Chapter 2

GOALS AND POLICIES

201 Community Development
202 Infrastructure and Community Services
203 Environmental Resources

The goals and policies contained in this chapter are derived from a thorough review of the General Plan and input gathered from property owners, business owners, and nearby residents through an extensive community outreach program. The results are a set of goals and policies which are consistent with the intent of the City's Mission Statement:

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MISSION STATEMENT

The City of San Clemente, in partnership with the community we serve, will foster a tradition dedicated to:

Maintaining a safe, healthy atmosphere in which to live, work and play;

Guiding development to ensure responsible growth while preserving and enhancing our village character, unique environment and natural amenities.

Providing for the City's long-term stability through promotion of economic vitality and diversity...

Resulting in a balanced community committed to protecting what is valued today while meeting tomorrow's needs.
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Embodied in this Mission Statement is the principle that **environmental quality and economic viability are co-dependent**. A healthy environment is integral to the economic interests of the City. The desirability of San Clemente as a place to live, work and play is determined by the quality of the air, water, and surrounding hillsides. Environmental quality supports the potential to develop a strong economic base. A strong economic base, likewise, is required to maintain the programs which preserve our natural resources and environmental quality. Economic development ensures that San Clemente residents will have access to employment and shopping opportunities in close proximity to their homes, while at the same time enabling a reduction in the consumption of non-renewable resources, and generation of emissions which degrade air quality.
201 Community Development

I. LAND USE

A. Goals

1. Maintain the conforming status of all businesses currently legally operating.

2. Accommodate the continued productive use and operation of existing businesses during the transition period to the General Plan Policy Intent.

3. Provide for the appropriate mix and type of land uses which serve the needs of the community and achieve a pattern and distribution of land uses which: (Land Use Element IV., A.)

   a) retain and enhance established commercial and industrial districts, recreational resources, community-activity areas, and open spaces;

   b) provide for the revitalization, adaptive re-use, and upgrade of deteriorated or under-utilized districts;

   c) allow for the intensification of commercial and industrial districts to maintain economic stability;

   d) provide opportunities for new commercial, tourist-serving and employment generating uses in undeveloped or under-developed areas, within the capacities of infrastructure and public services;

   e) preserve and enhance coastal recreation, resources and amenities;

   f) protect and maintain significant environmental resources;

   g) provide distinctive commercial, tourist and industrial districts;

   h) provide a diversity of areas characterized by differing functional activities and intensity of use;

   i) locate commercial, public services, recreation, and transit in proximity to businesses and employment centers.
4. Provide a hierarchy of distinct commercial and mixed commercial and residential districts which are differentiated by their functional role and physical form and character. \((\text{Land Use Element IV.}, \text{ B.}, 1.)\)

5. Ensure that the amount of development is linked to adequate supporting economic demands; preventing an over- or under-supply of use in context of residential needs. \((\text{Land Use Element IV.}, \text{ C.})\)

6. Ensure the compatibility among the various types and densities of land uses to be accommodated in the West Pico Corridor and surrounding neighborhoods. \((\text{Land Use Element IV.}, \text{ E.})\)

7. Ensure the proper maintenance of buildings and properties in the City. \((\text{Land Use Element IV.}, \text{ F.})\)

8. Ensure the protection of environmental resources. \((\text{Land Use Element IV.}, \text{ G.})\)

B. Implementing Policies

1. Existing light and heavy industrial uses as of the date of adoption of the General Plan, in the area behind Pico Pavilion, shall be considered conforming uses within CC2 Community Commercial areas. \((\text{General Plan Table I-3})\)

2. Require that sites incorporate setbacks and landscape to provide a high level of visual quality. \((G P \text{ Policy 1.20.4})\);

3. Consider the implementation of distinctive entry and informational signage, street trees, street furniture, and pedestrian-scaled lighting. \((G P \text{ Policy 1.20.5})\)

4. Promote the revitalization of the Los Molinos area as a unified and well-designed business park compatible with adjacent commercial districts and residential neighborhoods. \((G P \text{ Policy 1.24})\)

5. Periodically monitor the conditions of buildings in the City and enforce pertinent building and zoning codes. \((G P \text{ Policy 1.30.5})\)

6. Require that parcels developed for commercial and industrial uses incorporate buffers which adequately protect the residential use from the impacts of noise, light, traffic, and risks to life and property. \((G P \text{ Policy 1.29.1})\)
7. Establish local procedures, requirements and programs to mitigate the impacts of local development on regional environmental resources; including, air quality management, traffic congestion management, jobs-housing balance, hazardous waste management, water and energy conservation, water quality control, noise abatement and coastal protection. (GP Policy 1.32.1)

C. Land Use Designations

Permitted uses and density for General Plan land use categories depicted on Figures 1-1 thru 1-4 shall be as follows: (General Plan Table 1-3)

**TABLE 2-1**

<table>
<thead>
<tr>
<th>LAND USE</th>
<th>TYPICAL PRINCIPAL USES</th>
<th>FAR</th>
<th>HEIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>NC2 Neighborhood Commercial</td>
<td>Retail commercial, eating and drinking establishments, household goods, food sales, building materials, professional offices, personal services, recreational commercial, tourist, and cultural facilities</td>
<td>0.35</td>
<td>2 Stories</td>
</tr>
<tr>
<td>CC2 Community Commercial</td>
<td>Same uses as NC2 with possible auto center</td>
<td>0.50</td>
<td>3 stories</td>
</tr>
<tr>
<td>I2 Light Industrial</td>
<td>Light manufacturing, business park, professional offices, supporting retail, restaurants, financial</td>
<td>0.50</td>
<td>3 Stories if third is limited to office only</td>
</tr>
<tr>
<td>I3 Heavy Industrial</td>
<td>Heavy manufacturing and related uses</td>
<td>0.75</td>
<td>2 Stories</td>
</tr>
<tr>
<td>P Public</td>
<td>Governmental, utilities, schools, parking, parks</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

NOTES: FAR refers to Floor Area Ratio
Refer to Chapter 5 for detailed lists of permitted uses.
Chapter 2 - Goals and Policies

I. URBAN DESIGN

A. Goals

Preserve and strengthen San Clemente's unique atmosphere and historic identity as "The Spanish Village by the Sea". (Urban Design Element IV., B.)

B. Implementing Policies

Build on the "Spanish Heritage" tradition by establishing architectural and landscape design standards for each of the unique West Pico Corridor areas. (GP Policy 2.2)

II. ECONOMIC DEVELOPMENT

A. Goals

1. Provide for the economic needs of San Clemente residents including retail shopping opportunities and services, employment opportunities and fiscal stability. (Economic Development Element IV., A.)

2. Generate new industrial growth, in an orderly and controlled manner, through diversification of the industrial base and maintenance of current activity in order to provide employment opportunities for residents. (Economic Development Element IV - D.)

B. Implementing Policies

1. Initiate strategies to market for, attract and accommodate new commercial and industrial activity which will provide local shopping opportunities and jobs, revitalize the area and attract new investment. (GP Policy 3.1.2)

2. Establish an outreach program to encourage existing manufacturing businesses to remain in San Clemente and assist with relocation of heavy industrial businesses to the Rancho San Clemente Industrial Park if they choose to relocate. (GP Policy 3.9.1)
202 Infrastructure And Community Services

I. CIRCULATION

A. Goals

1. Provide a transportation system that supports the Land Use Element of the General Plan and facilitates the safe and efficient movement of people and goods throughout the City while minimizing environmental impacts. (Circulation Element IV., A.)

2. Provide a circulation system which supports existing, approved and planned land uses throughout the City while maintaining a desired level of service on all streets and intersections. (Circulation Element IV., B.)

3. Provide an area-wide system of safe, efficient, and attractive bicycle and pedestrian routes for commuter, school, and recreational use. (Circulation Element IV., F.)

B. Implementing Policies

1. Develop a circulation system which highlights environmental amenities and scenic areas, and designates primary truck routes that sustain effective transport of commodities while minimizing the negative impacts on local land uses. (G P Policy 4.2.2/3)

2. Address capacity limitations, operational constraints, and right-of-way obstacles at Interstate 5 and Avenida Pico, prior to intensification of land use. (G P Policy 4.5.3)

3. Provide for the development of a Class II Bike Path on Avenida Pico from Los Molinos to N. El Camino Real where it will connect with the existing Pacific Coast Highway Class II Bike Path and transition to a Class III Bike Path on Las Bolas leaving the North Beach area. From Los Molinos north on Avenida Pico, the Bike Path shall be Class III. (G P Policy 4.12.2)
II. SCENIC HIGHWAYS

A. Goals

Maintain the visual quality and scenic views along designated corridors where they contribute and become an essential part of the community’s urban fabric. (*Scenic Highways Element IV., A.*)

B. Implementing Policies

Require Avenida Pico to be enhanced and preserved as a scenic corridor with a key entry point at the intersections of Avenida Pico and Interstate 5. (*G P Policy 5.1.1*)

III. PUBLIC FACILITIES AND SERVICES

A. Goals

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. (*Utilities Element IV., C.*)

B. Implementing Policies

Provide for public utilities within the street right-of-way or some other easily accessed location. (*G P Policy 6.11.7*)
203 Environmental Resources

I. ENVIRONMENTAL PROTECTION

A. Goals

1. Ensure protection of land resources and air quality, and minimize the threat of surface and sub-surface water contamination and promote restoration of healthful land, air, and groundwater resources. (*Hazardous Materials and Uses Element IV., A.*)

2. Ensure that non-seismic (geologic and soils) hazards potentially affecting areas for human use or habitation are properly mitigated or avoided prior to development. (*Geologic, Seismic and Soil Hazards Element IV., A.*)

B. Implementing Policies

1. Enforce regulations regarding proper handling and disposal of hazardous materials. Reduce emissions resulting from construction, daily operational activities of permitted land uses, and automobiles, through implementation of the Air Quality Management Plan and compliance with the South Coast Air Quality Management District's regulations.

2. Require that owners of contaminated sites develop a remediation plan in coordination with the Orange County Environmental Management Agency. (*G P Policy 15.1.1*)

II. COASTAL RESOURCES

A. Goals

Protect and enhance marine resources, water quality and ocean habitat.

B. Implementing Policies

Require all land uses to comply with the provisions of the National Pollutant Discharge Elimination System (NPDES) Storm Water permit Program.