City of Beverly Hills
General Plan
In Memory of Dick Carroll

Printed April 30, 2010

City of Beverly Hills

Community Development Department
The City of Beverly Hills is located within the Los Angeles basin and encompasses an area that is roughly 5.7 square miles in size. The City is located is a high-rent area of the greater region. Much of the north end of the City (above Sunset Boulevard) consists of estate-style properties, while the central area (between Sunset and Santa Monica Boulevards) consists of higher-end residences. The south end of the City (below Santa Monica Boulevard) consists of condominiums and apartment buildings, smaller single family homes and general retail, commercial and office buildings.

The City is predominantly residential in nature with residential uses making up roughly 92-precent of the City’s land area. This leaves eight-percent of the City’s land area available for non-residential uses such as general commercial, office and retail.

The City’s population consists of approximately 35,000 residents, and is expected to increase slowly over time. Households in the City are predominantly single-person or two-person in nature. The number of middle-aged couples with children has been increasing over the last decade, while, the number of seniors and young adults living in the city has been decreasing.

The City’s current General Plan was last amended in the mid-1970’s and needed to be revised to: address changing issues in the region, reaffirm the community’s desires, and comply with new State requirements. For these reasons, amendments to the City’s General Plan were adopted by the City Council on January 12, 2010. Those amendments represent the first comprehensive revision of the City’s general plan in approximately thirty years. As part of the 2010 amendments, three new elements were added to the General Plan. The new elements address the following: Historic Preservation, Economic Sustainability, and Public Services. Creation of these new elements was intended to assist the City in meeting the community’s desires.

The amended General Plan comes at an important time in the City’s history; traffic has increased and already high housing costs have escalated. Costs for the City to continue providing the programs and community services which make Beverly Hills a great place to live.
have continued to climb, while revenues coming into the City have not kept up with the cost increases.

On a regional level, the Los Angeles has a limited water supply and severe water limitations may be ahead in the future. Energy costs are increasing and, although our region has abundant sun energy resources, the prevalence of solar energy systems remains low. In recent years, there has been a focus on reducing resource consumption, pollution, and the generation of greenhouse gases, and the City has been challenged by both our residents and the State to develop programs that encourage reducing consumption of these resources.

In short, Beverly Hills is faced with numerous new challenges that need to be addressed in the General Plan. Therefore, the General Plan’s existing goals and policies were revised and supplemented so that the City could continue to effectively manage development and resource investments, address current issues and trends, while maintaining the characteristics and qualities that distinguish the City as unique.

The amended General Plan fulfills the requirements of the State and has been prepared as a meaningful guide for the future. The General Plan is comprehensive and provides a framework for the City’s physical, economic, and social development, while sustaining natural environmental resources. The Plan is long-range, considering how the City will be in the year 2025, while presenting policies and implementation programs to guide decisions over the next five-years. The General Plan is sufficiently general to respond to new trends and unexpected changes, but specific enough to provide guidance to residents, business owners, city staff, and community leaders on how resources should be used and managed.

The amended General Plan recognizes that Beverly Hills is built out, and that new housing, retail, office, and other buildings must fit within and complement the character and quality of existing residential neighborhoods. The Plan also acknowledges the need to support greater educational, recreational, and cultural opportunities for all residents.

The City of Beverly Hills is bordered by the City of West Hollywood to the east and the City of Los Angeles neighborhoods of Carthay to the south, Century City to the west, and Holmby Hills and Brentwood to the northwest and north. The City of Beverly Hills is a member of the Westside Cities Sub-Region and participates in
The Westside Cities Sub-Region also includes the Cities of Culver City, Santa Monica and West Hollywood, and through the Westside Council of Governments which includes the four member cities as well as the City of Los Angeles and the County of Los Angeles. The Westside Sub-Region is a highly desirable area to live and to work and therefore, the Westside Cities are challenged to maintain those distinctive community features and qualities for which they have become known.
Figure 1

Source: PBS&J, 2006
Planning Area

Figure 2
Acknowledgements

The General Plan was amended in 2010 with the dedication of numerous individuals and as a result of thousands of hours of research and community discussion. Many thanks to the collective efforts of community members, interested persons, elected and appointed officials, staff-members, public agencies and consultants whose cumulative efforts have amended the General Plan to reflect the community’s desires, meet current State requirements, and address issues facing cities in the Southern California region.

The following lists attempt to capture the vast number of community members and participants who gave their time and service.

City Council

Nancy Krasne, Mayor
Jimmy Delshad, Vice-Mayor
Barry Brucker, Councilmember
William W. Brien, Councilmember
John A. Mirisch, Councilmember

Prior City Council Members

Frank Fenton  Thomas S. Levyn
Linda J. Briskman  Les Bronte
Stephen P. Webb  Meralee Goldman
Mark Egerman  Vicki Reynolds

Planning Commission

Nan Cole, Chair
Lili Bosse, Vice-Chair
Dan Yukelson, Commissioner
Craig Corman, Commissioner
Noah D. Furie, Commissioner

Prior Planning Commissioners

Kathy Reims  Shahram Melamed  Mitchell J. Dawson
Stacy Marks  Jerold Felsenthal  Julie Kahn
Nancy Krasne  Stephen P. Webb  Linda J. Briskman
Acknowledgements

Other Reviewing Commissions

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Health and Safety
Recreation and Parks
Traffic and Parking

General Plan Steering Committee

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Tom Korey
Howard Schultz
Lili Bosse
Shahram Melamed
Lee Silver
Donna Ellman-Garber
Rose Norton
Joseph Tilem
Ken Goldman
Vicki Reynolds
Stephen P. Webb
Meralee Goldman
Brad Robinson

Plan Day Organizers and Participants

The process of updating the General Plan started in 2001 with Plan Day, which was an all day event that engaged the community in defining issues and visions for the future to guide the development of updated Plan goals, policies, and programs.

Topic Committee Members

In 2002 the City Council established the General Plan Topic Committees to maximize public involvement in the General Plan Update process. These committees were comprised of over 175 citizens representing a cross-section of the community addressing seven topics. The task of each committee was to identify issues and opportunities pertaining to each topic affecting Beverly Hills and preliminary policy directions to address these as input for preparation of the updated General Plan. Each General Plan Topic Committee met numerous times and developed a Final Report that was presented to the Planning Commission and City Council in 2003 and 2004. Each Topic Committee researched its topic, obtained public input at a series of workshops and events, and produced a final report. The committees included the following:

Circulation

Janis Barquist
Michael Hirschfeld
Joy Shefter
Roger Behrstock
Larry Kirsh
Charles Shuken
Joyce Braun
Grace Krakover
Christine Skirmuntt
Greta Furst
Thomas Nykiel
Joe Stabler
Elaine Glass
Herbert Reston
Julie Steinberg
Jack Golden
Joe Safier
Mitch Waldow
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#### Residential Issues Committee
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- Judith Linde
- JoAnna McCullough
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...
City of Beverly Hills General Plan

...
Overview

The General Plan contains the City's over-arching goals, policies and programs and is intended to be usable by all members of the community. The Plan does the following:

- Provides the City's Land Use Designations on Map LU1, page 45 (which guide the City's Zoning Ordinance),
- Identifies, among others, traffic and infrastructure improvements, and community services that the City will implement in order to maintain and improve our community for future generations, and
- Describes the City's aspirations towards economic sustainability.

All of the actions that the City undertakes now, and in the future must conform to, and are addressed in, the General Plan's Goals, Policies and Implementation Programs.

The General Plan is used as a guide for public investment and land use decisions. The General Plan summarizes the community's desired outcome from future traffic and infrastructure improvements, and summarizes the desired types of recreational opportunities, parks, schools, police, fire, and other public services. Policies in the General Plan address the conservation of open space and environmental resources, while limiting potential damage from, and responding to, earthquakes, fires, and other emergencies caused by natural hazards.
The Plan is also referred to by other public agencies, such as Caltrans, and our local school district, when planning new programs and projects in our city.

The Implementation Programs in the General Plan list the actions that the City plans to take in order to achieve the Plan’s goals, and the over-arching principle of maintaining our community’s unique character and the distinctive features and qualities for which Beverly Hills has become known for.

The General Plan is updated (“amended”) from time to time to reaffirm the community’s desires and to assure that the document remains current.

**If you are a Beverly Hills resident**

The General Plan identifies and locates the general types of land uses allowed in the City. The Plan also indicates how the City will aspire to ensure access to the goods and services you need to meet your daily needs, and ensure that there is adequate revenue to fund police, fire, recreation, street maintenance, and other services that sustain the quality and livability of the community. The General Plan also describes how the City will encourage a variety of housing types, and jobs, providing opportunities for you to work near where you live.

**If you are a Beverly Hills business**

The General Plan identifies the future actions intended to protect your investment and encourage your future success. Policies ensure that business operations will be compatible with nearby residential areas and other business operations.

**If you are interested in relocating to, or developing in the City**

The Plan will introduce you to the community and the community’s desires and long-term aspirations. The General Plan Technical Background Report contains a broad-range of information about the City, including population and economic forecasts.

**Technical Background Report**

A separately bound Technical Background Report provides background data and analyses serving as the foundation for all General Plan goals, policies and implementation programs. The Technical Background Report is the companion document to the General Plan. However, the Technical Background Report is not formally adopted, and may be revised and expanded as necessary.
to include information on future issues and trends, and new State requirements.

**Language**

There is two types of text in the General Plan:

1.) Narrative text included at the beginning of each element is intended to provide background. Unless specified with the resolution and date of adoption in parentheses at the end of the paragraph, this text has not been adopted by the City Council;

2.) Narrative text that has the date of adoption in parentheses at the end, Goals and Policies in the individual elements (except the Housing Element, which is adopted in whole), Implementation Programs, and the two appendices (Bicycle Master Plan and Noise Compatibility Matrix) has been adopted by the City Council, and constitutes the official language of the General Plan.

**Goals**

Goals describe ideal future conditions for a particular topic, such as water conservation, traffic flow, and provision of community services. The Goal statements are intentionally general and broad since they describe a future condition that may not be achieved for 20 years.

**Policies**

Policies further define the goals by identifying the general actions to be taken to achieve the goal. Some policies also include guidelines or standards which the City should strive to meet. Each new policy adopted in 2010 has been referenced to an implementation program. The program associated with each policy is provided in a separate section titled, “Implementation Programs”. Implementation Programs are referenced at the end of each policy to assist the reader in identifying how the programs will implement the policies.

**Implementation Programs**

Implementation programs identify the specific steps to be taken to implement the policies. The programs identify: instances where revisions to current codes and ordinances might be explored; the creation or revision of master plans, specific plans, and capital improvement plans; and new projects. Responsible departments
and funding sources for each program have been identified to assist City Staff in planning.

**Maps, Figures and Tables**

Many of the maps, figures and tables in the General Plan have been provided as background and have not been adopted by the City Council.

The Maps, tables and figures which have been adopted by the City Council include the following:

- General Plan Land Use Designation Map (Land Use Element, Figure LU1, page 45),
- Table of Significant Noise Impacts (Noise Element, Policy N1.5, page 174), and

**Organization**

The General Plan is organized into the following sections:

**Forward and Acknowledgements**

Describes the City and the local context, and thanks the many community members who have participated in the process to amend the General Plan.

**Introduction**

Summarizes the General Plan and introduces the reader to the document.

**Land Use Element (LU)**

Guides how the City will ensure that the community remains safe and walkable, and that recognizable characteristics that make Beverly Hills distinct are maintained.

**Historic Preservation Element (HC)**

Guides the preservation of the City’s historic and cultural buildings, sites, and landscapes.

**Economic Sustainability Element (ES)**

Guides the attraction and retention of businesses to ensure a resilient business community.
Open Space Element (OS)
Guides the conservation of open space; biological, water, and visual resources; and air quality. Also addresses the provision of parkland and recreation programs.

Circulation Element (CIR)
Guides the movement of people and goods in automobiles, on public transit, by bicycle, and through other modes of travel (such as walking). Addresses trip reduction, parking, traffic safety, and neighborhood traffic calming.

Conservation Element (CON)
Guides the provision of public infrastructure including water, sewer, storm drainage, solid waste, electricity, natural gas, telecommunications, and mineral resources.

Safety Element (S)
Guides public health and safety, addresses fire, flood, geologic, and seismic hazards, hazardous materials, and disaster preparedness.

Noise Element (N)
Guides noise controls, and the buffering of residences from inappropriate levels of noise.

Public Services Element (PS)
Guides provision of services to meet residents and businesses needs including police, fire and community service programs.

Housing Element (H)
Summarizes the community’s housing need, and identifies the City’s programs for enabling adequate housing for all City residents.

Implementation Programs
Defines the actions that will be taken to carry out the policies and achieve the goals in the General Plan.

Appendix A
The Bicycle Master Plan is a system of bicycle routes that would allow for the safe, efficient movement of bicycle riders within and through the City.
Appendix B
The Land Use Noise Compatibility Matrix identified compatible and incompatible uses. This matrix can be used separate sensitive noise receptors from noise generating activities.

Numbering System
A simple numbering system is used to facilitate use of the General Plan. This enables the reader to distinguish each topic’s goals, policies, and implementation programs. Each Plan topic is assigned a letter(s). For example, Land Use is “LU,” Economic Sustainability is “ES,” Circulation is “CIR” and so on. Goals are assigned a second order number, i.e., the first goal for Land Use is numbered as “LU 1” and the second is “LU 2.” Policies are assigned a third order number, with the first policy relating to the first Land Use goal being numbered as “LU 1.1” and the first policy relating to the second goal numbered as “LU 2.1.”

All General Plan policies are followed by a set of numbers in parentheses. These numbers reference applicable implementation programs, which are assigned a number based upon a general category. There are a total of eight implementation program categories, numbered from “1” to “8.” Each category contains multiple implementation programs assigned a second tier number, for example the first program listed for category “2” would be numbered “2.1,” while the second program would be numbered “2.2.”

Overarching Themes
The General Plan’s goals, policies, and implementation programs define a roadmap to sustain and nurture the qualities and characteristics that contribute to Beverly Hills’ identity as an extraordinary community in which to live, do business, work, shop, recreate, be culturally enriched, and respect the environment. Underlying these objectives are five themes:

Sustaining Great Places
A great city must have wonderful places to live, work, congregate, and experience social, recreational, educational, and cultural enrichment. Beverly Hills is distinguished by its world-known retail districts, entertainment industries, visitor-serving hotels and amenities, cultural and educational institutions, quality residential neighborhoods, extensive landscapes
and tree canopy, governance and community services, and history in southern California’s settlement. These assets, and others that are emerging as the city grows and matures, contribute to the quality of life for residents while providing the opportunity for shaping development, conserving resources, and structuring the economy.

**Growing Smarter**

Beverly Hills will maintain its commercial/retail centers and corridors and housing within the fabric of the existing built City, primarily as re-use of under-used properties and in proximity of existing and proposed transit stations and corridors. Continued pedestrian improvements and thoughtfully planned redevelopment could lead to increased walking and reduced automobile use. As we alter the way we commute to and from work, gasoline consumption, air pollution, automobile emissions, will be reduced.

**Maintaining a Resilient Economy, and Provision of Services**

The ability of the City to provide services to meet the diverse needs of existing and future populations is dependent on a resilient economy. The General Plan acknowledges the need for a diverse business community to maintain the City’s identity and to ensure a consistent revenue stream regardless of fluctuations in the market, assuring that the City will always be able to provide high-levels of service to the community.

**Living Lightly—Reducing Our “Carbon Footprint”**

The General Plan identifies several steps for reducing carbon emissions that contribute to climate change. Design alternatives that encourage walking and biking, use of public transit, “green building” practices, use of solar energy systems, reduced heat gain, recycled construction materials, and water conservation measures, are some of the strategies suggested.

**Developing a Sustainable Future**

Planning and developing a truly sustainable future depends on a healthy environment, strong economy, and the social well-being of our residents. **Environment.** Conserving our air, water, land, soils, minerals, natural habitat, energy, and protecting aesthetic resources through land use is essential for creating a healthy and sustainable future.
development, green building design and construction, and infrastructure improvement.

**Economy.** Creating good jobs, income, and financial resources. Without a successful economy, financial resources will not be available to manage growth and protect resources.

**Equity (Social Well-being).** Providing good education, income, health, safety, arts, and cultural attainment for all. Without a healthy and well-educated population, resource sustainability will not be valued and advances in the technology to protect resources will be hindered.

### Addressing Global Climate Change

Global climate change refers to the change in the average weather of the earth that may be measured by changes in wind patterns, storms, precipitation, and temperature. The issue of global climate change has received greater attention from governments around the world in recent years.

In 2006, the California State Legislature took a proactive role in addressing the challenges of climate change with the adoption of the California Global Warming Solutions Act of 2006, Assembly Bill 32 (AB 32). AB 32 focuses on reducing GHG emissions in California. AB 32 requires the California Air Resources Board (CARB), the state agency charged with regulating statewide air quality, to adopt rules and regulations that would achieve GHG emissions equivalent to statewide levels in 1990 by 2020.

A key theme of the City of Beverly Hills General Plan is to “Live Lightly” as a means to reduce our carbon footprint. The General Plan takes steps to address the challenging issue of climate change by reducing GHG emissions, improving energy efficiency, reducing the urban heat island effect, recycling, and managing water use. The General Plan will reduce GHG emissions primarily through public transit, increased opportunities for pedestrians, bicycle, and transit-use, and through requirements for “green building” practices and alternative energy systems. Policies also address adaptation to climate change, such as reducing the impacts from the urban heat island effect, managing water use, and increasing flood protection.

The sources, impacts, and solutions to climate changes are complex, therefore, climate change and GHG emission reductions are addressed throughout the goals, policies and programs of the General Plan rather than in a single section.
Implementing the Plan

The General Plan is implemented through a variety of ordinances, programs, and activities. Originally adopted in the mid-70’s, the plan included a number of recommendations. Those recommendations were revised during the 2010 amendment process, and new programs were adopted in order to implement the newly adopted goals and policies. All of the programs identified have been included in the Implementation Programs Section of the plan.

Additionally, implementation programs have been identified for each policy in the document. The specific implementation program (Imp.) associated with each policy has been provided in parenthesis after the policy language. The implementation program number (Imp. X.X) listed after each policy corresponds to a specific implementation program in the general plan’s implementation program section. Thus, the reader is able to correlate a specific policy with its intended implementation program.

Amending the Plan

The General Plan is a living document and must be periodically updated to adapt to changing community needs. The State General Plan Guidelines recommends updating general plans every five to ten years to ensure that they remain relevant. Updating the plan is important not only to reflect local physical and demographic changes, but also to reflect broader changes in culture and technology.

Any of the Plan’s mandatory elements may be amended up to four times a year. Requests for amendments may be submitted by individuals or initiated by the City itself. Any proposed amendment must be reviewed to ensure that the change is in the public’s interest and would not be detrimental to public health, safety, and welfare.

State General Plan Requirements

The General Plan is a legal document and much of its content is dictated by statutory requirements relating to background data, analysis, maps, and exhibits. The legal adequacy of the General Plan is critical, since many City actions and programs are subject to legal challenge if the Plan is found to be deficient.

The updated General Plan has been prepared in compliance with the requirements of California Government Code Section 65300 et seq. State law requires each city and county to prepare and
adopt a comprehensive long-range general plan for its physical
development (California Government Code Section 65300). A
comprehensive general plan provides a consistent framework for
land use decision-making.

The General Plan serves as an over-arching guide to the City’s
development review processes, and programs.

The General Plan and its maps, diagrams, and development
policies form the basis for the city’s zoning, subdivision, and public
works actions. Under California law, no specific plan, area plan,
community plan, zoning, subdivision map, or public works project
may be approved unless the city finds that it is consistent with the
adopted general plan.

This general plan must address the seven topics (referred to as
“elements”) of land use, circulation, housing, open-space,
conservation, safety, and noise (California Government Code
Section 65302), to the extent that the topics are locally relevant. It
may also include other topics of local interest, as chosen by the
local jurisdiction (California Government Code Section 65303). A
local jurisdiction may adopt a general plan in the format that best
fits its unique circumstances (California Government Code
Section 65300.5). In so doing, the jurisdiction must ensure that the
general plan and its component parts are concurrent with State
legislation and internally consistent.
Goals and policies addressing State requirements for resource conservation, air quality improvements, water quality preservation and reductions in automobile exhausts and other greenhouse gas emissions are provided in certain elements as required by the State.