



Theme 2 : Resident and Visitor Mobility

- A. Relieve vehicular, pedestrian and parking congestion**
- B. Encourage a pedestrian downtown with more limited vehicle access**
- C. Provide a broader range of transportation alternatives**
- D. Improve transit facilities and services**
- E. Improve parking facilities and services**
- F. Develop better pedestrian and bicycle systems**

RELATED ISSUES

- Volume and growth of automobile traffic
- Increasing pedestrian and tourist congestion
- Downtown parking congestion
- Residential parking congestion
- Downtown traffic circulation
- Pedestrian and bicycle safety along heavily traveled roads
- Adequacy of existing transit systems
- Impact of regional toll roads and other transportation corridors
- Growth in tourism and the impact of increased activity of daytime and evening visitors

SUGGESTED POTENTIAL ACTIONS

- Create better traffic circulation for traffic moving through the downtown
- Create more one-way streets
- Promote alternatives to the automobile
- Develop an integrated people mover system
- Prohibit cars in the downtown
- Create an underwater, offshore, or underground alternative to Pacific Coast Highway as a through-town traffic artery and reserve Pacific Coast Highway for local and pedestrian traffic
- Expand the "resident only" parking programs
- Discourage non-resident parking in residential neighborhoods
- Consider satellite parking with shuttles at City entry points
- Create more downtown parking
- Establish a network of safe pedestrian and bike pathways throughout the City
- Construct pedestrian and bicycle pathways along the coastline and along Laguna Canyon Creek
- Create a regional shuttle to and from neighboring resort communities
- Construct regional light rail through Laguna Beach from San Diego to Los Angeles
- Prevent future widening of Laguna Canyon Road or Pacific Coast Highway



Theme 3 : Environmental Responsibility

- A. Restore and protect the City's natural environment**
- B. Preserve and expand the open space "greenbelt" system**
- C. Preserve and protect the hillsides**
- D. Preserve and protect the underwater "bluebelt" system**
- E. Promote environmentally sustainable building and development patterns**
- F. Provide public protection from natural disasters**

RELATED ISSUES

- Ocean water quality
- Beach and cliff erosion
- Creek water quality
- Creek preservation and development
- New development on vacant hillside parcels
- Open space user conflicts
- Noise and air pollution
- Aging infrastructure
- Infrastructure maintenance
- Use of "best available" technology
- Visual impact of public infrastructure
- Undesirable impacts of regional growth

SUGGESTED POTENTIAL ACTIONS

- Protect the shoreline, beaches, riparian corridors and all natural habitats
- Prevent noise and air pollution impacts of proposed new developments and transportation
- Promote conservation of resources, especially water
- Sponsor a community education campaign to change public practices regarding urban runoff
- Collaborate with the County and surrounding communities to improve the environment
- Acquire additional lands to complete the City's greenbelt
- Enhance the recreational and interpretive value of and access to the City's open spaces
- Develop public/private partnerships to preserve and protect existing open space
- Expand the capacity of the City storm sewer system and provide treatment and/or recycling for runoff
- Improve disaster preparedness through better planning, prevention and communications
- Explore privatizing more City services
- Develop a public infrastructure beautification plan
- Establish a hillside protection plan
- Expand recycling and waste management programs
- Create environmentally sensitive transportation systems and facilities
- Create "no-emission" vehicle zones



Theme 4 : Arts and Cultural Preservation

- A. Enhance and promote the City's cultural identity as a home for the arts**
- B. Preserve and encourage Laguna Beach's vitality as a community of artists**
- C. Nourish Laguna Beach's cultural facilities and cultural programming**

RELATED ISSUES

- Need for cohesive and comprehensive cultural programming
- Local control over local cultural institutions
- Equitable support for different art forms
- Integration of the arts into all aspects of the community
- Utilization of publicly owned property
- Retaining resident artists

SUGGESTED POTENTIAL ACTIONS

- Establish a higher priority for cultural programming
- Fully integrate the arts into all aspects of the community
- Develop new and/or off-season uses for the Festival grounds and other public spaces
- Install more public art throughout the City
- Create an expanded Arts District
- Create more formal relationships with regional and national art organizations
- Rehabilitate the downtown commercial theatre into a publicly owned community theatre
- Create year-round, community-wide art and cultural activities and events
- Expand the live/work zoning for artists



Theme 5 : Economic Sustainability

- A. Maintain and promote a vibrant, intimate, resident-serving, pedestrian friendly downtown**
- B. Achieve appropriate balance between local residential and commercial interests and the interests of daytime and evening visitors as well as the interests of overnight tourists**
- C. Encourage low impact and environmentally responsible commercial and industrial development**

RELATED ISSUES

- Adequacy of commercial parking
- Loss of local-serving businesses
- Homogenization of retail resulting from proliferation of T-shirt and other visitor-serving businesses
- Vacant storefronts
- High commercial rents
- Downtown density
- Chain stores
- Growth of tourism

SUGGESTED POTENTIAL ACTIONS

- Improve pedestrian access
- Create a downtown pedestrian mall
- Encourage mixed-use development
- Encourage evening commercial activity
- Promote “open-air” cafes
- Create more specific downtown design and development guidelines
- Create more downtown parking
- Develop policies that encourage and support local-serving businesses
- Support home-based businesses
- Diversify and protect adequacy of public revenues
- Actively recruit high tech firms
- Establish a visitor “use tax”



Theme 6 : Governance and Civic Participation

- A. Promote greater community dialogue and civic engagement among the citizenry**
- B. Improve, expand and develop new governance models that are innovative, participatory and inclusive and assure accountability**
- C. Provide proactive response to the impact of regional growth, regional change and external economic pressures**
- D. Develop information technology that encourages citizen participation and fosters community networking**
- E. Commit to creative, long-term thinking and continued support to the strategic planning process**

RELATED ISSUES

- Internal community conflict
- Synergy and cohesion among community organizations
- Lack of regional intergovernmental cooperation
- Continuous need for new community leaders
- Need for communication technology infrastructure
- Campaign financing
- Continuing regional growth
- El Toro Marine Base reuse

SUGGESTED POTENTIAL ACTIONS

- Establish processes that encourage collaborative, community problem solving
- Develop a community leadership forum
- Sponsor a community lecture series that fosters greater civic engagement
- Host regional forums to showcase innovative regional growth management strategies
- Maximize the City's potential to receive grants from County, State, Federal and other agencies
- Ensure accountability in local government
- Institute publicly funded municipal elections and/or limit campaign spending
- Develop and implement a comprehensive information technology infrastructure plan
- Increase use of TV and internet for city information dissemination
- Provide public access to state-of-the-art technology infrastructure such as fiber-optic cable and wire-less networks
- Provide more regional leadership
- Develop a "joint venture tax" to enable tax sharing with neighboring cities
- Develop public/private partnerships to accomplish specific projects
- Create a community foundation to support vision implementation, similar to the Aspen Institute