintained* (This is the subject of the policy: maintenance; assured continuity in quality) *according to the standards in applicable adopted regulatory plans for that neighborhood* (This defines what the expected quality is and it may vary from neighborhood to neighborhood, according to the regulations established in each one.).

We didn't manage to shorten the statement; the revision is almost identical in length. But we did clarify the expectations from carrying it out, and we established who owns the policy. When adopted, it constitutes direction from the people of San Clemente to its elected officials, appointed officials, their staff and property owners in the City's neighborhoods with common area about how that situation is to be handled. It will always be carried out and we know where to look for detailed guidance about how that is done. What about the mechanisms to be used? Why limit that? The local regulatory plan will specify the mechanism. We can elaborate on this policy with a sentence or two of explanation or illustration and mention property owners' associations and special districts, but that is not central to the essence of the policy.

For example, we could include a statement that explains:

Some form of homeowners' or property owners' association or special maintenance districts are the most common means of implementing this policy. It is necessary to include maintenance responsibilities and standards in the provisions establishing these or similar mechanisms so the level of maintenance to be sustained is clearly understood. This gives the people implementing the policy some guidance on carrying out the policy.

It may be that there needs to be a policy elsewhere in the Plan that speaks to special purpose mechanisms such as homeowners' associations or special districts that perform a variety of functions in lieu of City obligations. In that case, there should be an active link between the neighborhood maintenance policy and the one on in lieu mechanisms. What that other policy is about, incidentally, is supplementing City authority and responsibilities with other legal entities to carry out specific functions.

Here's something to consider on this ownership issue. We're assuming that City leaders want the Centennial General Plan to be embedded in its decision-making process and to transcend changes in leadership, staff, population, laws and public institutions that will inevitably happen over the life of the Plan. In adopting this Plan and its policies, the City Council is acting on behalf of all the people in San Clemente. It won't hurt to remind subsequent Councils and others what the source of their directive is. Remember those words from long ago: "*We, the people....*" Those folks are still around. In case we



conclude that this sounds too redundant, there is another way to convey this ownership. A header, footer or other notation on each policy page could contain words such as: *These policies are an expression of the people of San Clemente, adopted on their behalf by their City Council.* In that event, the first word of the policy statement will often be an action word. Definitions of action words are critical to allowing this Plan to communicate effectively. [A glossary of terms will be developed and transmitted separately.]

3. **Distinguish between having and doing.** Having is appropriate to goals; doing is appropriate to policies and implementing actions.

A goal is a desired and intended state or condition regarding a particular topic that contributes to the San Clemente Vision and reflects the Guiding Principles.

The degree of goal achievement is measured in the community, not in the activities of City Hall, as important as those activities usually are. **So goals need to describe conditions that are measurable if possible or at least capable of being described as a condition that exists at a point in time.**

Unlike the current General Plan, this Plan does not contain objectives. Implementing plans and actions probably will. Objectives are usually thought to be more specific aspects of goals, for instance, defining an intermediate level of achievement toward which effort is directed within a specified period of time: X acres of new parks by 2010. This level of specificity is appropriate to periodic City Council priorities that typically focus on the near future.

Note that goals are stated as a condition already accomplished. For example, let's say we want to have a more complete system of parks. We might express the goal as: "Expand the park system." But that is driven by an action verb, expand. That's the work of getting there through a variety of actions and we want to BE there. The problem with action phrased goals is that they are about doing or trying and not having. Doing is the job of policies and implementing actions that gradually build to the goal.

So the goal could be stated: "A park and recreation system that serves the projected population." That's a little bland, so we could include a lot of qualifying words about the quality or characteristics of that system in the goal, but that can get complicated very quickly. That additional description can be captured in a simple explanatory sentence or two. If the goal is set up properly, a simple goal works fine. If we want to put a quality emphasis on the goal, we could state it this way: "An exceptional park and recreation system that exceeds community standards in Southern California."

REVIEW PROCESS

Someone will review the text material to look for ways to improve it without losing any substance. You are the expert on the topic you're writing about, so make sure the editor doesn't cut essential information. Review tracked changes. Don't let a page designer do that, either. You will see what the editor has to say and you can argue about it if you feel something really important has been omitted. Remember, though,



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there are multiple tiers to this Plan and what doesn't go on the page in question may more properly go on another page. Shifting location is not the same as losing something.

We noted earlier that you don't have to worry about format, other than to respect the basic goal-policy-implementation structure. A page design specialist will worry about making this material look good and achieve optimum readability. If some layout ideas strike you, go ahead and state them in an insert right where the idea is appropriate, but don't take your valuable time to wrestle with how it gets done.

Same thing with pictures, sketches, diagrams, maps or any graphic that reinforces what you are writing. Note what they are and if they already exist in the project files, insert them. But don't bother to tinker with them. If you have ideas about how to improve the graphic, say it with a notation. If you know exactly what you want to say in a caption, write it out. If you don't want to take the time to do that, just make a notation of the idea(s) you think will tell the users why they should be looking at that graphic and what they should learn or understand that reinforces the related text. Whatever is shown needs to aid the users in carrying out the Plan.

Don't take the previous discussion as a reason to ignore or discount graphic support for your material. Strong graphics are essential for this Plan. We simply want to make sure they do the strongest job they can in conveying meaning to the Plan's users.

A goal is a general expression of community values and, therefore, may be abstract in nature. Consequently, a goal is generally not quantifiable or time-dependent.

Although goals are not mentioned in the description of general plan contents in §65302, they are included here for several reasons. First, defining goals is often the initial step of a comprehensive planning process, with more specific objectives defined later, as discussed in Chapter 3. Second, goals are specifically mentioned in the statutes governing housing element contents (§65583). Third, while the terms “goal” and “objective” are used interchangeably in some general plans, many plans differentiate between broad, unquantifiable goals and specific objectives. Either approach is allowable, as flexibility is a characteristic of the general plan.

Examples of goals:

- ◆ Quiet residential streets
- ◆ A diversified economic base for the city
- ◆ An aesthetically pleasing community
- ◆ A safe community

Goals should be expressed as ends, not actions. For instance, the first example above expresses an end, namely, “quiet residential streets.” It does not say, “Establish quiet residential streets” or “To establish quiet residential streets.”

Objective

An objective is a specified end, condition, or state that is an intermediate step toward attaining a goal. It should be achievable and, when possible, measurable and time-specific. An objective may pertain to one particular aspect of a goal or it may be one of several successive steps toward goal achievement. Consequently, there may be more than one objective for each goal.

Examples of objectives:

- ◆ The addition of 100 affordable housing units over the next five years.
- ◆ A 25 percent increase in downtown office space by 2008.
- ◆ A 50 percent reduction in the rate of farmland conversion over the next ten years.
- ◆ A reduction in stormwater runoff from streets and parking lots.

Principle

A principle is an assumption, fundamental rule, or

doctrine guiding general plan policies, proposals, standards, and implementation measures. Principles are based on community values, generally accepted planning doctrine, current technology, and the general plan’s objectives. In practice, principles underlie the process of developing the plan but seldom need to be explicitly stated in the plan itself.

Examples of principles:

- ◆ Mixed use encourages urban vitality.
- ◆ The residential neighborhoods within a city should be within a convenient and safe walking distance of an elementary school.
- ◆ Parks provide recreational and aesthetic benefits.
- ◆ Risks from natural hazards should be identified and avoided to the extent practicable.

Policy

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

A policy is carried out by implementation measures. For a policy to be useful as a guide to action it must be clear and unambiguous. Adopting broadly drawn and vague policies is poor practice. Clear policies are particularly important when it comes to judging whether or not zoning decisions, subdivisions, public works projects, etc., are consistent with the general plan

When writing policies, be aware of the difference between “shall” and “should.” “Shall” indicates an unequivocal directive. “Should” signifies a less rigid directive, to be honored in the absence of compelling or contravening considerations. Use of the word “should” to give the impression of more commitment than actually intended is a common but unacceptable practice. It is better to adopt no policy than to adopt a policy with no backbone.

Solid policy is based on solid information. The analysis of data collected during the planning process provides local officials with the knowledge about trends, existing conditions, and projections that they need to formulate policy. If projected community conditions are not in line with a general plan’s objectives, local legislative bodies may adopt policies that will help bring about a more desirable future.

Examples of policies:

- ◆ The city shall not approve a parking ordinance vari-