

13. ECONOMIC DEVELOPMENT

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INTRODUCTION

In California, state law does not mandate the implementation of an Economic Development Element as a chapter within the General Plan, and is therefore considered an optional element. Stipulated by California Government Code Section 65303, a city or county may adopt “any elements or address any other subjects, which, in the judgment of the legislative body, relate to the physical development of the county or city.” If a city or county chooses to adopt an optional Economic Development Element, it must be internally consistent with all other elements of the General Plan (Government Code Section 65300.5).

The Economic Development element is an essential component for the future of Clearlake’s employment growth and business opportunity. This element seeks to focus on building and sustaining a business climate that supports and nurtures diversified business opportunities, promote fiscal responsibility and stability, and develop a vibrant downtown that is a welcoming and visitor-serving destination.

In the year 2040, Clearlake is estimated to house an additional 3,500 more residents. As a result of additional growth, there is a demand to allocate space for commercial options and jobs that will meet the proposed population growth. Community members of Clearlake have expressed the need for more retail, commercial, and cultural establishments that will enhance the downtown core and attract industries and employers that can accommodate the local skill-level of the existing labor force. In order to help facilitate economic development, Clearlake has prioritized mixed use development throughout several key areas such as the Lakeshore and Olympic Drive loop. Mixed use development will include a variety of commercial retail options, services, jobs, as well additional housing options and amenities.

The Economic Development Element can empower the City’s Economic Development Strategy in order to implement and sustain an economically viable future. The strategy should incubate

entrepreneurship and innovation that would attract and incentivize new businesses and create employment opportunities for the local work force. In addition, the natural environment of Clearlake should be utilized to propel tourism and optimize the region’s premium advantage for harvesting grapes and winemaking.

Through the implementation of the Economic Development Element, the City values the importance of supporting a variety of business and commercial services to help meet the needs of Clearlake’s local work force as well as the anticipated population growth. The goals, objectives, policies, and programs of the Economic Development element are intended to shape economic growth suitable for the City of Clearlake, as well as create and sustain a vibrant and welcoming community that serves both tourists and locals.

GOALS, OBJECTIVES, POLICIES, AND PROGRAMS

GOAL ED 1

A balanced budget and fiscal stability.

Objective ED 1.1

Maintain fiscal stability by responsible spending and utilizing resourceful funding channels.

Policy ED 1.1.1

Abide by fiscal strategies that eliminate budget deficits and strengthen surpluses.

Program ED 1.1.1.1

Measure performance from City departments and services annually to track expenditures and minimize costs.

Program ED 1.1.1.2

Apply for applicable State and Federal grants that provide additional funding for appropriate projects.

GOAL ED 2

A supportive and nurturing business climate.

Objective ED 2.1

Develop a diverse economic base including a range of manufacturing, retail, service, and knowledge-based professional activities.

Policy ED 2.1.1

Approve development proposals suitable for business districts with specific functional uses including office, commercial, retail, and applicable industry.

Program ED 2.1.1.1

Modify the Zoning Code to permit a mixture of compatible uses on Lakeshore Drive.

Program ED 2.1.1.2

Incorporate light industry and compatible uses along State Route 53 through zoning updates.

Program ED 2.1.1.3

Sustain and allocate agricultural uses along State Route 53 to cultivate grape growing and wine making establishments for additional employment and tourism.

Policy ED 2.1.2

Support a healthy mix of local businesses and mid-sized companies.

Program ED 2.1.2.1

Work with the local Chamber of Commerce and any regional economic development efforts as well as any supporting educational, financial, and trade associations.

Program ED 2.1.2.2

Establish a business improvement district along the Lakeshore Drive corridor.

Program ED 2.1.2.3

Incubate entrepreneurship and innovation by creating a business group that shares and communicates local business opportunities and constraints.

Objective ED 2.2

Provide high-quality municipal services, facilities, and economic development assistance for business growth and expansion.

Policy ED 2.2.1

Reduce obstacles and barriers for business establishment and development.

Program ED 2.2.1.1

Designate appropriate land for commercial land use along highly accessible commercial corridors such as Lakeshore and Olympic Drives and State Route 53.

Program ED 2.2.1.2

Establish an expedited approval process for commercial development proposals along accessible corridors.

Program ED 2.2.1.3

Develop a program for reduced fees and, when appropriate, financial assistance for commercial startups along designated commercial growth centers.

Policy ED 2.2.2

Support programs that assist and build employment skills.

Program ED 2.2.2.1

Expand appropriate workforce development and training opportunities through partnerships with local work organizations and agencies.

Objective ED 2.3

Develop an Economic Development Strategy by 2016.

Policy ED 2.3.1

Evaluate opportunities for business assistance and incentives to attract healthy businesses.

Program ED 2.3.1.1

Define incentives the City can utilize to sustain existing businesses and attract new commercial and manufacturing facilities.

Objective ED 2.4

Attract industries and employers that can accommodate the skill-level of the local labor force.

Policy ED 2.4.1

Attract living wage-paying businesses that can provide more head of household jobs such as skilled trade, science and medical employment.

Program ED 2.4.1.1

Relax requirements for applications from businesses that match local skill levels.

Program ED 2.4.1.2

Attract industries to match the skill levels of available labor force such as construction, service and retail, and light industry.

GOAL ED 3

A welcoming and visitor-serving environment.

Objective ED 3.1

Promote outdoor recreation and activities that are abundant within the area.

Policy ED 3.1.1

Prioritize economic activities that utilize Clearlake's natural geographic location in the region.

Program ED 3.1.1.1

Develop a citywide marketing campaign to improve the City's image and brand the area as a recreational and tourist destination (i.e. fishing, wine tasting, etc.).

Program ED 3.1.1.2

Develop a partnership with regional and countywide viticulture and winemaking organizations to promote the area as a wine tasting province and tourist destination.

Objective ED 3.2

Enhance services and amenities for tourist-serving purposes.

Policy ED 3.2.1

Permit redevelopment of the Lakeshore Drive corridor as a regional mixed-use destination for locals and visitors.

Program ED 3.2.1.1

Amend the Zoning Ordinance and rezone the Lakeshore Drive corridor for Commercial Mixed-Use.

GOAL ED 4

A vibrant and centralized downtown.

Objective ED 4.1

Establish a downtown loop along Lakeshore Drive and Olympic Drive.

Policy ED 4.1.1

Attract growth and revitalization along the Lakeshore Drive and Olympic Drive loop.

Program ED 4.1.1.1

Support the Chamber of Commerce and any regional economic development efforts as well as any supporting educational, financial, and trade associations in providing and improving opportunities for local businesses and services in the downtown district.

Program ED 4.1.1.2

Activate a signage and banner campaign to advertise and identify the businesses and services along the Lakeshore Drive and Olympic Drive loop.

Objective ED 4.2

Create a Downtown Specific Plan.

Policy ED 4.2.1

The Downtown Specific Plan will act to guide commercial development in the downtown area.

Program ED 4.2.1.1

Develop downtown design guidelines for business and residents along Lakeshore Drive and Olympic Drive.

Policy ED 4.2.2

Specific Plan shall include standards for storefronts and awnings, as well as outdoor seating and landscaping.

Program ED 4.2.2.1

Base approval of development proposals for downtown on conformity with the downtown design guidelines

Objective ED 4.3

Develop underutilized and vacant parcels along Lakeshore Drive.

Policy ED 4.3.1

The City will provide applicable incentives to attract developers to the downtown loop.

Program ED 4.3.1.1

Implement streamlining processes for permitting and development applications for development improvements along Lakeshore Drive and Olympic Drive.

Objective ED 4.4

Develop mixed use residential, commercial, office, and retail along Lakeshore Drive and Olympic Drive.

Policy ED 4.4.1

Redevelop and enhance Lakeshore Drive and Olympic Drive with mixed-use development

Program ED 4.4.1.1

Revise the zoning ordinance to authorize commercial-residential mixed use in the downtown Lakeshore Drive and Olympic drive loop.

Objective ED 4.5

Provide a gathering place and recreational destination for residents and visitors

Policy ED 4.5.1

Permit redevelopment and enhancement of lots for public gathering space.

Program ED 4.5.1.1

Establish public plazas and open spaces throughout downtown

GOAL ED 5

A regional shopping hub.

Objective ED 5.1

Establish the City as a main shopping and commercial destination for the County.

Policy ED 5.1.1

Attract and incentivize large retailers into the City and specifically to the regional shopping hub made up of the old airport area and existing Wal-Mart shopping center.

Program ED 5.1.1.1

Designate appropriate and easily accessible large lots for retail development and expansion near State Route 53

Program ED 5.1.1.2

Utilize the former airport area for additional regional retail and commercial expansion.

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