Commercial Areas

LUD-7. Principal permitted uses for Coastal Zone areas designated V-C include:

a. overnight lodging facilities;

b. food and drink establishments;

c. visitor-oriented retail commercial activities and institutional uses oriented to tourism; and

d. public parking facilities

New Proposed Policy

Sunset Service Commercial (SSC). This designation is intended to provide for retail and services uses, offices, restaurants, gasoline service stations, fabrication, and light manufacturing in addition to V-C principal permitted uses. However, heavy commercial, industrial, and manufacturing uses are allowed with a use permit. The floor area ratio should not exceed 1.3. The SSC designation is applied on the General Plan Land Use Map to the Sunset Drive commercial/industrial area. (Modified from existing General Plan Page 30.)

Scenic Areas

SCE-1. Preserving the scenic qualities of the Coastal Zone shall be a priority in all City actions and decisions.

SCE-2. The City shall continue to specially designate the most scenic areas of the Coastal Zone.

SCE-3. Landscape trees which contribute to the scenic views elsewhere in the Coastal Zone shall be protected or, when necessary, replanted.

SCE-4. The scenic native forest within Asilomar Conference Grounds, along Asilomar Avenue, and within the Southern Pacific Railroad right-of-way, shall, to the maximum feasible degree, be retained, consistent with the uses allowed by the Land Use Plan.

SCE-5. Permanent open space may be achieved through dedication of scenic conservation easements by the property owners or by acquisition of fee title or development rights by the City, another governmental
entity, or by a private foundation. The City encourages assistance from the State or suitable foundation in the acquisition of these important parcels.

**Coastal Park Planning, Trails and Resource Management**

**BIO-3.** The City will continue to implement the Coastal Parks Plan for the management and restoration of coastal parklands, including the Lighthouse Reservation.

**BIO-15.** Development within coastal parklands shall be consistent with the standards and procedures identified in the Coastal Parks Plan.

**HAZ-3.** The City shall minimize the need for construction of new shoreline protective devices through continued implementation of the Coastal Parks Plan addressing management and, where necessary, restoration of the coastal parklands, including control of pedestrian use, parking, and ground squirrel activities. Regulations addressing construction, renovation, or extension of shoreline protective devices will continue to be integrated into the Coastal Parks Plan.

**HAZ-4.** The City shall prepare a master plan for shoreline protection, informed by the Land Use Plan policies, as part of the Coastal Parks Plan Sea Wall Program. Construction of new shoreline protective devices and renovation or extension of existing protective devices shall be guided by this master plan.

**HAZ-6.** Construction of new protective devices along the shoreline shall be limited to protection of existing coastal-dependent recreational uses and support facilities in critical danger from erosion. New shoreline protective devices shall not be constructed to serve new coastal development, nor where other measures established in the Coastal Parks Plan can adequately mitigate erosion hazards.

**PRA-4.** The City shall continue to implement the Coastal Parks Plan, an element of the Implementation Plan, for the Pacific Grove coastal parklands, including the Lighthouse Reservation. The purpose of the Coastal Parks Plan as it relates to shoreline access is to:

a. provide improved accessways where desirable, and control unrestricted parking by appropriate barriers or other means, consistent with the visual resource protection policies of this plan;

b. improve the existing sign program to include interpretive information pertaining to public safety, public access, protection of sensitive habitats, and special natural or man-made features;

c. prevent overuse and damage to plant and animal habitats and archaeological sites by developing regulations concerning maximum public usage; and

d. provide standards for maintenance, management, and development of the City’s coastal parklands in a manner consistent with the Resource Management policies of the Land Use Plan.

**PRA-6.** As part of the planning process for any updates to the Coastal Parks Plan the City shall consider the following opportunities:

a. Planning Area II: provide well-defined trails along the bluffs with stairways to provide access to the water and direct recreation to Berwick Park;
b. Planning Areas III and IV: maintain existing trails and vegetation and reduce erosion by directing pedestrians to beach stairways;

c. Planning Area IV: clearly define parking areas from 17 Mile Drive west to protect bluff vegetation and reduce erosion and provide ingress-egress directional arrows at parking areas to reduce conflicts between automobile and pedestrians/cyclists;

d. Planning Area VI: on State-owned lands west of Sunset Drive, encourage the delineation of parking areas to reduce habitat damage by vehicles and to reduce conflicts with pedestrians/bicyclists;

e. Planning Areas I, II, III, IV and VI: develop an accessways maintenance program for all existing and new shoreline accessways;

f. Delineate specific tour bus pullout areas where designated trails and public restrooms are available;

g. Consider relocation or renovation of parking areas to reduce erosion; and

h. Encourage Hopkins Marine Station to replace the existing chain link fence.