

EXHIBIT C

PURPOSE AND CHARACTER STATEMENTS FRAMEWORK FOR PLANNING - PART I OF THE LAND USE ELEMENT COMMERCIAL RETAIL

Purpose:

Central Business Districts (CBD):

- a. To provide centralized locations for stores, offices, service establishments and amusements, offering a wide range of commodities and services scaled to meet neighborhood and community general shopping needs.
- b. To provide areas for a concentration of business and public facilities to encourage pedestrian circulation for public convenience and for mutual benefit.
- c. To allow for limited multi-family residential uses only as secondary to commercial uses.
- d. To allow community scale shopping centers if designed for street pedestrian shopping; regional shopping centers should be located within incorporated cities.

Visitor-Serving Commercial Areas:

- e. To provide for Visitor-Serving Priority Areas.
- f. To provide limited areas for highway traveler services and uses associated with tourists and vacationers within urban areas on collectors or arterials or in rural areas where other commercial areas are distant.
- g. To allow for commercial and compatible accessory uses related to resort or recreational activities.

Neighborhood Commercial Areas:

- h. To provide convenient locations for retail and service commercial establishments to meet daily shopping needs of residential areas.

Character:

Central Business District (CBD) Areas:

- a. Areas for retail businesses and services that supply a full range of community commercial needs, and located within an Urban Area.
- b. Uses that are economically and physically compatible, mutually supportive in function and location.
- c. Areas of intense retail commercial use in concentrated centralized locations serving as "drawing cards" for local and regional trade to minimize travel requirements for comparison shopping.
- d. An identified Central Business District (CBD) that can support improvement districts, parking districts and other improvements to prevent "leakage" to other commercial centers outside the region they intend to serve.
- e. Areas where residential uses are limited to upper floor or "rear-half of building" locations, to reserve ground floor frontages for business use.

Visitor-Serving Commercial Areas:

- f. Presently serve tourists and visitors to the coast and coastal communities and shall be protected by preserving the visitor-serving uses within them.
- g. Include ocean front land, upland support areas and private lands and coastal areas suitable for recreational and Visitor-Serving commercial activities (as reflected on the land use maps) and are preserved for such developments. Priority is given to use of

private lands to enhance public opportunities for coastal recreation over private residential, general industrial or general commercial development but not over agricultural or coastal-dependent energy.

- h.** Are identified on the land use maps with the letter "V". The designation applies to the Commercial Retail category.
- i.** Areas that serve transient and tourist needs incidental to traveling rather than local or regional residential demands, located within urban or village areas or at remote locations distant from urban or village areas where highway services already exist or would be accommodating of traveler safety in new locations.
- j.** Areas that are easily accessible and apparent from regional transportation routes.
- k.** Areas that concentrate tourist accommodations and services and preclude functionally unrelated multi-family and retail commercial uses discouraging dispersion of motels and other highway commercial uses in other commercial or residential areas.
- l.** Areas in communities that are close to cultural, recreational and entertainment facilities.

Neighborhood Commercial areas:

- m.** Limited areas where small-scale neighborhood commercial and service uses can be allowed in regard to day-to-day shopping needs without disrupting the residential character of the area.
- n.** Locations between residential areas and downtown areas along collector or arterial streets which serve to reduce the number of shopping trips for daily needs and to encourage walking or bicycling.
- o.** Sites between two and five acres in size, related to the population within a one-half to one mile radius market area.
- p.** Areas with individual uses of generally less than 8,000 square feet of floor area to support small-scale business, with site and building design to blend with surrounding residential character.