

# 4. DEVELOPMENT ALTERNATIVES

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## A. INTRODUCTION

This chapter presents three alternative development scenarios for accommodating future population, housing, and employment needs in Clearlake through the year 2040. Each alternative presents options with varying development densities, intensities, types, and locations of growth throughout the City.

The Business as Usual Scenario assumes future growth will continue based on historic trends in land use patterns, housing type and density, and employment opportunities and locations. This scenario proposes residential development remains primarily low-density with scattered commercial development reliant on automobile access.

The Infill and Redevelopment Scenario alternative proposes to accommodate future growth needs by focusing new growth inward, and redeveloping underutilized and vacant parcels within the City’s core. This scenario incorporates development proposals and community visioning elements obtained from the 2007 Vision Task Force Report and the 2012 Lakeshore Drive Corridor Plan. By filling in from the downtown core, the majority of future growth needs are met without developing open space land on the City’s edge, retaining the wildlife habitat while encouraging more activity at the City center. By proposing areas with higher density and encouraging mixed-uses along Lakeshore Drive, the goals are to increase commercial activity and promote alternative forms of transportation including walking, biking, and public transit.

The Clustered Development Scenario is similar to the Infill and Redevelopment Scenario but selects multiple areas to concentrate growth in addition to the Lakeshore Drive corridor. Areas of proposed growth include a cluster of residential and commercial development in the Avenues and industrial and commercial growth along State Route 53, Olympic Drive, and in Ogulin Canyon. By providing multiple commercial centers the Clustered Development scenario

aims to decrease distance between residential and commercial uses, bringing residents closer to needed public facilities and other amenities.

## B. BUSINESS AS USUAL

Business as Usual is a development scenario envisioned to demonstrate how the City would grow into the future if it followed historic trends and patterns in population growth, residential and economic development, and investment in public facilities and infrastructure.

The population in the City of Clearlake is projected to increase 22 percent by 2040, for a total of 18,702 residents. This means accommodating an extra 3,452 Clearlake residents who will need places to live, work, shop, play, and go to school. The projected population increase indicates a need for an additional 798 housing units and 688 jobs based on current vacancy rates and jobs per acre ratios.

### Growth Assumptions

The assumptions used in the development of this alternative reflect the housing, commercial, and transportation patterns in existence. For example, low-density housing types and patterns persist, with a continued preference for single-family mobile and modular homes. Commercial activity is dispersed throughout the City without a distinct City core or downtown commercial center. Into 2040, downtown Lakeshore Drive would remain the only commercial corridor with a mix of office, service, and some retail businesses. Big box and chain commercial development, such as Wal-Mart, would continue to provide the City with economic opportunities and some regional appeal and would be located primarily on the City border away from Lakeshore Drive.

### Conceptual Land Use

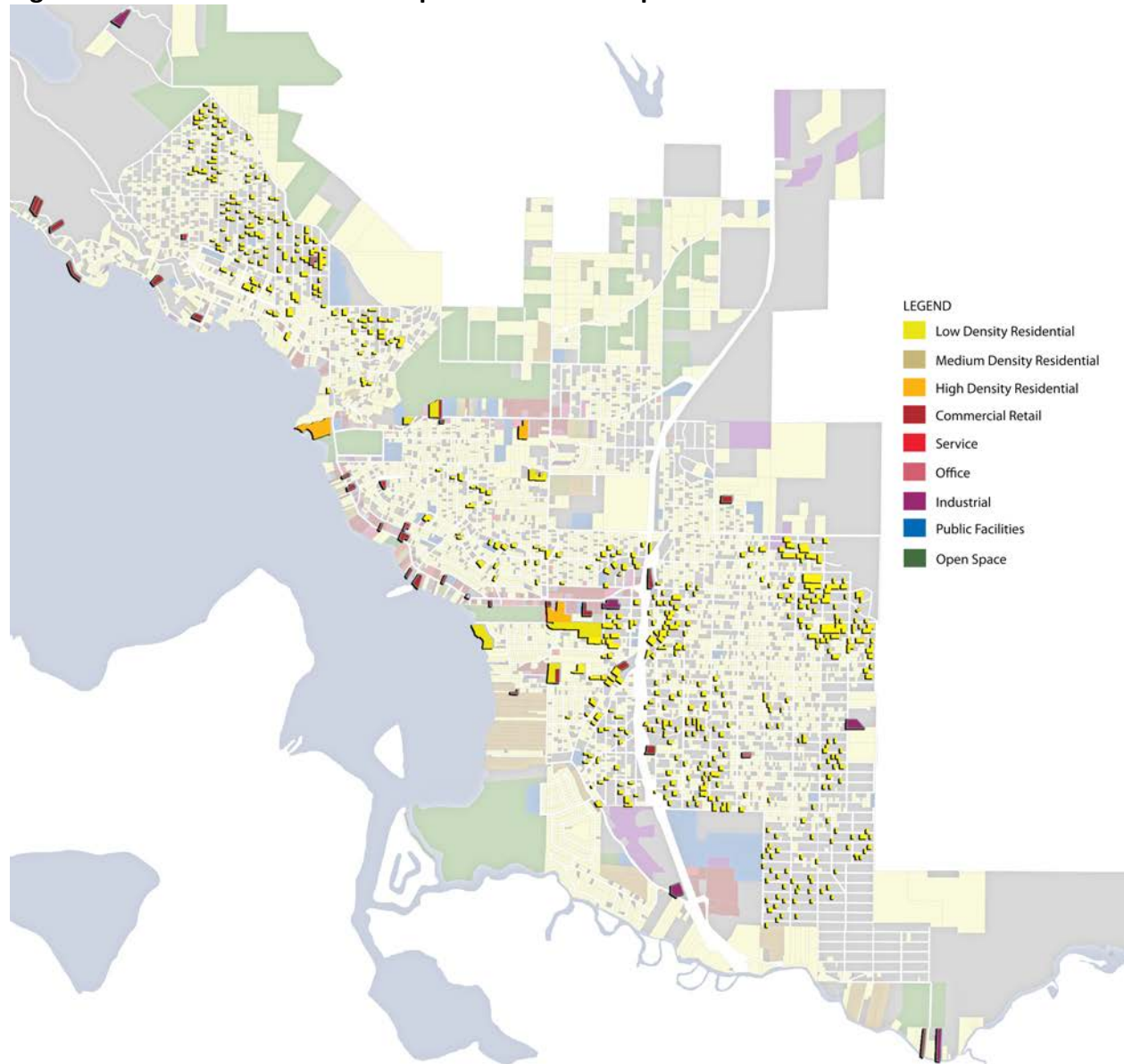
Using these development assumptions, anticipated population growth, and future employment needs, business as usual development would result in a city made up of scattered low-density land uses as represented in Figure 4.1. The changes in land use from existing land use are represented on this map in a brighter hue- showing the replacement of vacant land with new structures. As represented in Figure 4.1, the City has a substantial amount of vacant land both within the City center as well as on the City edges, particularly in the northwest and south/southeast. Patterns show a tendency to grow from the edge although there is land within the core suitable for new commercial and residential development. Following this pattern, the inner City will retain a number of vacant lots and buildings, while the natural landscape on the City edge would be developed. The City has plenty of land to accommodate all commercial, industrial, and residential needs.

### Residential Land Use

In order to accommodate projected population growth for 2040, the City will need a minimum of 798 additional housing units. In the past, Clearlake accommodated new growth by haphazardly scattering residential uses throughout the City with no distinct pattern. Clearlake

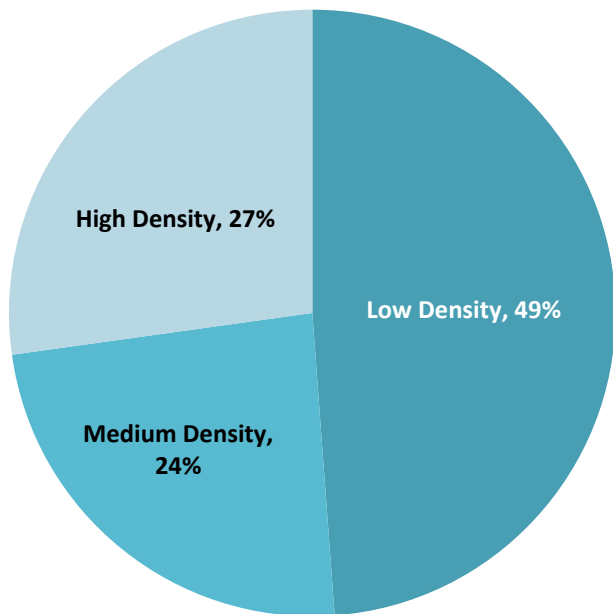
has a lot of vacant land and has enough land to spare, even after factoring in the tendency to develop residential use in a predominantly low-density pattern. Future housing densities for this scenario will maintain prevailing density distributions. Figure 4.2 illustrates the future housing density composition resulting from following business as usual development patterns. Low-density will make up 49 percent of the housing stock, medium-density will make up 24 percent, and high-density 27 percent of all housing units. Table 4.1 details the distribution of the additional housing units by density, showing the acres needed to accommodate each housing type. Under business as usual conditions, the City would need to allocate approximately 193.5 acres of vacant land for new housing development. With 3,958 acres vacant, this would still leave more than half of all land within City boundaries vacant.

**Figure 4.1 Business as Usual Conceptual Land Use Map**



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**Figure 4.2 Business as Usual Residential Densities**

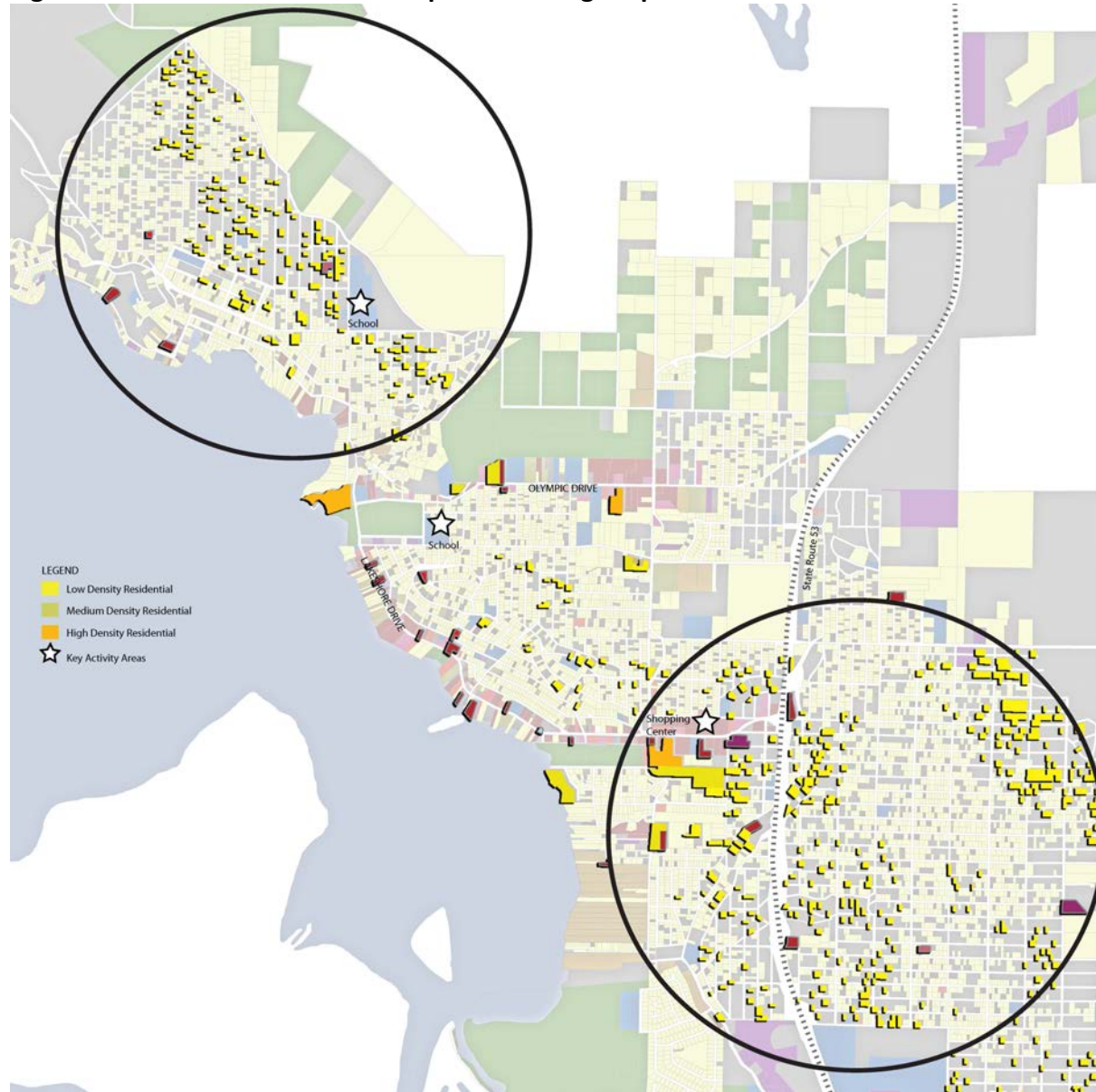


**Table 4.1 - Proposed Added Residential Densities**

New Residential Density Category	Existing Residential Density Category	Dwelling Units Per Acre (Du/Acre)	Percent existing Units	New Units by Type	Acres Needed
Low	Very Low	< 1 du/A	6.5%	52	64.84
	Low	1 to 9 Du/A	42.4%	338	101.51
Medium	Medium	9 to 11 Du/A	21.0%	167	15.08
	High	11+ Du/A	3.0%	24	1.20
High	Multi-family	20+ Du/A	27.2%	217	10.85
				<b>Total</b>	<b>193.48</b>

Since there is no shortage of land, this scenario assumes that existing vacant units or units in need of maintenance would not be inhabited or redeveloped, leaving dilapidated and unoccupied units within residential areas. Some residential growth would occur scattered throughout the City with a majority of the growth occurring on the outer limits of the City in the northwest near the lake and the southeast area of the City, as shown in Figure 4.3. This tendency to spread out and remain low-density places new units in existing open space, and some of the units in the northwest will not be connected to municipal services including sewer systems.

**Figure 4.3 Business As Usual Conceptual Housing Map**

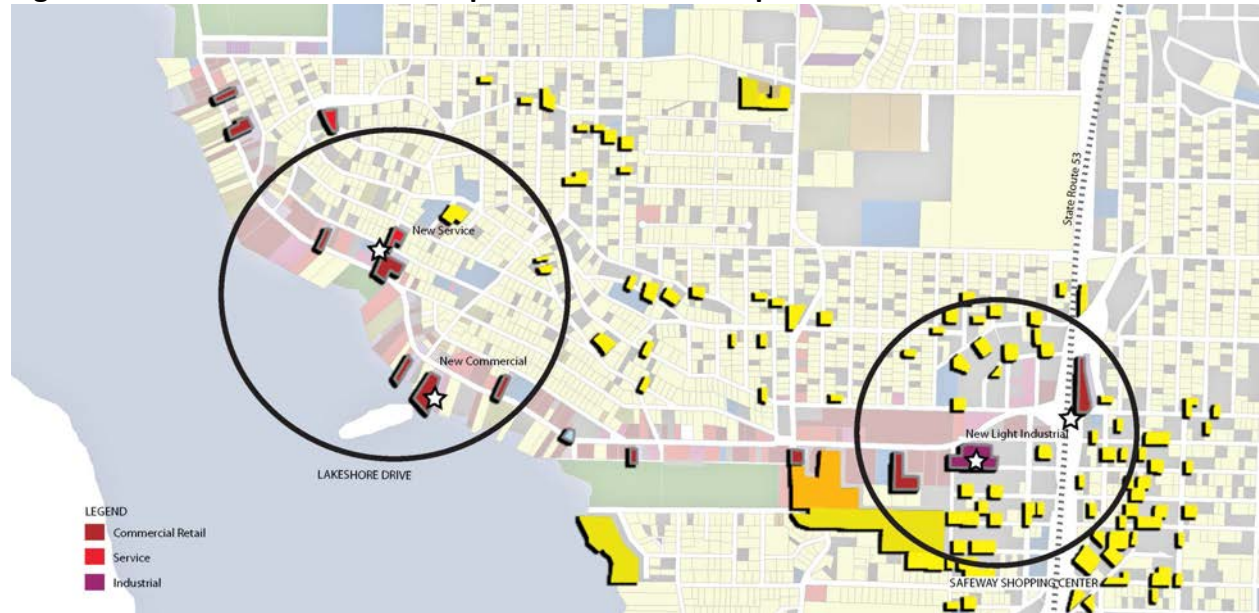


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## Commercial Land Use

Business as Usual will accommodate commercial growth throughout the City, with the majority of commercial uses along Lakeshore Drive, Dam Road, and Olympic Drive. As shown in Figure 4.3, some of the new commercial uses would occupy existing vacancies along Lakeshore Drive, while new commercial development would infringe upon vacant land and border residential areas. Some industrial or light industrial uses may be located along Lakeshore Drive towards State Route 53 in existing large vacant lots.

**Figure 4.3 Business as Usual Conceptual Commercial Map**



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Job growth by 2040 projects a need for space to accommodate **688** new jobs in Clearlake. Since there is an abundance of vacant land, the Business As Usual Scenario is expected to address all expected growth and meet future employment need. This scenario is able to accommodate land for 274 commercial retail jobs, 61 office jobs, 292 service jobs, 41 industrial jobs, and 20 other jobs as illustrated in Table 4.2.

**Table 4.2 Business As Usual Growth: Proposed Commercial Densities**

Land Use Designations	Acreage	Standards for Jobs/Acres	Job Growth Potential (Maximum)
Commercial Retail	13.8	20	274
Office	1.4	42	61
Service	1.8	160	292
Industrial	8.8	4.6	41
Other	.2	114	20
<b>Total</b>	<b>26</b>		<b>688</b>
Existing Number of Jobs			4,866
2040 Business As Usual Job Target			688
2040 Business as Usual Job Need			688
Total Additional Jobs Accommodated by 2040			688
<b>Jobs Still Needed to Meet Target</b>			<b>0</b>



# Key Growth Areas

Clearlake has plenty of vacant land to accommodate future growth; therefore, there is no compelling reason why new development would concentrate in specific growth areas. There is no indication from past development trends that new residential development would be centered within the downtown corridor instead of along the periphery of the City. The abundance of vacant land bordering existing residential areas presumes future residential development would most likely locate in the northwest near Borax Lake, and within the eastern portion of the City in the Avenues. Commercial development would be scattered in commercial zones, with some new businesses occupying vacant buildings along Lakeshore Drive and Olympic Drive. Following existing trends, the commercial development along Lakeshore Drive would be a combination of office, service, and commercial retail, without any specific focus on tourism or visitor serving uses. The Business as Usual Scenario does not propose new development centered in the downtown and does not cluster new residential development near existing public facilities or service amenities. Under this scenario, the City would largely remain as it is today; spread out without a main regional identity or commercial center.

The following sections discuss the implications of Business as Usual Scenario on land use patterns. Illustrations enable comparisons of existing and potential future patterns of land development.

## Old Highway 53 to State Route 53

Figure 4.4 and Figure 4.5 shows Lakeshore Drive between Old Highway 53 and State Route 53. The exiting IGA supermarket is located to the left of Figure 4.4. Existing land to the right of the IGA area is primarily vacant with a few scattered commercial properties.

**Figure 4.4 Lakeshore Drive -Old Highway 53 to State Route 53- Existing Pattern**



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Figure 4.5 shows what this area might look like in the future. Under the Business as Usual Scenario, the future of this area may have more commercial and residential development. Additional retail and service establishments would be developed along Lakeshore Drive, with some visitor serving uses at the intersection with State Route 53. The larger vacant lots have potential to house light industrial uses bordering existing commercial spaces. The vacant residential properties could house more low-density residential uses scattered over the landscape.

**Figure 4.5 Lakeshore Drive- Old Highway 53 to State Route 53- Potential Future Pattern**



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## The Avenues

The eastern residential part of the city, here referred to as “the Avenues” is made up primarily of low-density residential housing and vacant land as shown in Figure 4.6.

In the future, this area could have more housing, but following existing patterns of growth means that development will not be concentrated in any one particular area. The undeveloped land on the border of the City could be converted into low density residential use, represented in yellow on Figure 4.7.

**Figure 4.6 The Avenues- Existing Pattern**



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**Figure 4.7 The Avenues- Potential Future Pattern**



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## Austin Park

Figure 4.8 shows an aerial view of the Austin Park area and surrounding commercial and public uses. This is one of the few designated open space areas with civic buildings and recreational opportunities. It is home to City Hall, the police station, and some commercial buildings.

Shown in Figure 4.9, the Business as Usual Scenario does not envision any additional downtown improvements, either in civic or commercial uses. The existing open space and recreation areas would remain unchanged. However, this scenario does have the potential to lead to further privatization of the waterfront, with residential development occurring on private parcels along the Lake. As noted earlier, most of the residential development would take place on the border of the City, leaving the City center mostly untouched.

**Figure 4.8 Austin Park- Existing Pattern**



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**Figure 4.9 Austin Park- Potential Future Pattern**



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## Circulation

The Business as Usual Scenario does not envision significant changes to Clearlake’s circulation system. Under this growth model, circulation would remain auto-oriented with minimal expansion of pedestrian and bicycle facilities. This scenario, however, includes those improvements that are already in the pipeline. Proposed transportation improvements include some additional bicycle and pedestrian enhancements for connectivity and safety purposes. The Lake County bike plan will be implemented in the Business as Usual Scenario. The Bike Plan proposes completing the network of bike lanes throughout the City. The Safe Routes to School project is also included in the Business as Usual Scenario in an attempt to increase pedestrian safety and improve sidewalk conditions. Main areas of focus for pedestrian improvements include heavy traffic routes such as Lakeshore Drive and 40<sup>th</sup> Ave as depicted in Figure 4.10.

Figure 4.11 shows a map of the future motorized circulation network under the Business as Usual Scenario. No additional transit routes, circulation improvements, or transit amenities are envisioned. The circulation system would remain as it is today. The only improvement included is the Dam Road extension project which will extend Dam Road to 18<sup>th</sup> street.

**Figure 4.10 Business as Usual Non-motorized Circulation Map**

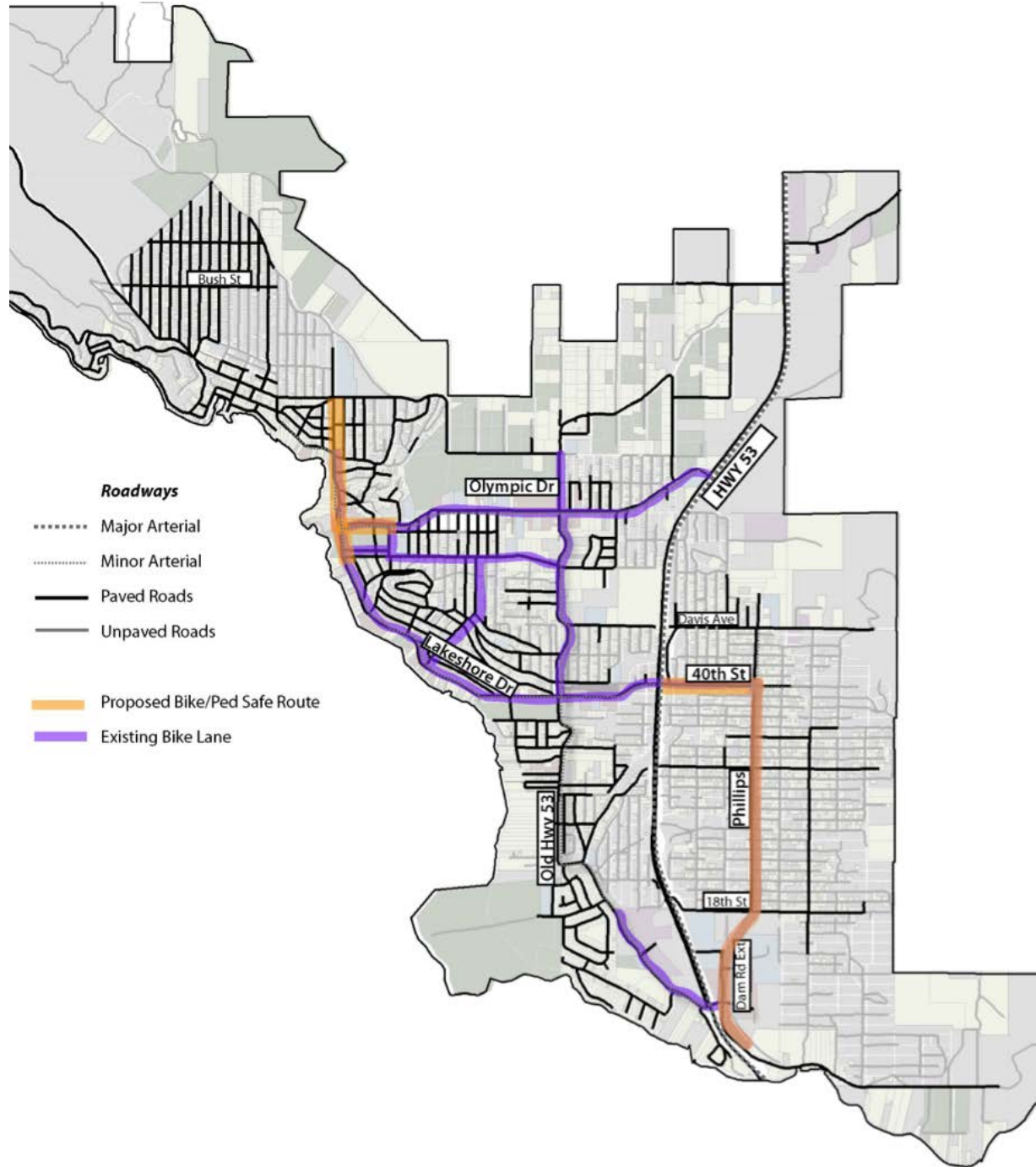
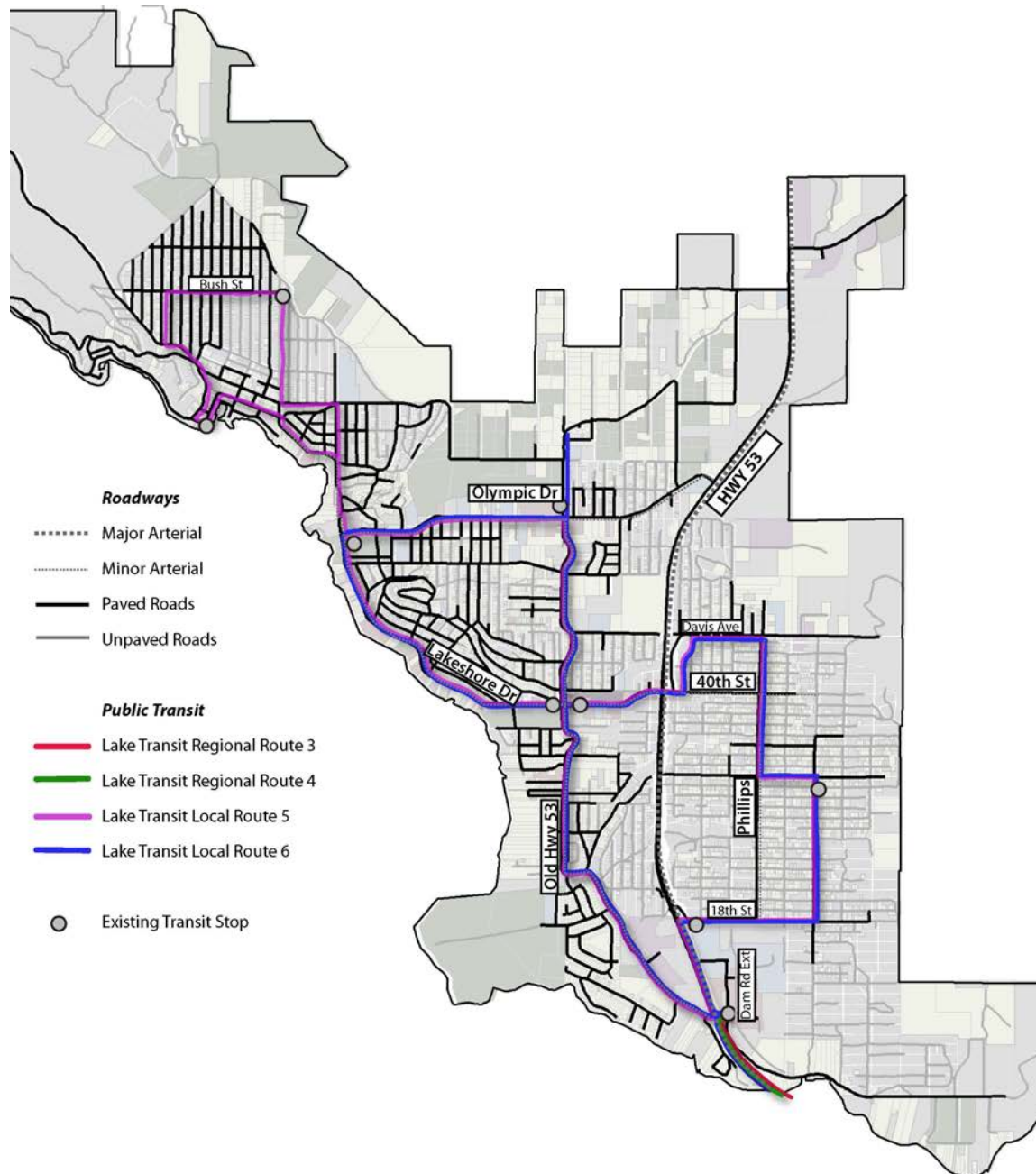


Figure 4.11 Business as Usual Motorized Circulation Map



## Outcomes

The possible outcomes of the Business as Usual Scenario include conversion of vacant land to low-density residential development, scattered commercial buildings, and no additional public improvements. The waterfront will continue to be developed and privatized. Residential development will continue to be scattered throughout the City and will lead to building within high-risk fire and flood zones. Residents, especially those on the outskirts of the City, will

remain isolated from key city services and amenities. The path of auto-oriented growth will be maintained with no additional pedestrian, bicycle, or transit improvements.

## C. INFILL AND REDEVELOPMENT

### Growth Assumptions

The Infill and Redevelopment Alternative emphasizes the utilization of vacant parcels in order to transform the City of Clearlake's traditional growth pattern into one which emphasizes an efficient use of the land. In contrast to Business as Usual, Infill and Redevelopment envisions a purposeful approach to development through concentrated growth around the following strategic areas:

1. Lakeshore Drive between Old Hwy 53 and State Route 53 (SR 53) (Gateway at Lakeshore Drive and SR 53).
2. Lakeshore Drive from Old Hwy 53 to Austin Park (Lakeshore Drive Corridor)
3. Austin Park
4. Olympic Drive from Austin Park to SR 53 (Olympic Drive Corridor)

Infill and Redevelopment in these specific areas can help Clearlake meet its future commercial and residential needs more efficiently than business as usual. Community feedback emphasized the importance of encouraging commercial growth that would support residential service needs as well as enable a balanced approach to economic development. The provision of diverse housing and job options aims to bring balance to the community.

Growth assumptions for this alternative include:

1. Infill and redevelop vacant and underutilized parcels, respectively
2. Create an economically vibrant downtown atmosphere along Lakeshore Drive.
3. Generate opportunities for more commercial, civic, and recreational activity within proximity to residents, such as mixed-use development at Austin Park and along Lakeshore Drive.
4. Welcome visitors and residents to Clearlake with Gateway development at Lakeshore Drive and SR 53.
5. Maximize the safety of arterial streets, Lakeshore Drive and Olympic Drive, for pedestrians, bicycles, and automobiles.
6. Build capacity in Clearlake for economic growth and vibrant social interaction.
7. Instill a sense of community pride.

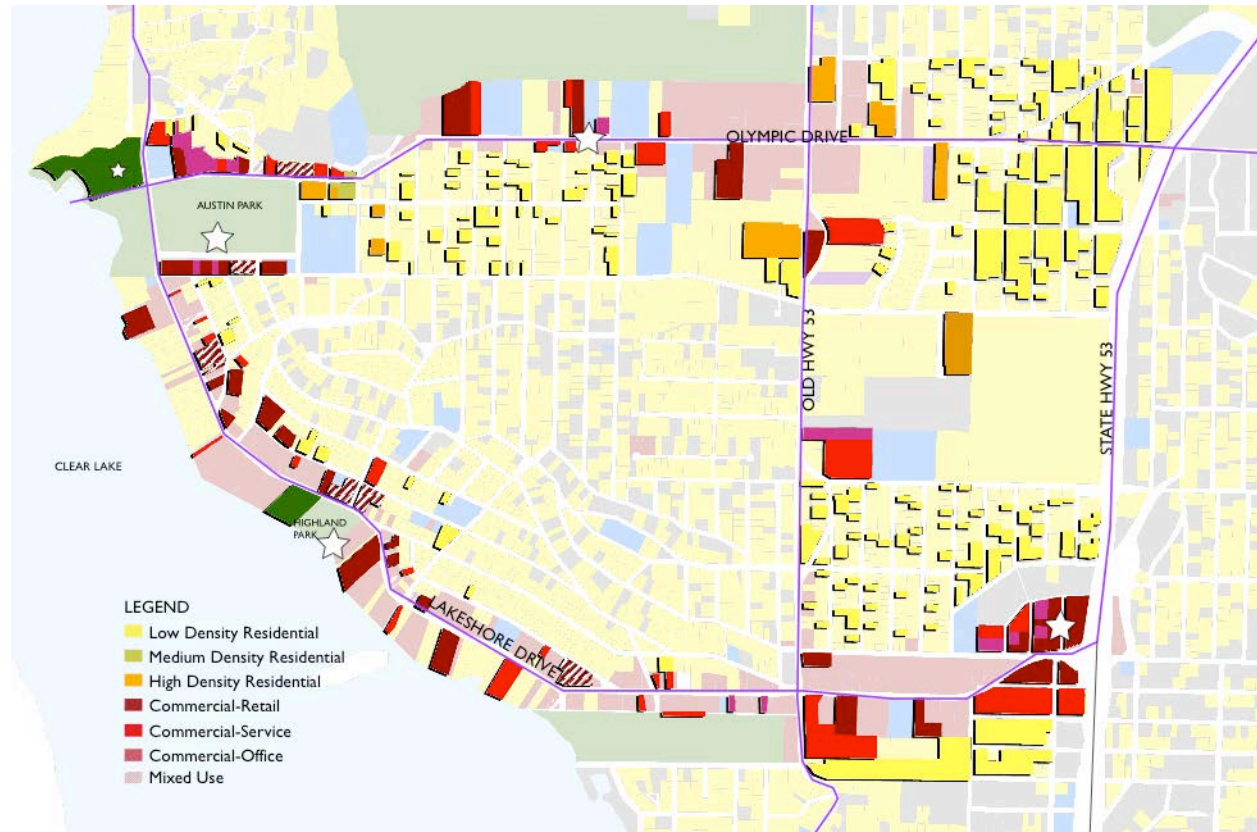
### Conceptual Land Uses

Low-density residential housing with some higher density housing options is proposed under this alternative in order to maintain Clearlake's small-town feel while anticipating future growth. Commercial retail, service, and some office uses are proposed to foster additional economic activity around Clearlake's existing commercial hubs. Mixed-use development along Lakeshore Drive and Austin Park is another strategy to bring people closer to commercial and



social needs while simultaneously contributing to a stronger sense of community. Figure 4.12 shows the conceptual land use designations under the Infill and Redevelopment alternative.

**Figure 4.12 Infill and Redevelopment Conceptual Land Use Map**

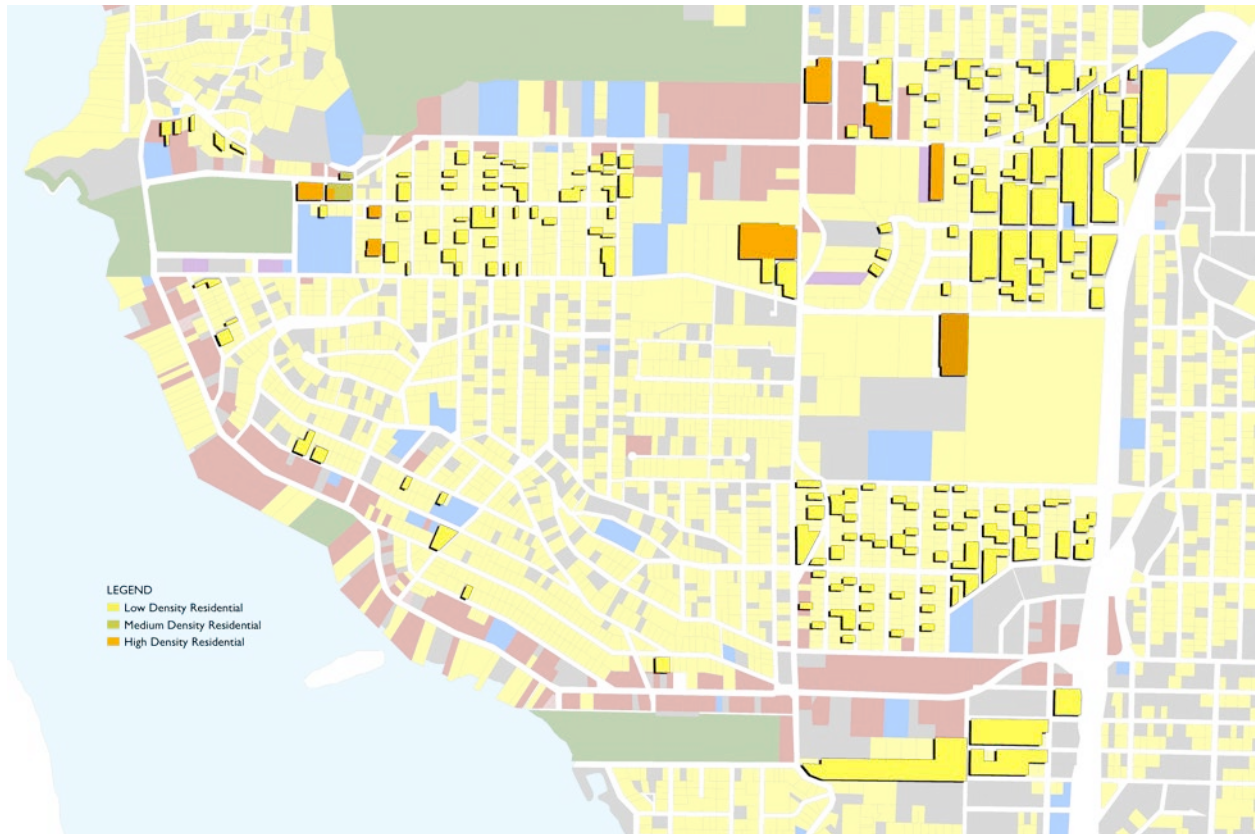


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## Housing

The Infill and Redevelopment alternative concentrates residential and commercial growth in select areas of the City. While single-family housing will continue to dominate the market in Clearlake in this alternative, it differs from Business as Usual by concentrating within the boundaries of the above-mentioned areas of focus. A variety of housing that provides affordable and multi-family options is proposed in this Alternative. Medium-density housing, similar to the multi-family housing found along Olympic Drive, will continue to be developed. Additionally, Mixed-Use housing is proposed at strategic areas along Lakeshore Drive and in proximity to Austin Park in order to diversify housing options as well as bring economic and pedestrian activity to the street. Residential options in a vibrant shopping downtown area can be marketable to tourists and potential income-property investors who are interested in property near the lake and downtown core. Figure 4.13 highlights the housing plan under the Infill and Redevelopment Scenario alternative.

**Figure 4.13 Infill and Redevelopment Conceptual Housing Map**



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## Commercial

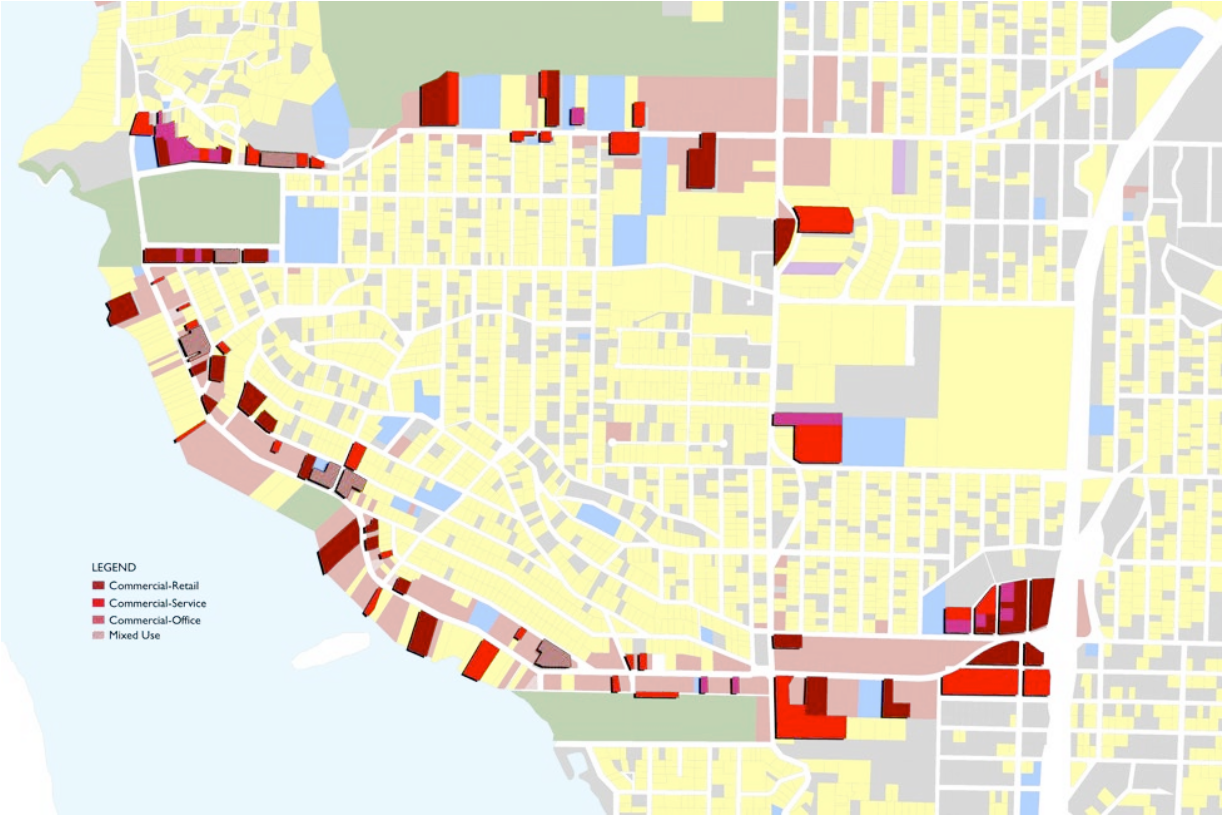
Community members emphasized how important fostering job growth and economic development was for Clearlake. This Alternative bolsters commercial development at the gateway of Lakeshore Drive, throughout Lakeshore Drive, and along Olympic Drive. These commercial centers differ significantly, and are addressed in a subsequent section entitled Key Growth Areas.

## Mixed-Use

Mixed-Use development integrates residential and commercial land uses to provide numerous social and economic benefits. Reducing the distance between housing, workplaces, retail businesses, and other destinations makes for more transportation efficient, compact, and safe neighborhoods for automobiles, pedestrians, and bicyclists. Increased pedestrian activity encourages social interaction and contributes to strong neighborhood character. Greater housing variety and density are characteristic of mixed-use development which gives potential

residents flexible housing options. The distribution of commercial retail, service, office, and mixed-use land uses is shown in Figure 4.14.

**Figure 4.14 Infill and Redevelopment Conceptual Commercial Map**



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## Key Growth Areas

### Lakeshore Drive

Following guidance from the 2007 Vision Task Force document, a primary goal identified by the community is to improve the atmosphere along Lakeshore Drive. The Infill and Redevelopment scenario pursues this goal by emphasizing commercial and residential uses and improved circulation for different users, such as pedestrians, bicyclists, and automobiles. This strategy encourages mixed-use development and multi-modal circulation patterns in order for Lakeshore Drive to become vibrant, possess characteristics of a main downtown corridor, and act a center of civic activity. To achieve this, the alternative envisions the expansion of Highland Park and the creation of activity nodes along Lakeshore Drive. In an effort to maintain the scenic benefits of Clear Lake from Lakeshore Drive, this alternative proposes lower density development along the lakefront side of Lakeshore Drive, limiting buildings to one or two stories with a maximum density of 15 dwelling units per acre. On the land side however, a slightly higher density allowing one to four stories and a maximum density of 25 dwelling units per acre can enable even more people to receive the benefits of lake views and access afforded

by the lower density development along the Lake. Figures 4.15 and 4.16 show Lakeshore Drive as it exists today and how it might look based on the growth assumptions for the Infill and Redevelopment Scenario.

**Figure 4.15 Lakeshore Drive Existing Pattern**



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**Figure 4.16 Lakeshore Drive Proposed Pattern under Infill and Redevelopment**



## Austin Park

The scenario proposes the expansion of Austin Park and the introduction of new commercial, mixed-use, and medium-density residential uses. The objective is to create more opportunities for civic, recreational, and commercial activities. Figures 4.17 and 4.18 show the existing development pattern and proposed changes to the Austin Park area. The Austin Park area will be a resident and tourist destination that instills a sense of community pride in Clearlake. The plan for Austin Park under this scenario considers the development obstacle of a natural gas leak located at the Southern end of the park. This scenario is proposed under the key assumption that the leak would be remediated in order to pursue further development of this area.

**Figure 4.17 Austin Park Existing Pattern**



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**Figure 4.18 Austin Park Proposed Pattern under Infill and Redevelopment**



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### Olympic Drive Corridor and the Gateway at Lakeshore Drive and State Route 53

Olympic Drive Corridor and the Gateway at Lakeshore Drive and SR 53 are areas designated to meet Clearlake’s commercial needs and support a good number of jobs. These areas are well suited to accommodate service and retail uses as well as some medium-density residential development. The intersections of Lakeshore Drive and Olympic Drive at SR 53 represent strategic locations for Gateway development to welcome visitors and residents to the City. More service-type retail is envisioned for Olympic Drive to serve the needs of residents. As shown in Figure 4.20, the Gateway at Lakeshore and SR 53 is more focused on welcoming and accommodating the commercial needs of visitors. A significant number of office jobs are proposed in this area, providing an opportunity for head-of-household and income sustaining type jobs that are needed to support residents and families in Clearlake. See Table 4.5 for a discussion of the allocation of jobs among key growth areas.

**Figure 4.19 Gateway at Lakeshore Drive and SR 53 Existing Pattern**



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**Figure 4.20 Gateway at Lakeshore Drive and SR 53 Proposed Pattern under Infill and Redevelopment**

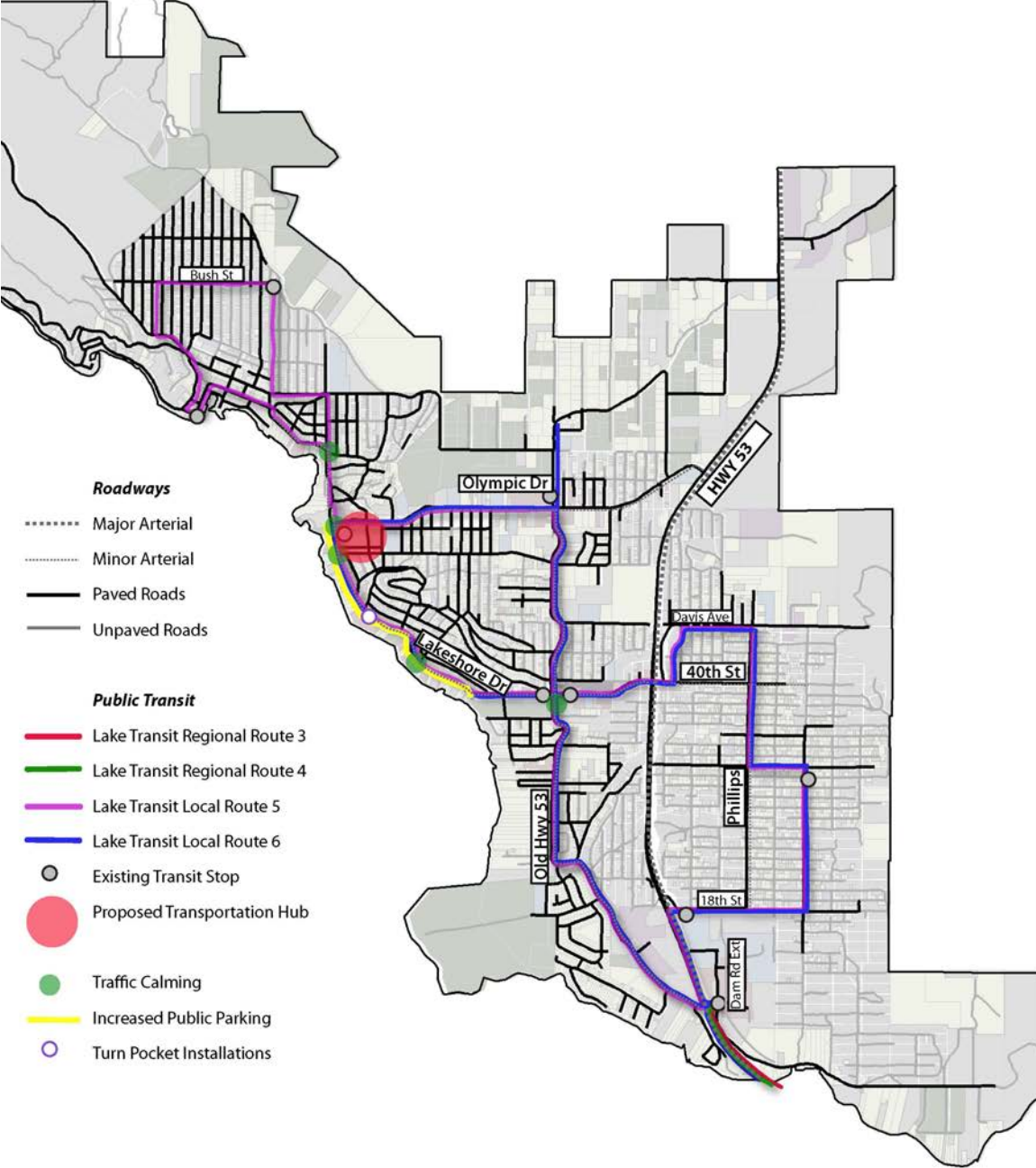


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# Circulation

The Infill and Redevelopment Alternative proposes a multimodal circulation plan that reduces automobile dependency and promotes multiple modes of transportation. Illustrated in Figure 4.21, a multimodal circulation plan is an essential component to support the mixed-use and infill development proposed in this growth scenario. The objective is to improve the condition and safety of Clearlake’s main arterials, Lakeshore Drive and Olympic Drive, for pedestrians, bicyclists, and motorists.

**Figure 4.21 Infill and Redevelopment Motorized Circulation Map**



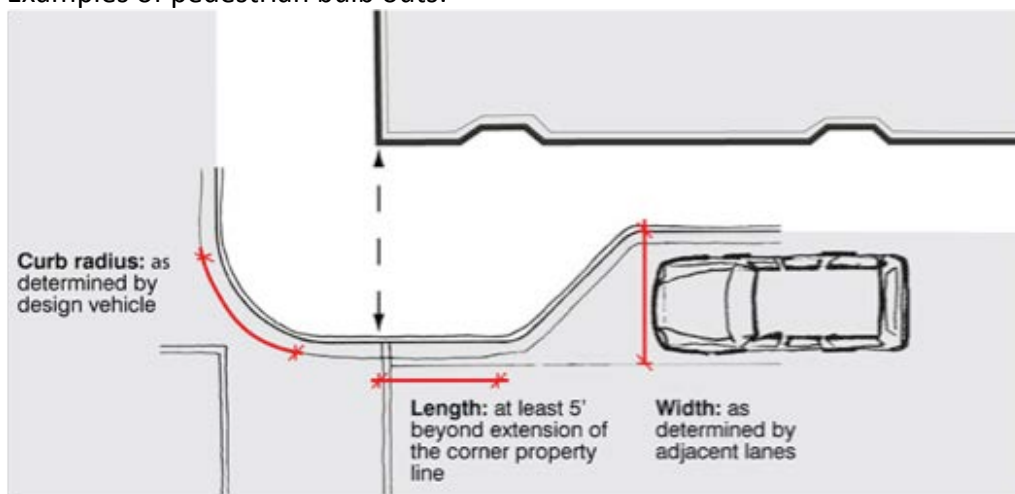
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## Pedestrian and Bicycles

The scenario proposes an extensive network of mobility options for pedestrians and bicyclists through the provision of walkways and bicycle routes that would enable connectivity and access to Clearlake's commercial, recreational and civic activities. Key mixed-use and pedestrian-oriented areas such as Austin Park and Lakeshore Drive are priority areas for pedestrian and bicycle infrastructure improvements, shown in Figure 4.22. Sidewalks, bike lanes, seating, trashcans, and tree-canopies are some of the amenities anticipated in this alternative to create a more walkable community. Multiple traffic calming methods can create a safe environment for non-motorized modes of transportation. These measures include, but are not limited to, crosswalks, bulb-outs and crossing islands. Improving road conditions for multi-modal users helps achieve the desired vibrant downtown Lakeshore Drive atmosphere and increases level of access between residential neighborhoods and commercial corridors. Additional bike lanes and sidewalks provide the necessary infrastructure needed to facilitate the increase in these alternative modes of transportation. A wide array of options redistributes the trips among modes, increasing the number of trips made by bicycle or walking and acting as a disincentive for single occupancy automobile use, in particular for short trips.

Examples of pedestrian bulb outs:



Examples of bike lanes:



## Automobiles

Road improvements are a priority for the City of Clearlake. This alternative focuses improvements along Lakeshore Drive and Olympic Drive. Community feedback emphasized the need for additional and more convenient parking opportunities along these arterial commercial corridors. This scenario addresses Clearlake’s parking needs with increased public parking along Lakeshore Drive, a parking facility north of Austin Park, as well as the addition of on street parking. Along the main corridors of Lakeshore Drive and Olympic Drive, on street parking is suggested in the form of parallel and angled parking. This addition slows traffic to create more of a small town Main Street atmosphere while also increasing motorist safety.

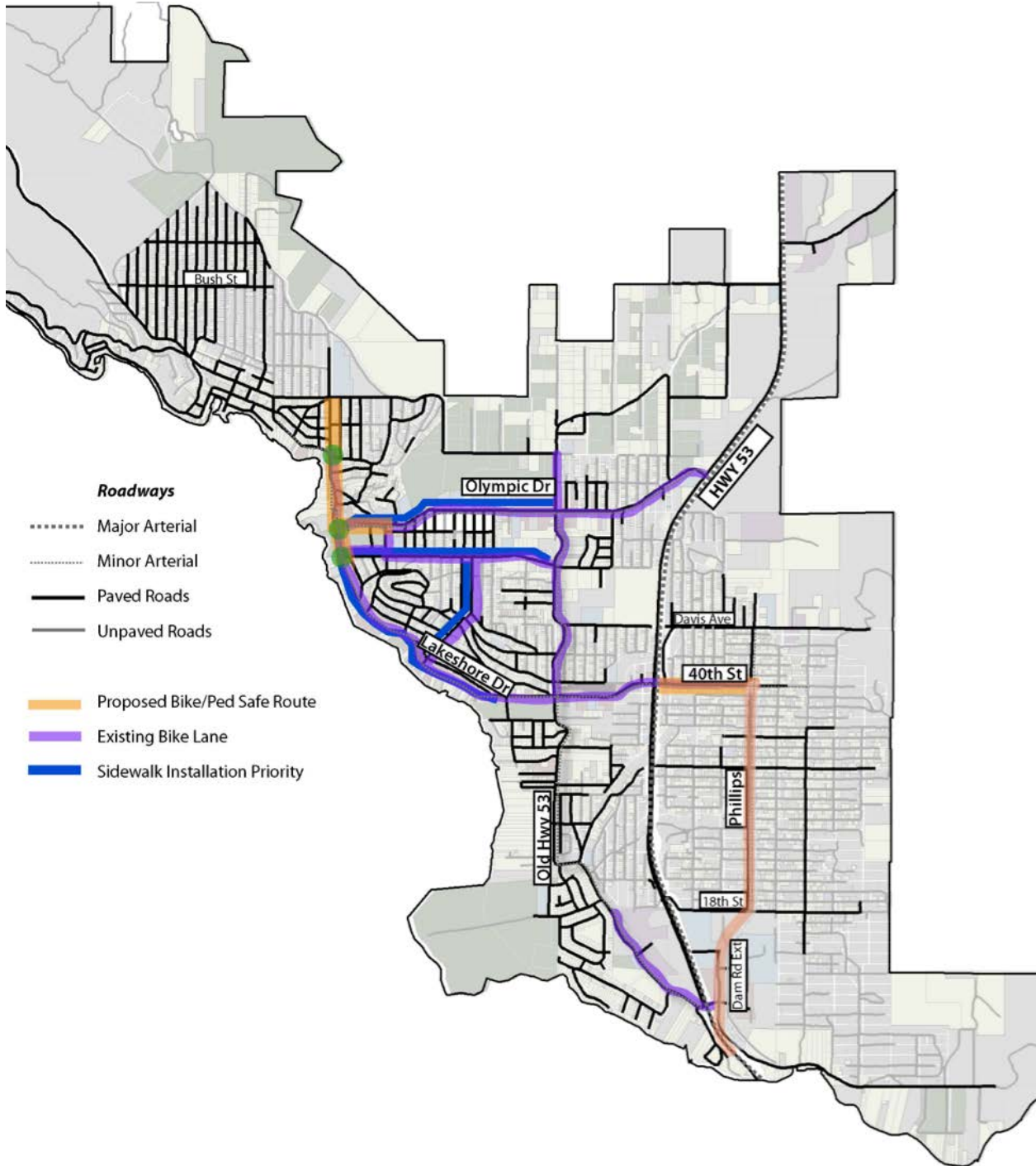
### *Example of angled parking along downtown corridor*



## Transit

A transit hub is suggested at Austin Park to support users of the park and surrounding facilities. This Alternative proposes increases in frequency of service. Increases in bus arrival frequency gives residents options when choosing how to get from one point to another. Increased use of transit can alleviate a portion of short distance automobile trips within the City.

**Figure 4.22 Infill and Redevelopment Non- Motorized Circulation Map**



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# Outcomes

The Infill and Redevelopment Alternative proposes job and housing growth focused around Clearlake’s arterial corridors Lakeshore Drive and Olympic Drive. The objective is to make good use of property surrounding the major circulation corridors. A major outcome from this alternative is the proposed use of vacant and underutilized parcels. Putting these places to efficient and productive commercial use should lead to a strengthening of the tourism economy and the production of retail and service sector jobs. Additionally, the focus of development in this area could lead to smaller infrastructure costs, delivering needed public services to a smaller radius of customers than patterns under Business as Usual.

Table 4.3 outlines the proposed land use designations for each of the development focus areas and their proposed densities. These proposed densities reflect the desire of the community to see strategically planned areas for development. The community will find that maximum stories proposed in these land uses are greater than those that exist in these areas. The planning team determined that both strategic and compact development were needed in order to encourage the kind of economic growth and activity desired by the community.

<b>Table 4.3 Proposed Densities, Infill and Redevelopment</b>			
<b>Key Growth Areas</b>	<b>Proposed Land-Use Designation</b>	<b>Number of Stories (Max)</b>	<b>Residential Density (Max Dwelling Units/Acre)</b>
Lakeshore Drive	Medium Density Residential	1-3	15DU/Acre
	Residential-Commercial Mixed-use	2-4	25DU/Acre
	Commercial Retail (lake side)	1-2	-
	Commercial Retail (land side)	1-4	-
Austin Park	Medium Density Residential	2-3	15DU/Acre
	Residential-Commercial Mixed-use	2-3	25DU/Acre
	Commercial Retail/Service	1-2	-
	Commercial Office	1-3	-
Olympic Drive	Low Density Residential	2	5DU/Acre
	Medium Density Residential	3	15DU/Acre
	Commercial Retail/Service	2	-
	Commercial Office	2	-
Gateway at State Route 53	Low Density Residential	2	5DU/Acre
	Medium Density Residential	2-3	15DU/Acre
	Commercial Retail/Service	1-3	-
	Commercial Office	1-3	-

## Residential Land Uses

Future residential development is concentrated in four distinct areas. The objective is to encourage mixed-use development, increase medium density or multi-family housing, and steady the development of low density or single-family housing. Additionally, redevelopment in these areas is suggested to accommodate future residential needs within existing residential areas and improve the quality of housing and community character. Table 4.4 shows needed acreage and proposed residential density to accommodate the City’s future residential need up until 2040.

<b>Housing Sites</b>	<b>Approximate Acreage</b>	<b>Residential Density</b>	<b>Expected DU/Acre</b>	<b>Estimate Residential DU</b>
Austin Park	4	Medium and High	15 and 25DU/Acre	60
Lakeshore Drive	11	High	25DU/Acre	60
Gateway	18	Medium and Low	15 and 10DU/Acre	140
Olympic Drive	10	Medium and Low	15 and 10DU/Acre	290
Estimate Residential Dwelling Units added under Infill and Redevelopment Alternative				550
Existing Number of Dwelling Units (2010)				1,000
Maximum Total Dwelling Units under Infill and Redevelopment Alternative (2040)				1,550
Projected Number of Dwelling Units Needed (2040)				500
Dwelling Units beyond 2040 Projection				50

### Commercial Land Uses

Commercial land uses are also proposed in these four focus areas to support service, retail, and office jobs. Table 4.5 shows the distribution of jobs and corresponding land needed to accommodate the jobs needed in each employment sector. The proposed allocation by type of employment exceeds the estimated number of jobs needed by 2040 based on business as usual assumptions. This increase of types of jobs will provide job sector and job location options to the City and future business investors. Focusing and enabling development in each of these key growth areas will rely heavily on the standards that are set under each of these land uses.

<b>Key Growth Areas</b>	<b>Approximate Acreage</b>	<b>Land Use Designation</b>	<b>Standard for Jobs/Acre</b>	<b>Job Growth Potential</b>
Austin Park	4	Service/Retail and Office	15 and 40 Jobs/Acre	80
Lakeshore Drive	11	Service/Retail and Office	15 and 40 Jobs/Acre	170
Gateway	18	Service/Retail and Office	15 and 40 Jobs/Acre	305
Olympic Drive	10	Service/Retail and Office	15 and 40 Jobs/Acre	230
Maximum Jobs added under Infill and Redevelopment Alternative				785
Existing Number of Jobs				1,000
Maximum Jobs under Infill and Redevelopment Alternative				1,785
2040 Job Growth Target				688
Difference				97
Estimated Growth in Service/Retail Jobs				600
Estimated Growth in Office Jobs				150
Estimate Jobs in Other Category				35

## D. CLUSTERED GROWTH DEVELOPMENT

The Clustered Growth Development Scenario accommodates housing and job growth within a number of key areas in the City. In this alternative, the City can preserve existing low-density neighborhoods while accommodating future housing and employment needs through concentrated development. Presenting potential growth through clustered development provides tools to enhance conditions in the City and stimulate activity in underutilized areas. Clustered development has the potential to make vibrant neighborhood centers.

This alternative accommodates increases in housing and job need in five clusters within Clearlake. This scenario assumes that by 2040, there will be a need for an additional 500 housing units as well as 756 additional jobs. Circulation improvements will also be provided to increase access throughout the City.

### Growth Assumptions

The Clustered Growth Development Scenario is based on the following objectives:

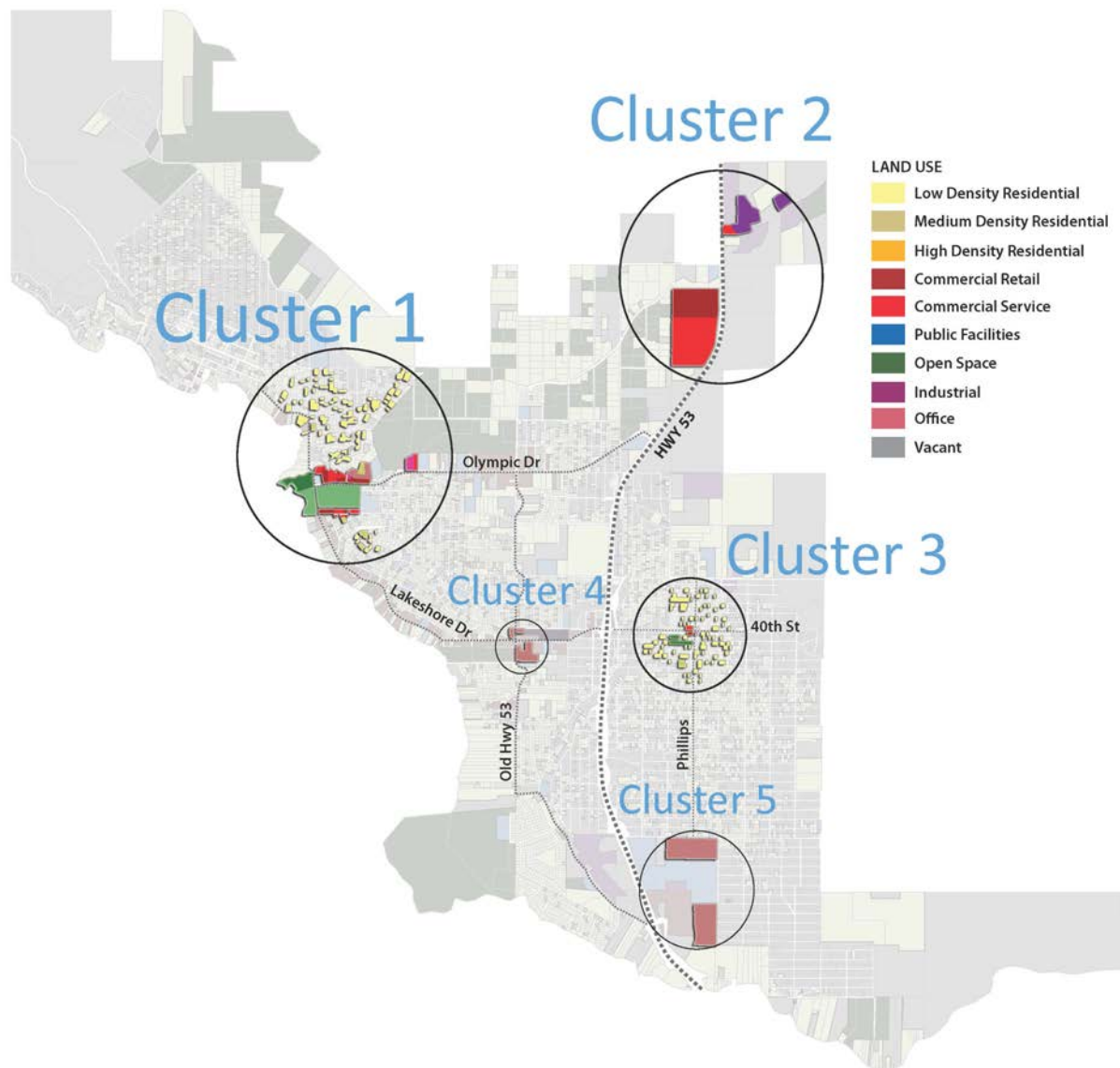
- Meeting the need for cultural activity centers
- Enhancing connectivity throughout the clusters
- Improving quality of single family housing
- Expanding low to medium density housing
- Allowing multi-family housing
- Preserved open space

### Conceptual Land Uses

The Clustered Growth Development Scenario plans for the future of Clearlake through 2040 to meet population growth and employment and housing needs. This alternative does this by: (1) providing a mix of uses, including commercial, office, and industrial to increase job opportunities in neighborhoods; (2) proposing enhanced civic and public spaces in Clusters 1 and 3; and (3) designating adequate housing opportunities to meet a variety of needs.

Conceptual land uses are illustrated in Figure 4.23 and are based on a number of factors, including the 2007 Vision Task Force Report, the 2012 City of Clearlake Background Report, community feedback, and the 2012 Land Use Inventory. Proposed land uses and densities in each of the Key Cluster areas are presented in Table 4.6.

**Figure 4.23 Clustered Growth Development Conceptual Land Use Map**



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The Clustered Growth Development Scenario uses mixed-use designations, centralized open and public space planning, and established central areas to create a cohesive and connected city, while concentrating growth at specific locations. Potential land use designations for establishing these goals are shown in Table 4.6. While densities will slightly increase from existing conditions, changes will still maintain the City’s small town character. Buildings will reach no more than a maximum of three stories; which is proposed in only two of the clusters: Cluster 1 and Cluster 5. Residential densities will be highest in these clusters as well, with a maximum of 7-15 du/acre.

<b>Key Growth Areas</b>	<b>Proposed Land Use Designations</b>	<b>Maximum Number of Stories</b>	<b>Residential Density</b>
Cluster 1: Austin Park	Residential, Commercial, Civic, Mixed-use, Office	3	7-15 du/acre
Cluster 2: Ogulin Canyon/ North Entrance	Light Industry, B&B	1	N/A
Cluster 3: The Avenues	Residential, Service, Retail, Open Space	2	7 du/acre
Cluster 4: Lower Lakeshore	Mixed-use, Retail, Service, Residential	2	7-15 du/acre
Cluster 5: Regional Shopping	Residential, Retail	3	15-25 du/acre

Clustered Growth Development concentrates development in the following key areas:

1. Austin Park
  - New residential, commercial, office, mixed-use, and Civic development, with a focus on civic uses and public space.
2. Ogulin Canyon/North Entrance
  - New light industrial and tourist-commercial use.
3. The Avenues
  - New clustered single-family residential development, accounting for green space and pocket parks at the neighborhood surrounding Phillips Avenue and 40th Avenue. Includes neighborhood- commercial uses and centralized multi-family housing.
4. Lakeshore Drive at Old Highway 53
  - New mixed-use residential/commercial development and new single-family residential development. Additional retail and service development.
5. Regional Shopping Center
  - New higher-density residential development, including mixed-use and multi-family housing development at the neighborhood

Cal Poly Planning Team’s population projection indicates that Clearlake’s population growth patterns suggest the City will house an additional 3,452 people by 2040, for a total population of 18,702 residents. The Clustered Growth Development Scenario allows for low to medium density housing throughout the clusters in the City to accommodate this growth.

## Key Growth Areas

The Clustered Growth Development Scenario focuses development on five key areas in the City. These areas, identified in Figure 4.23, were chosen based on previous plans as well as public opinion. The Lakeshore Drive Corridor Plan and the 2007 Vision Task Force Report had previously identified several of these areas for future development. Cluster 1 and Cluster 4 were identified in the Lakeshore Drive Corridor Plan, while the Vision Task Force Report recognized Cluster 2 as a key area for light industrial use and tourism growth. Cluster 3 and



Cluster 5 recognize the need for improvements to impoverished residential areas, ease of access between residential and commercial uses, and increase of choice in housing options, as identified in community meetings.

## Cluster 1 – Austin Park

Cluster 1 is located in the area surrounding Austin Park in the northwest section of the City. This area can act as the central hub of Clearlake; and can accommodate single family, multi-family, and mixed-use housing; as well as service, retail office, and other jobs as shown in Figure 4.24. The goal of this cluster is to provide a cultural activity center for all of Clearlake and promote visitor access to the lake. Cluster 1 promotes connectivity to and from all other clusters, provides amenities to assure accessibility, and promotes a healthy pedestrian - friendly environment.

Two unique amenities proposed in this cluster are the pedestrian only street along Austin Road, referred to here as “Lake Promenade”, and a one-way street connecting downtown Clearlake to Pomo Elementary School via Pomo Road. (The one-way street is discussed in greater detail in the Circulation section on page 101.) The City owned open space lot along the waterfront would act as a leisure park with public docks open to visitors. To promote community relations and health, an enhanced public library, community center, and recreation center are located in this cluster. Community feedback confirmed the desire to preserve low-density housing. Although this would be the most developed cluster in Clearlake, only low and medium density housing would be located in Cluster 1. The conceptual land use for Cluster 1 is depicted in Figure 4.24.

As shown in the Figure 4.24 as well as Figure 4.25, the majority of housing will remain single family (69%), with some multi-family (19%) and mixed-use (12%) development. Figure 4.26 shows the job breakdown in Cluster 1. The majority of jobs offered will be service (40%) as well as retail (38%), with some office (19%) and other (3%).

Figure 4.27 shows Austin Park and the surrounding area and Figure 4.28 illustrates what Cluster 1 could look like in 2040. Proposed development for commercial use is shown in red, and the purple building in the east could be a mixed-use building, a community center, or public library. Austin Road, located perpendicular to Lakeshore Drive, is the site of the proposed pedestrian only street, “Lakeside Promenade”.

Figure 4.24 Clustered Growth Development Conceptual Land Use Map, Cluster 1



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Figure 4.25 Cluster 1, Austin Park Housing

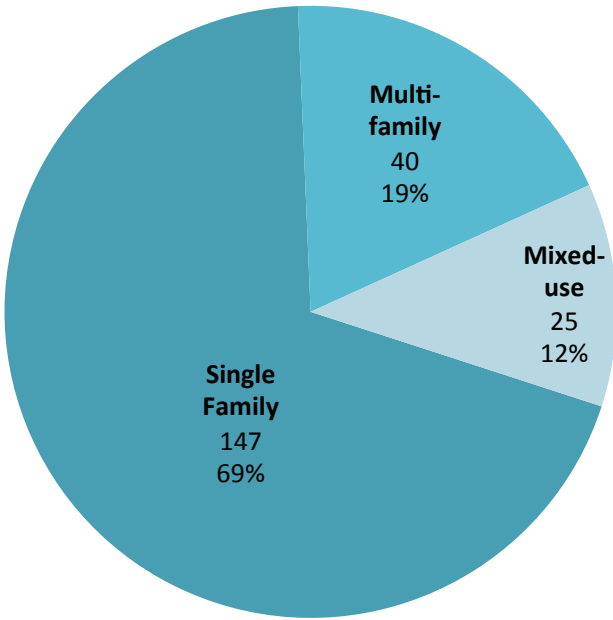


Figure 4.26 Cluster 1, Austin Park Jobs

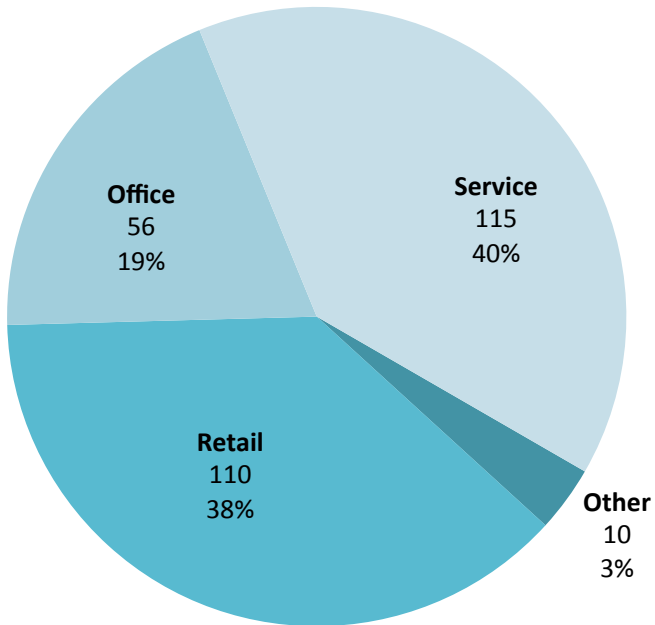
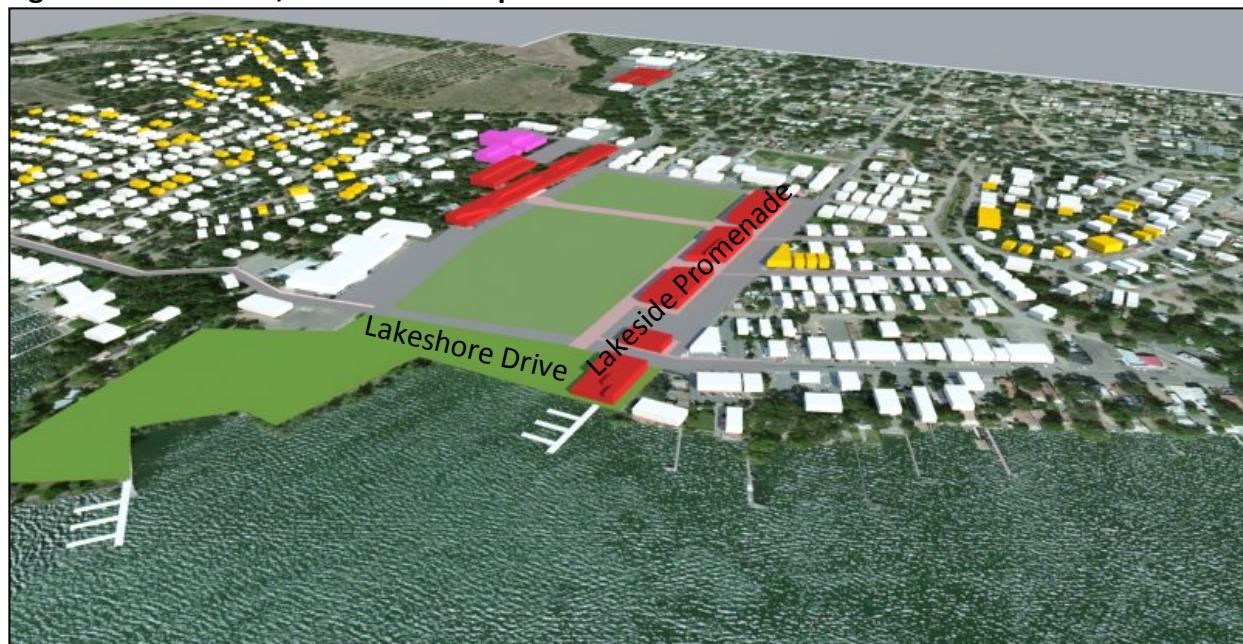


Figure 4.27 shows Austin Park as it exists today. In the future, green space, as shown in Figure 4.28, represents the additional open space on the waterfront side of Austin Park that can be turned into a waterfront leisure park complete with picnic tables and a recreational trail. In community meetings, public access from the lake to the City was mentioned as a topic of concern. To address this issue, the Clustered Growth Development Scenario proposes public boat docks in these areas.

**Figure 4.27 Cluster 1, Austin Park Existing Pattern**



**Figure 4.28 Cluster 1, Austin Park Proposed Pattern**



### Cluster 2: Ogulin Canyon/Northern Entrance

Cluster 2 is located at the northern entrance to the City. The purpose of this cluster is to provide an attractive entrance to Clearlake for residents, visitors, and those traveling through the City. This cluster will promote tourism with the addition of a bed and breakfast, a winery, and food services. It will also promote job growth in light industry, retail, service and other employment sectors. Along with tourism and job growth, another goal of Cluster 2 is to encourage physical health through the implementation of a meandering pedestrian trail, which connects to Cluster 1. These land uses are depicted in Figure 4.29.

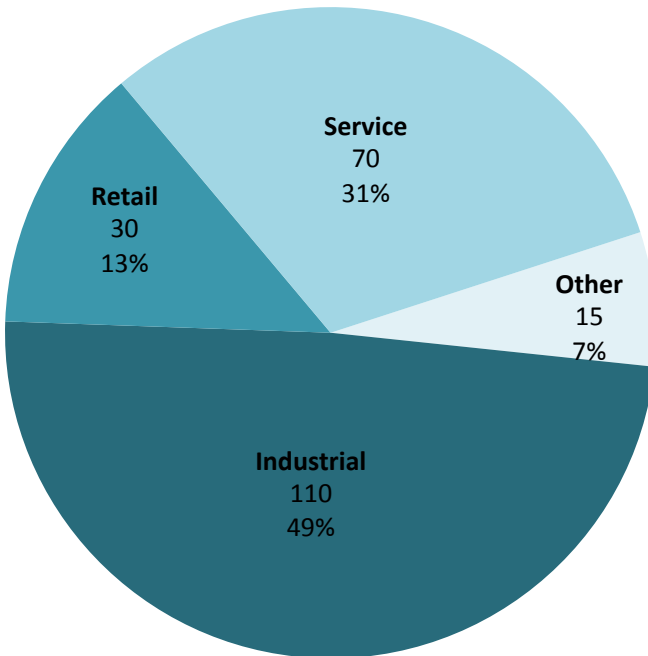
**Figure 4.29 Clustered Growth Development Conceptual Land Use Map, Cluster 2**



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Housing is not proposed in Cluster 2 due to the availability of land and other locations more appropriate for residential development within the City. Industrial employment opportunities were mentioned several times during community meetings, and Cluster 2 will accommodate job growth through industrial (49%), retail (13%), service (31%) and other commercial activities (7%), as shown in Figure 4.30.

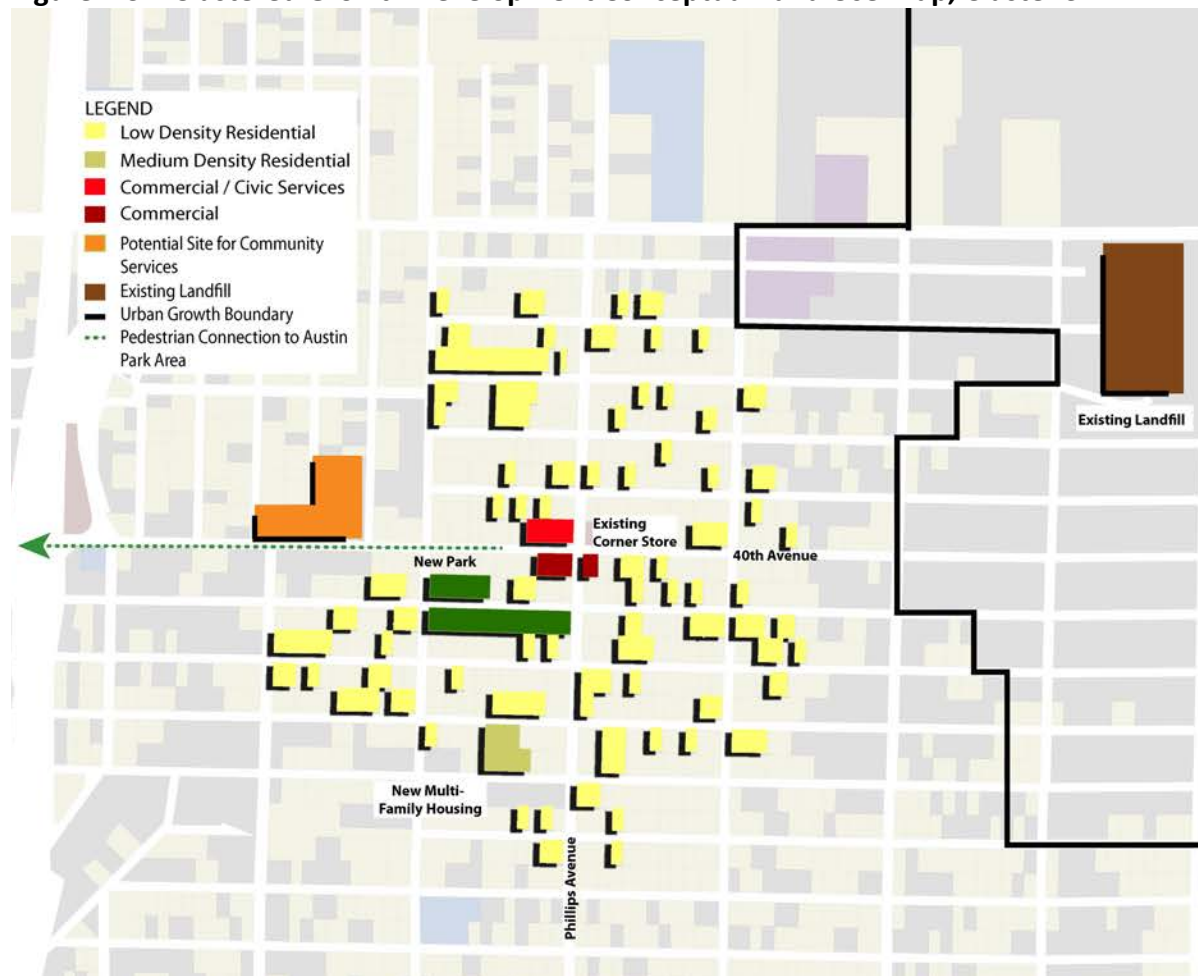
**Figure 4.30 Cluster 2, Ogulin Canyon/Northern Entrance Jobs**



### Cluster 3: The Avenues

Cluster 3 is located in the residential blocks surrounding the intersection of Phillips Avenue and 40th Avenue. Based on the 2012 Land Use Inventory and community feedback, this area is identified as one of the least desirable residential areas due to a lack of community cohesion, poor aesthetics and housing conditions, and a shortage of community services and amenities. The Avenues Cluster will accommodate residents by proposing more strategic housing growth, centered around pocket parks, a neighborhood park, a small retail neighborhood center to accommodate daily needs of residents and provide a centralized community space, and the inclusion of multi-family housing units. The goal of this cluster is to provide residents with a safe community-oriented neighborhood with recreational and retail opportunities. Figure 4.31 shows a conceptual overview of the Avenues cluster and illustrates the proposed land uses in Cluster 3 including a proposed neighborhood center and concentrated single-family homes. The orange buildings shown on the map are located on city-owned property lots which can be utilized for health service offices, a small community center, or any other civic use. The green spaces are proposed parks and pocket parks, which can serve the community by providing places to sit, community gardens, or small playgrounds for children.

**Figure 4.31 Clustered Growth Development Conceptual Land Use Map, Cluster 3**

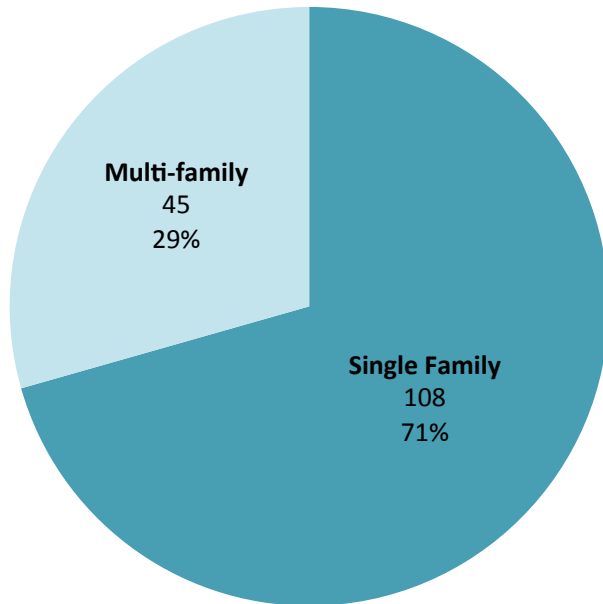


*Cal Poly Planning Team (2013)*

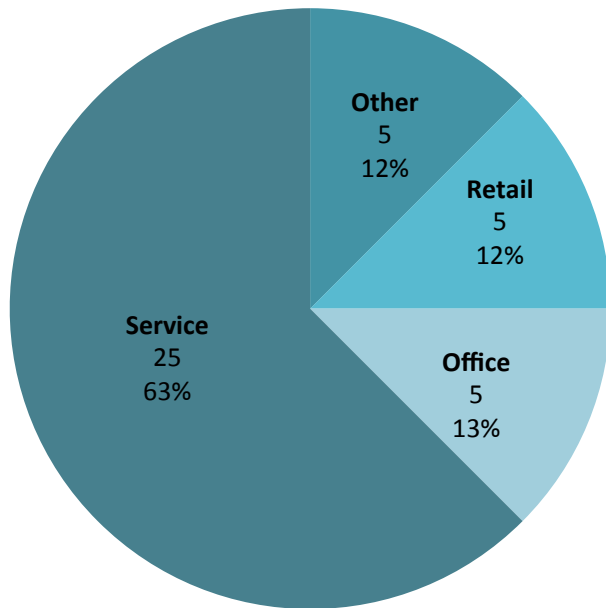
As shown in Figure 4.32, this cluster provides 45 (29%) new multi-family housing units and 108 (71%) new single-family units, while maintaining a low-density residential standard of 7 du/acre. A majority of neighborhood blocks are strategically clustered around small open spaces, designated for pocket parks or community gardens. The intention of this is to provide residents with a more scenic atmosphere while providing shared community spaces to promote neighbor-to-neighbor interactions and recreational activity. Multi-family housing is centralized near the neighborhood center at Phillips and 40th Avenues, in order to establish a center of activity.

Figure 4.33 depicts the allocation of jobs in Cluster 3. A neighborhood center at Phillips Avenue and 40th Avenue will include 25 (63%) service, 5 (12%) office, 5 (12%) retail, and 5 (12%) additional jobs, providing a small retail and service center, accommodating needs of residents. Although this area will be higher in density, building heights will not reach more than 2 stories. A public plaza area is proposed at the center of this space, promoting pedestrian activity.

**Figure 4.32 Cluster 3, The Avenues, Housing**



**Figure 4.33 Cluster 3, The Avenues, Jobs**

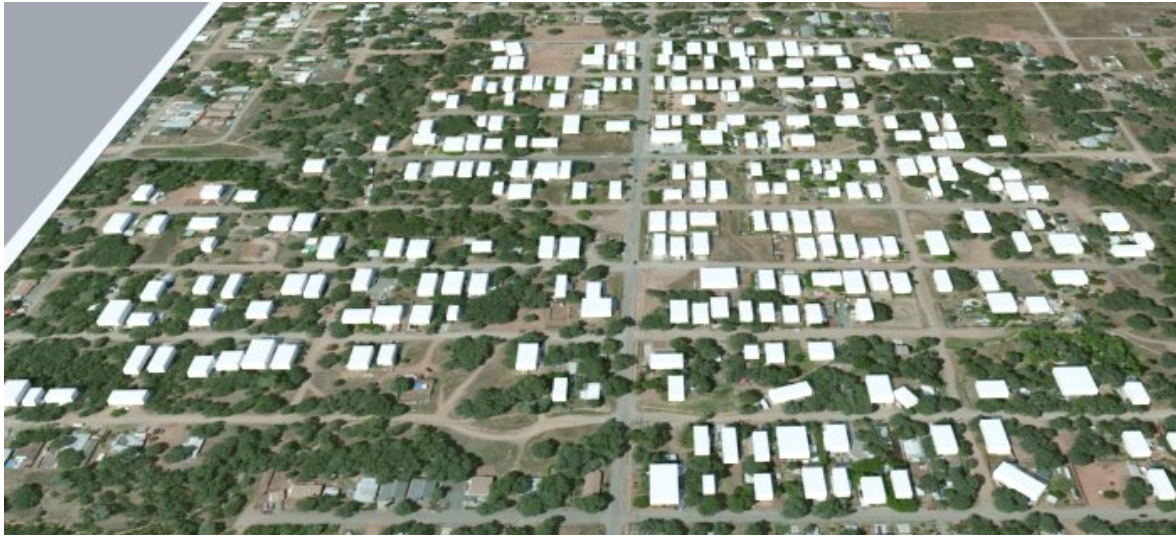


Figures 4.34 and 4.35 show a before and after view of Austin Park if the concepts outlined in the Clustered Development Scenario were implemented. As shown in Figure 4.35, a larger community park is proposed in the southwest area of the cluster, providing a place for children to participate in sports and play on a playground. Community meeting input identified a large concern for the inadequate provision of recreational opportunities for children living in the Avenues. The combination of the public park and smaller pocket parks would provide residents



with recreational opportunities, community interaction, and a more aesthetically appealing place to live. Additionally, a growth management boundary will be applied at the eastern edge of the neighborhood, primarily to prevent residential development from approaching a landfill area, but also to retain surrounding scenic views and open space. A potential site for a community center is also cited on the map in Figure 4.35 in orange, which could promote youth and senior development services, and a centralized community space for gathering and participating in activities and events.

**Figure 4.34 Cluster 3, The Avenues Existing Pattern**



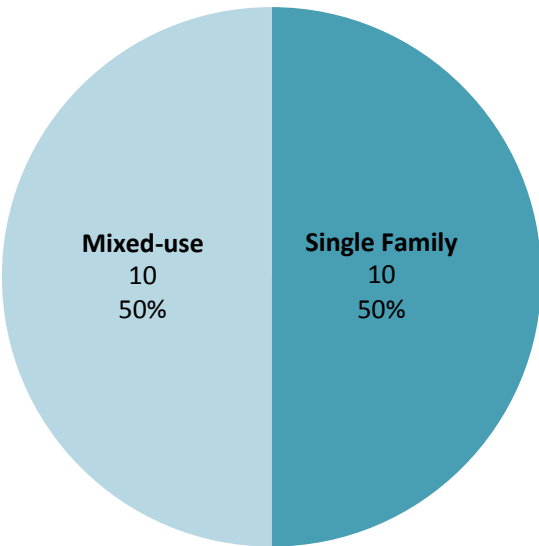
**Figure 4.35 Cluster 3, The Avenues Proposed Pattern**



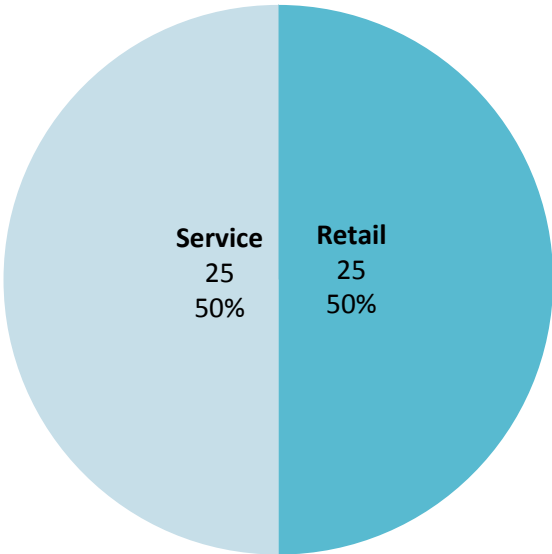
### Cluster 4: Lower Lakeshore at Old Highway 53

Cluster 4 builds on an existing cluster of development located at the intersection of Lakeshore Drive and Old Highway 53. As shown in Figure 4.36 and Figure 4.37, this cluster can accommodate ten mixed-use and ten single-family homes, as well as 25 service jobs and 25 retail jobs. The purpose of Cluster 4 is to absorb the remainder of job and housing need remaining after development of Clusters 1, 2, and 3.

**Figure 4.36 Cluster 4, Lakeshore Drive Housing**



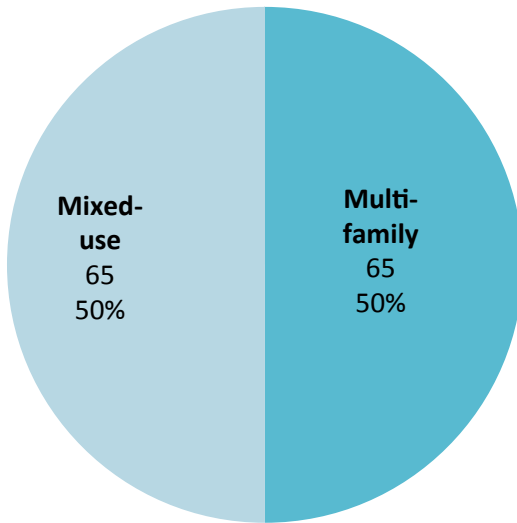
**Figure 4.37 Cluster 4, Lakeshore Drive Jobs**



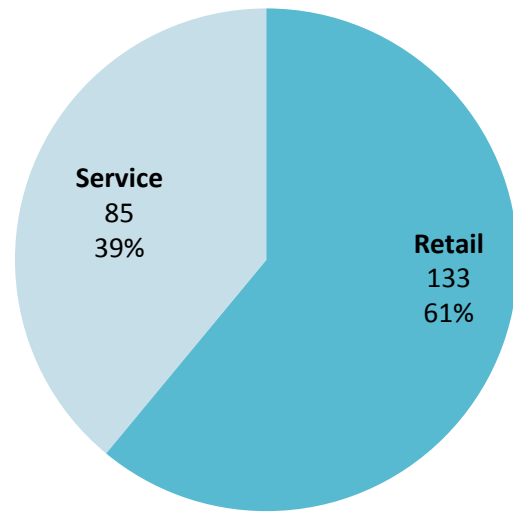
### Cluster 5: Regional Shopping Center

Cluster 5 is also an existing cluster of development that neighbors the Wal-Mart shopping center. As shown in Figure 4.38, this cluster can accommodate 65 mixed-use and 65 multi-family homes. Development in this area can accommodate job growth by providing 85 service jobs and 133 retail jobs, as shown in Figure 4.39. Increasing commercial development in this cluster also contributes to promoting the City as a regional shopping destination.

**Figure 4.38 Cluster 5, Regional Shopping Center, Housing**



**Figure 4.39 Cluster 5, Regional Shopping Center, Jobs**



## Circulation

To address the circulation needs of Clearlake, the Clustered Growth Development Scenario proposes a robust network of roads and paths to accommodate all users. This alternative provides opportunities for walking and biking, as well as a shuttle and enhanced bus system to better serve local public transit needs within the City as well as to other areas within the region.

### Non-motorized Circulation

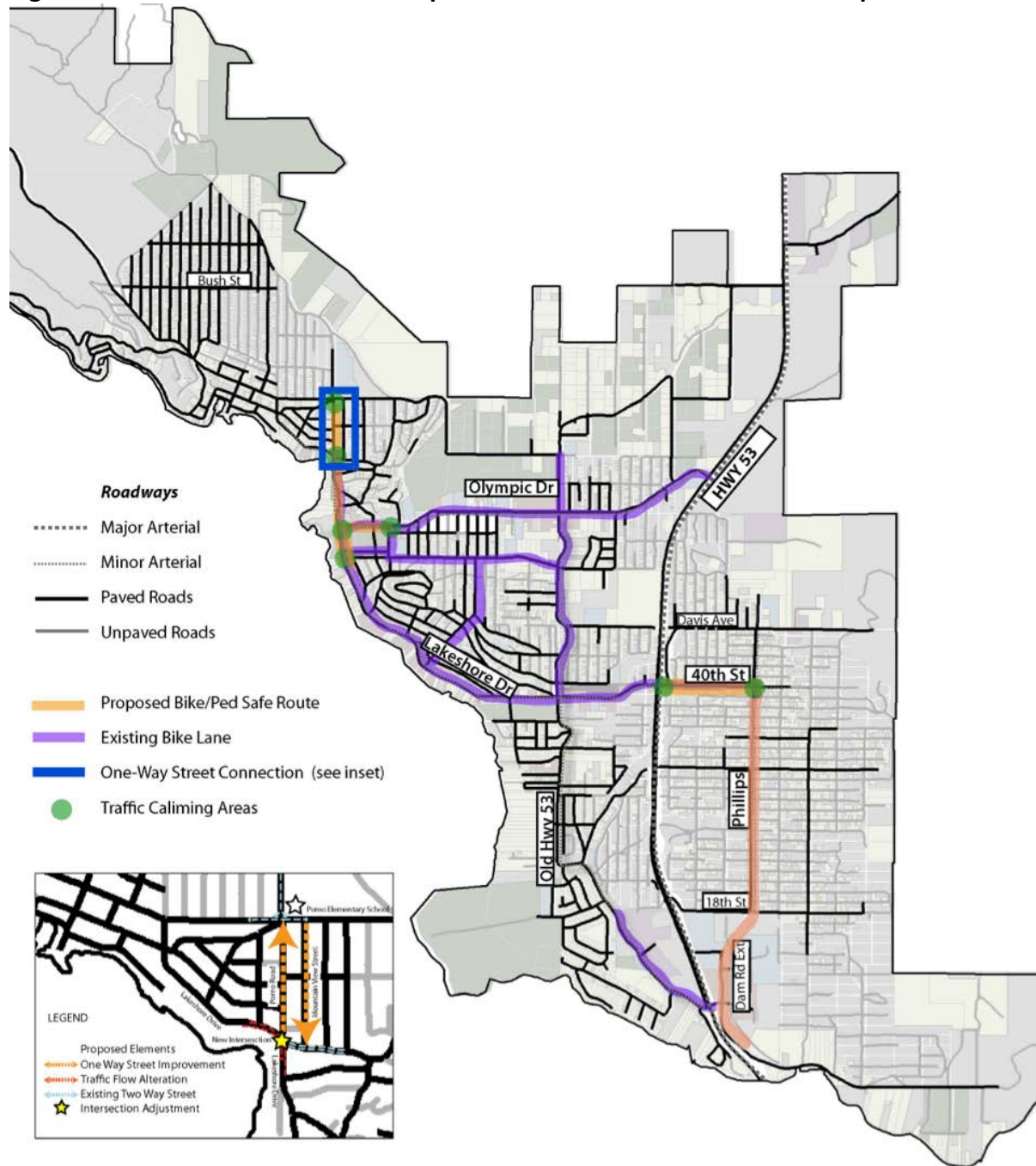
Figure 4.38 depicts non-motorized oriented circulation proposals. To reflect ideas from the Vision Task Force Report, the Clustered Growth Development Scenario proposes various target areas to implement traffic calming.

One traffic-calming strategy proposed is the use of raised crosswalks, which provide for safe crossings and restrict car speeds. Implementation is proposed near a) Pomo Elementary School towards Austin Park, b) near Burns Valley Elementary School at the crossings between Austin Park and Lakeshore Drive, and c) on 40th Avenue crossing State Route 53.

To provide a safe pedestrian environment and walkable community, this alternative also proposes establishing safe routes to school. One implementation measure is to turn the segment of Pomo Road from the intersection at Lakeshore Drive to Arrowhead Road at Pomo Elementary School into a one-way street that can accommodate a pedestrian sidewalk and bike lanes that will serve the commute from the Austin Park neighborhood to the school. This proposal supports the City's aggressive Safe Routes to Schools Program (Safe Routes to School Study, 2009). To allow for uninterrupted flow of traffic, a complimentary one-way street from

Arrowhead Road to Woodland Drive along Mountain View Street is also suggested. The inset box in Figure 4.40 illustrates the functioning of a one-way street system, allowing for multiple outlets and vehicular connections on adjacent arterial streets. To facilitate a connection from the Avenues to the waterfront, a bike and pedestrian safe route along 40th Avenue is also proposed. This route would connect the new development at the Avenues to the existing bike path along Lakeshore Drive at State Route 53. The bike lanes, shown in blue on Figure 4.40 represent a combination of the existing and proposed bike lanes from the Lake County Bike Plan.

**Figure 4.40 Clustered Growth Development Non-Motorized Circulation Map**



### Motorized Circulation and Public Transportation

Figure 4.41 shows two proposed transportation hubs that can accommodate multiple users, including transit riders and bicyclists. One is proposed to serve the local community located near Austin Park and the other is proposed to serve as a regional transportation hub that serves regional travel near the Dam Road Extension.

Figure 4.41 also depicts motorized-oriented circulation proposals. This maps shows the existing Lake Transit Routes 3, 4, 5, and 6. The Clustered Growth Development Scenario introduces a shuttle service between the bed and breakfast/winery cluster and the Austin Park cluster.

In order to address road paving issues, this alternative proposes establishing all-weather roads within the Avenues where streets are more than a half mile from each other and are not yet paved. All-weather roads prevent dust, mud, and erosion of roads. This is important for safety reasons because these roads will be roads that emergency response vehicle can traverse without problems in any weather.

## Outcomes

The Clustered Growth Development Scenario can accommodate 500 additional housing units and 756 additional jobs by 2040. The plan calls for strategic growth while maintaining the small town character that community members value. Outcomes from the Clustered Growth Development Scenario include:

- Vibrant community through job and housing growth
- Enhanced connectivity throughout the clusters and city
- Increased tourism and recreational amenities
- Increased public spaces
- Healthier residential neighborhoods in the Avenues and Austin Park clusters

Figure 4.41 Clustered Growth Development Motorized Circulation Map

