



2015 - 2020 Land Use Element



Prepared by:
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LAND USE ELEMENT

Purpose

The Land Use Element establishes the vision of Barstow for its long-term development. The City has carefully reviewed development patterns and made modifications in order to better reflect changes in the city's development objectives and state land use and environmental quality guidelines and directives. This Element reflects the City's core values as enunciated in the General Plan Vision Statement. It focuses on the protection and enhancement of existing neighborhoods and the establishment of newly developed land uses designed to better serve existing residents, entice new residents to relocate to the community and provide a wider range of employment opportunities and commercial goods and services for inhabitants of Barstow and the surrounding area.

Background

The legal framework for the Land Use Element is established in Government Code Section 65300 et. seq., which requires that all municipalities adopt land use plans for residential, commercial, industrial, open space and other uses for all lands within their boundaries. The Land Use Element affects all other Elements, but especially the Circulation Element, which is designed to assure that the City's land use pattern can be supported through an effective and efficient circulation system, as well as the Housing Element, which assures that adequate plans are made to accommodate residential opportunities for individuals and families across the household income spectrum. The Land Use Element also relates to all other elements, including Open Space and Conservation, which provides the basis for assuring that the City's environment remains conducive to healthy living on the part of its residents and that key resources such as air quality, biological diversity and open space continue to be protected and enhanced as the community develops.

Horizon Year and Sphere of Influence

The "horizon year" of this General Plan is 2020; beyond the horizon year there is insufficient information to forecast in an informed manner the likely pattern, intensity and pace of future urban growth. Consequently, the population, housing, commercial and industrial growth estimates upon which this plan is based, as well as the environmental analysis that forms the basis of the Master Environmental Impact Report accompanying the General Plan are based upon development that analysis suggests is likely to occur by 2020. Between 2000 and 2010 population growth in Barstow occurred at a rate of approximately .7 percent annually; in the ensuing three years this growth rate remained essentially the same. For the remainder of the 2010 – 2020 decade (and for the purposes of the General Plan and Master EIR), population and housing growth are anticipated to occur at a 2.0 percent annual rate. The land use designations, goals and policies contained in this General Plan are intended to accommodate this level of projected future growth within the existing city boundaries, possibly augmented by lands that could potentially be annexed by 2020.

In addition to lands within the city boundaries and likely annexation areas, this plan contains designations for properties that fall outside the city but within its “Sphere of Influence”. Under State law, Barstow’s Sphere of Influence has been established by the San Bernardino County Local Agency Formation Commission (LAFCo). The Sphere of Influence defines the probable ultimate boundaries of the City at “build out”, i.e. the point at which the City has grown to its maximum population capacity. In light of Barstow’s historically low rate of population growth, the vast amount of unincorporated land included in the city’s Sphere of Influence (more than twice the acreage that falls within the current city limits) and the high cost of connecting most of these lands to the city’s water and sewer infrastructure, most of the lands that fall outside of the city limits and beyond the properties likely to be annexed by 2020 are highly unlikely to be developed within the time frame encompassed by this General Plan. These lands have, therefore, been assigned an Interim Open Space/Resource Conservation land use designation. Over time, as the General Plan is subsequently revised and the viability of these lands as sites for development increases, it is intended that lands within this interim designation will ultimately be designated and developed for urban land uses. This approach to land use planning assures that the city’s development occurs in a manner that is both economically and environmentally viable and sustainable.

Significant Changes in Land Use Designations and Policies Since Previous General Plan

The previous draft of Barstow’s General Plan was approved in 1997. At that time, most lands located on the periphery of the developed portion of the City’s Sphere of Influence carried a “Specific Plan” land use designation, which meant that in order for these lands to be developed a specific plan needed to be proposed and submitted by the property owner or his/her representative. This posed a constraint to the development of roughly two-thirds of the land within the City’s Sphere of Influence, all of which were designated “Specific Plan” on the General Plan Land Use Diagram. The cost of preparing and submitting a specific plan accompanied by its requisite environmental documentation, combined with other factors such as the 2008-2012 economic downturn, likely contributed to the complete absence of development of any of the properties so designated over the past 18 years. In an effort to address this dilemma, the revised General Plan Land Use Diagram provides greater specificity with regard to land use designations throughout the planning area. Additionally, the revised General Plan is accompanied by a Master Environmental Impact Report that contains analysis of the likely impacts of development expected to occur within the 2015-20 time horizon of the document, along with mitigation measures, designed to streamline the process of obtaining approval of development projects proposed under the General Plan while addressing State requirements for environmental review and mitigation.

Another important development that has occurred since the 1997 adoption of the previous General Plan is the designation of the vast majority of lands located north of Old Highway 58 within and adjacent to the City’s Sphere of Influence as part of the Superior-Cronese Area of Critical Environmental Concern by the federal Bureau of Land Management under the authority of the Federal Lands Policy and Management Act. The designation resulted primarily from the

determination that these lands comprise critical habitat for the endangered Mojave Desert Tortoise. For all practical purposes, the effect of this designation is to preclude these lands, as well as those located in close proximity to them, from being developed for urban uses due to the exhaustive and extensive federal and state permitting and mitigation processes that would be required in order to do so. This designation does, however, make these lands highly suitable for sale or lease as mitigation properties within which endangered species can be managed and maintained as a means of offsetting the impact of developing less critical habitat areas located primarily in the south and southwest portion of the planning area. Accordingly, lands within and adjacent to the Superior-Cronese Area of Critical Environmental Concern have been assigned an Open Space/Resource Conservation land use designation.

A third, more recent, development that has policy, if not land use implications, is the May 2014 adoption of Resolution 4750-2014 by the City Council, designating the portion of Main Street from Interstate 40 to State Route 58 as the "Route 66 Business Corridor" and the portion of Main Street from Otis Avenue to 7th Avenue the "Downtown Business and Cultural District". Policies and strategies intended to implement this resolution are included under Goal 3 of the Land Use Element.

Finally, the 2006 passage of the *Global Warming Solutions Act* by the California State Legislature and its subsequent signing into law by then-Governor Arnold Schwarzenegger has necessitated the inclusion of numerous policies and initiatives throughout this General Plan document that are geared toward the mandated reduction in greenhouse gas emissions. From the perspective of land use, maximum allowable densities in single-family residential and medium density residential districts have been increased somewhat in order to promote a more compact pattern of urban development, thereby reducing urban sprawl and its resultant adverse air quality impacts. Additionally, the amount of lands designated for diverse use has been increased in comparison with the 1997 General Plan in order to provide greater flexibility to property owners and prospective developers while encouraging the location of housing closer to jobs and commercial enterprises.

Land Use Designations

The land use designations illustrated on Exhibit L-1 represent, in part, a response to the changing circumstances described above. In particular, the "Specific Plan" land use designation that was so heavily employed in 1997 has been replaced by the assignment of designations that provide more guidance to prospective developers. In the northern portion of the Sphere of Influence, lands owned by the Bureau of Land Management and the Pacific Gas and Electric Company that are unsuitable for urban development due to either the need for habitat preservation or environmental mitigation are designated as *Open Space Resource Conservation*, while privately held lands immediately adjacent to them are primarily designated for very low density residential use. Properties in the southwestern portion of the planning area have been assigned land use designations ranging from industrial to single-family residential to diverse use, based on an assessment of the "highest and best use" of the property informed in many instances by consultation with property owners and prospective developers. A land use

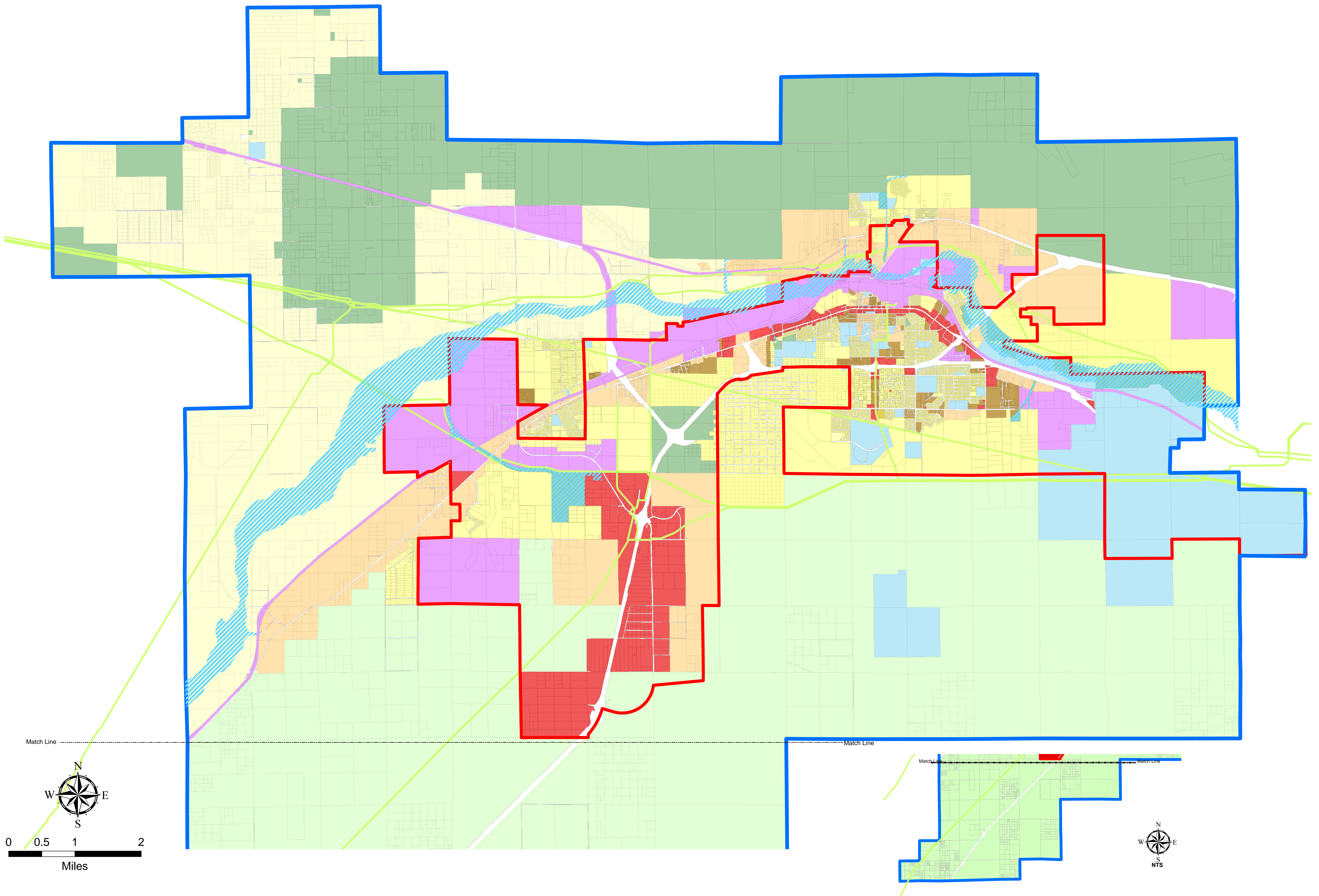


Exhibit L-1
Land Use Designations

Legend			General Plan Land Use		
citylim	Sphere of Influence	Public Quasi Public	ESTATE RESIDENTIAL (RE)	MEDIUM-DENSITY RESIDENTIAL (MDR)	GENERAL INDUSTRIAL (GI)
			LOW-DENSITY RESIDENTIAL (LDR)	DIVERSE USE (DU)	INTERIM OPEN SPACE/ RESOURCE CONSERVATION (IOS/ROS)
			SINGLE FAMILY RESIDENTIAL (SFR)	GENERAL COMMERCIAL (GC)	RESOURCE CONSERVATION OPEN SPACE (ROS)

designation entitled *Interim Open Space/Resource Conservation* has been assigned to lands on the outer periphery of the planning area, particularly to the south, that are not expected to be developed within the 2015-20 time horizon of the revised General Plan. Finally, land use designations in the previously developed portion of the city remain largely unchanged from the 1997 General Plan Land Use Diagram, with limited exceptions, including the modest increase in allowable densities alluded to earlier.

Under State planning law, cities are permitted to amend their general plans up to four times per year. This provision allows for changes in land use designations as the needs of the community evolve, as opportunities arise that were not anticipated at the time of plan adoption or in the event that a property owner or developer seeks approval for a project that is inconsistent with the existing land use designation. Thus, while the designations illustrated on the land use diagram represent the pattern of development that is considered most likely to occur within the 2015-2020 time horizon of the revised General Plan, it is recognized that modifications in land use designations can and often do occur over the course of plan implementation.

Land Use Definitions

The land use designations established by this General Plan are identified below:

Estate Residential (RE; 1 dwelling unit per 2.5+ acres)

This land use designation allows detached single family homes on lots of at least two and one-half gross acres. Adequate water supply must be provided for domestic and fire protection needs, as approved by the City Engineer. With regard to sewage disposal, individual septic tanks are subject to adequate leach fields and acceptable percolation tests as determined by the City Engineer and congruent with standards established by the Lahontan Regional Water Quality Control Board (RWQCB). Upon annexation to the City trunk line sewer facilities must be provided to serve the subdivision/development. Streets shall consist of 28-foot minimum paving width, asphalt curb and drainage improvements as specified by the City Engineer. Pedestrian and/or bicycle pathways should be integrated into all new projects in this designation that are located along pedestrian and/or bicycle routes identified in the Circulation Element.

Low-Density Residential (LDR: 1 dwelling unit per 1 – 2.49 acres)

This designation allows detached single family homes on lots of between one and 2.49 gross acres. Adequate water supply must be provided for domestic and fire protection needs, as approved by the City engineer. Upon annexation to the City trunk line sewer facilities must be provided to serve the subdivision/development. Streets shall consist of 28-foot minimum paving width, with curbs and drainage improvements as specified by the City Engineer. Pedestrian and/or bicycle pathways should be integrated into all new projects in this designation that are located along pedestrian and/or bicycle routes identified in the Circulation element.

Single-Family Residential (SFR; maximum 7 dwelling units per acre)

This designation allows detached or semi-detached single-family homes on lots varying in size not to exceed a gross density of 7 dwelling units per acre. City sewer, water and street standards shall be established or maintained on lands so designated. Pedestrian and/or bicycle pathways should be integrated into all new projects in this designation that are located along pedestrian and/or bicycle routes identified in the Circulation element.

Medium-Density Residential (MDR; maximum 20 dwelling units per acre)

This designation has been assigned to multi-family developments and areas of potential multi-family development located within and adjacent to the City's developed core. The designation accommodates a variety of housing types, including duplexes, triplexes, apartments, garden-style units and townhouses. City sewer, water and street standards shall be established or maintained on lands so designated. Pedestrian and/or bicycle pathways should be integrated into all new projects in this designation that are located along pedestrian and/or bicycle routes identified in the Circulation element.

Diverse-Use (16 dwelling units/acre residential; 50% lot coverage, 35' max height commercial)

This designation provides for diversity of compatible and mutually beneficial commercial and residential uses (such as housing, retail stores or offices) on a given parcel or combination of parcels. The designation is intended to encourage development featuring convenient linkages between commercial and residential uses that provides a buffer between major public or industrial areas or highways and lower density residential land uses. Additional benefits of the Diverse-Use designation include mitigation of traffic and air quality impacts associated with urban development.

Downtown Business and Cultural District (R66; limited diverse use)

This designation is intended to encourage the establishment and maintenance of tourist-oriented uses, such as museums, souvenir shops, bed and breakfast establishments, cafes and hotels, while discouraging uses that are less conducive to the promotion of tourism. The range of allowable land uses within this designation, consequently, is more restrictive than those allowed within the General Commercial land use classification.

General Commercial (GC; 50% lot coverage; 35' maximum building height)

The Barstow General Plan includes a single land use designation for commercial land uses in order to maximize the flexibility accorded to property owners and developers in terms of the types of commercial land uses allowed on lands so designated. While it is recognized that some commercial centers are likely to serve primary local, neighborhood-based customers and others may be geared toward highway travelers, all of these uses can be accommodated within the General Commercial land use designation. Administrative uses such as offices are also allowable within the GC land use designation, rather than limiting such uses to lands designated exclusively for office use.

General Industrial (GI; 50% lot coverage, 45 foot maximum building height)

The industrial designation allows for a variety of activities ranging from manufacturing, warehousing and distribution to industrial plants. As is the case for commercial uses, the General Plan includes a single land use designation for all types of industrial uses, employing the Conditional Use Permit process to ensure compatibility with adjacent uses.

Public/Quasi Public (P/QP; 50% lot coverage, 35 foot maximum building height)

This designation includes a range of public facility, service and utility functions, including schools, government offices, libraries, parks, utilities and transportation easements.

Open Space/Conservation (OS/C)

This designation applies to lands with high environmental resource value, such as habitat for threatened or endangered species, scenic vistas or archaeological significance. The majority of these lands fall under public (e.g. BLM) or quasi-public (e.g. PG&E) ownership.

Interim Open Space/Resource Conservation (IOS/RC)

Lands within the city's Sphere of Influence that are not expected to be developed within the time frame of the current General Plan (2015 – 2020) due to cost constraints associated with the expansion of city infrastructure have been assigned this *interim* designation. It is anticipated that subsequent revisions to the General Plan will result in gradual, planned conversion of these lands to urban uses at such time as is warranted by market demand and economic viability.

Exhibit L-1 (General Plan Land Use Diagram) illustrates the distribution of land use designations within Barstow's city limits and sphere of influence. Table L-1 provides an estimate of acreage within each land use designation.

Lands Considered Most Likely to be Developed by 2020

Much of the growth that is expected to occur in Barstow within the 2015-2020 time horizon of the revised General Plan will consist of infill development on existing vacant parcels already served by infrastructure such as roadways, water, sewer and drainage. Key infill sites include Section 7, a residential neighborhood straddling Barstow Road between Rimrock Road and I-15 that contains approximately 176 vacant parcels suitable for development that could accommodate up to 550 single family homes if subdivided to their maximum allowable density, roughly 60 percent of which are located in West Section 7; lands immediately south of Rimrock Road, that could accommodate an additional 500 or more single-family residences; and a small number of vacant properties in the vicinity of Montara Road that are suitable and designated for multi-family residential development. With regard to commercial land uses, existing vacant parcels in the vicinity of interchanges with I-15 at L Street and Lenwood Road are considered most likely to be developed in the near future. Industrial development is expected to occur in the southwest portion of the City.

Geographically speaking, the pattern of future development in Barstow will be to the south and southwest. To the north, development is constrained by the biological sensitivity of the land, in particular its suitability as habitat for the endangered desert tortoise. Development to the east

is limited by the presence of the Marine Base south of the Mojave River and the absence of infrastructure north of the River. Additionally, a southwesterly pattern of future development appears to be congruent with market demand, with the I-15 corridor and the growth of desert communities to the south serving as forces driving Barstow's future economic development.

At a projected annual growth rate of two percent, between 1,000 and 1,200 housing units could be constructed in Barstow by 2020, although a substantial increase in the city's employment base would likely be necessary to provide the demand for this level of housing growth. Senior housing which is less dependent on employment growth is expected to comprise the majority of new housing starts within the General Plan time horizon.

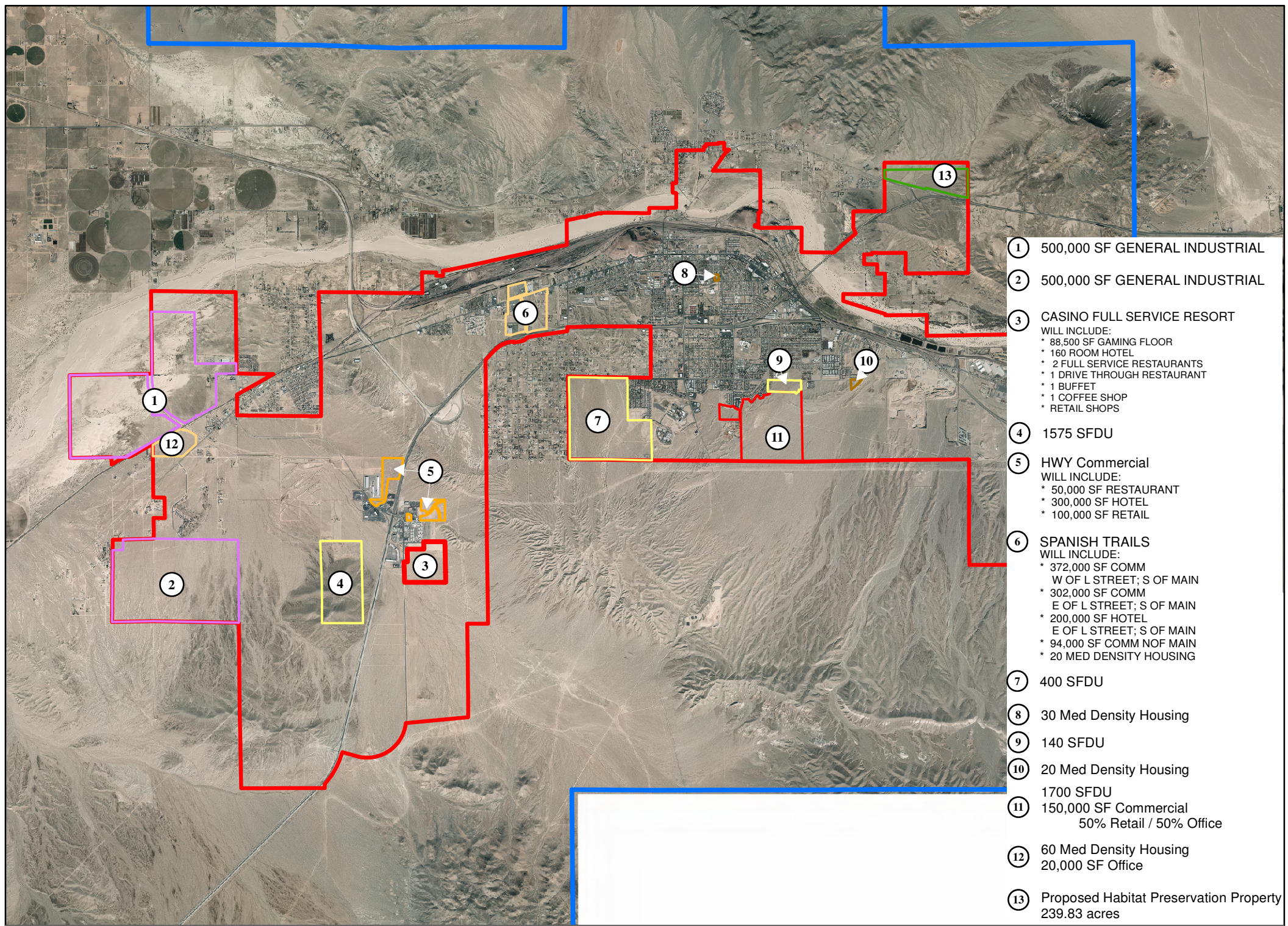
In order to provide the level of specificity required for a master environmental report to be useful, City planning and economic development staff spent considerable time between August 2013 and July 2014 reaching out to land owners and prospective developers to determine the sites within the planning area that offer the greatest potential to be developed in the near future. The results of these efforts are shown on Exhibit L-2, which identifies potential locations for future growth in Barstow accompanied by estimates of the type and scope of development considered most likely to occur. Each of these potential development sites is discussed briefly below.

Site 1: This location comprises the 1,200 acre Barstow Industrial Park which is ultimately expected to become the largest conglomeration of industrial uses in the city. Within the 2015-2020 General Plan time horizon, 500,000 square feet of manufacturing space is expected to be built in this area.

Site 2: Comprised of the former Sun and Sky golf course and adjacent properties, this site was initially proposed for a large industrial project that has not yet come to fruition. Preliminary analysis conducted for that project did, however, reveal that the vicinity is well-suited for industrial use. Accordingly, these lands have been assigned an industrial land use designation and the master EIR analysis includes an assumption that 500,000 square feet of manufacturing development will occur in this vicinity by 2020.

Site 3: The long-awaited Indian casino is considered likely to be built at this location, comprised of 88,500 square feet of gaming, 160 hotel rooms, two full-service restaurants, one drive-through restaurant and various retail shops. Recent developments, including publication and certification of a federal environmental document for this project, provide optimism that the casino may, in fact, be built by 2020.

Site 4: This 314 acre parcel owned by the Lansing Companies has been proposed for a diverse use project consisting of a low water use golf course surrounded by 1,575 homes at various densities designed for active seniors along with various ancillary land uses. Representatives of the property owner have indicated that preparation of a specific plan for the site is underway, with submittal for review by the City expected to occur in mid-2015.



- ① 500,000 SF GENERAL INDUSTRIAL
- ② 500,000 SF GENERAL INDUSTRIAL
- ③ CASINO FULL SERVICE RESORT
WILL INCLUDE:
* 88,500 SF GAMING FLOOR
* 160 ROOM HOTEL
* 2 FULL SERVICE RESTAURANTS
* 1 DRIVE THROUGH RESTAURANT
* 1 BUFFET
* 1 COFFEE SHOP
* RETAIL SHOPS
- ④ 1575 SFDU
- ⑤ HWY Commercial
WILL INCLUDE:
* 50,000 SF RESTAURANT
* 300,000 SF HOTEL
* 100,000 SF RETAIL
- ⑥ SPANISH TRAILS
WILL INCLUDE:
* 372,000 SF COMM
W OF L STREET; S OF MAIN
* 302,000 SF COMM
E OF L STREET; S OF MAIN
* 200,000 SF HOTEL
E OF L STREET; S OF MAIN
* 94,000 SF COMM NOF MAIN
* 20 MED DENSITY HOUSING
- ⑦ 400 SFDU
- ⑧ 30 Med Density Housing
- ⑨ 140 SFDU
- ⑩ 20 Med Density Housing
1700 SFDU
- ⑪ 150,000 SF Commercial
50% Retail / 50% Office
- ⑫ 60 Med Density Housing
20,000 SF Office
- ⑬ Proposed Habitat Preservation Property
239.83 acres

Exhibit L-2
Likely Development Sites

General Plan Land Use

ESTATE RESIDENTIAL (RE)	MEDIUM-DENSITY RESIDENTIAL (MDR)	GENERAL INDUSTRIAL (GI)	Public Quasi Public
LOW-DENSITY RESIDENTIAL (LDR)	DIVERSE USE (DU)	INTERIM OPEN SPACE/ RESOURCE CONSERVATION (IOS/ROS)	Legend city limit Sphere of Influence
SINGLE FAMILY RESIDENTIAL (SFR)	GENERAL COMMERCIAL (GC)	RESOURCE CONSERVATION OPEN SPACE (RCS)	

Site 5: This potential development site consists of lands on both sides of the I-15/Lenwood Road interchange owned by The Plies Companies that have yet to be developed. While specific proposals for development have yet to be submitted, the General Plan environmental analysis includes assumptions of 50,000 square feet of restaurant use, 300,000 square feet of hotel space and 100,000 square feet of retail uses in the vicinity of these locations.

Site 6: Lands amounting to roughly 110 acres along L Street between I-15 and Main Street and including properties north of Main in this vicinity have been designated the Spanish Trail Specific Plan area. A specific plan for this site was approved by the City Council in December 2013. At build-out this project is expected to include over 700,000 square feet of commercial development, a mid-luxury hotel and restaurant, medium density housing for active seniors and an interpretive pathway celebrating the history of the Old Spanish Trail.

Site 7: Located at the southeast corner of H Street and Rimrock Road, this large vacant parcel has been designated for single-family residential development. The General Plan master EIR assumes that 400 homes will be built in this vicinity within its time horizon.

Site 8: This city-owned 2.11 acre parcel located on Mountain View Avenue immediately north of Barstow Community Hospital and east of the Barstow Senior Center has been proposed for 30 units of single-family attached solar housing targeted toward active seniors.

Site 9: This 36.2 acre site along the south side of Rimrock Road just west of the Higgins Road intersection had a 146-lot tentative map recertified in March 2013. The General Plan master EIR includes an assumption that 140 single-family homes will be built at this location by 2020.

Site 10: This small, triangular parcel located on the south side of Rimrock Road approximately ¼ mile east of the Montara Road intersection has been designated for medium-density residential use. It is anticipated that up to 20 single-family attached or multi-family dwellings could be built on this site by 2020.

Site 11: This site consists of a collection of large parcels located in the vicinity of the Barstow Sportsark that are well-suited for a combination of residential, neighborhood commercial and diverse land uses. Based on consultation with the landowner's representative it is estimated that the site could eventually accommodate up to 1,700 single-family residential units along with 150,000 square feet of diverse uses possibly including retail, office and medium-density residential.

Site 12: This site is comprised of two parcels totaling just less than 80 acres located between Old Route 66 and the Burlington Northern Santa Fe rail line immediately southwest of the San Bernardino County Flood Channel. Preliminary discussions with the site owners revealed a strong interest in developing the site with a less refined notion of precisely what types of uses would ultimately be located there. For the purpose of the General Plan EIR analysis, the site has been designated for diverse use with 60 medium-density dwelling units and 20,000 square feet of retail/office uses assigned to the two parcels.

Site 13: This 249 acre triangular parcel located on the north side of Old Highway 58 at its intersection with Interstate 15 is immediately adjacent to the Superior-Cronese Critical Habitat Area designated by the Bureau of Land Management. Originally envisioned as a potential site for residential development, this parcel may have stronger potential for open space and habitat preservation in light of the physical, biological and economic constraints to its development for urban uses. For this reason it has been assigned an Open Space/Resource Conservation land use designation.

Obviously, were development to occur on all of the sites referenced above at the uses and intensities indicated the total amount of residential, commercial and industrial square footage would greatly exceed the amount that is expected under the assumption of two percent annual growth between 2015 and 2020. It is more likely that development within this time frame will occur on some, but not all of these sites and that few if any of them will be developed to their maximum intensities until some point beyond 2020. The estimates identified are employed for the purpose of a) preparing an environmental impact analysis that encompasses as many of the impacts of developing these sites that can be anticipated at this time; and b) providing city residents, landowners and prospective developers with a greater understanding of the City's vision for its future growth and development.

Land Use Goals, Policies and Strategies

GOAL 1: Foster and Promote a well- planned, orderly development pattern that enhances community values, and assures development and maintenance of adequate infrastructure.

POLICY 1.A: The City shall maintain a land use map that assures a balance of residential, commercial, industrial, open space and public lands.

STRATEGY 1.A.1: The City shall maintain an inventory of remaining capacity of all General Plan land use classifications and recommend to the City Council, as needed, changes in land use designations to maintain a balance of available land uses within the planning area.

Responsible Parties: Planning Staff, Planning Commission

STRATEGY 1.A.2: The Zoning Ordinance and accompanying map shall directly correspond to General Plan land use designations, and shall remain consistent with the General Plan.

Responsible Parties: Planning Staff, Planning Commission, City Council

POLICY 1.B: Encourage the creation of integrated specific or master planned communities that encompass a range of land use types.

STRATEGY 1.B.1: Prepare Specific Plans for the lands located along L Street between I-15 and Main Street as well as for the Route 66 Historic District along Main Street.

Responsible Parties: Planning Staff, City Engineer, Planning Commission

STRATEGY 1.B.2: Provide guidance to land owners and developers interested in pursuing the approval of specific plans or master planned communities.

Responsible Parties: Planning Staff, City Engineer, Planning Commission

GOAL 2: The City seeks to ensure an aesthetically pleasing appearance to the community that will maintain and enhance property values throughout the planning area.

POLICY 2.A: Pursue landscape and streetscape enhancements, particularly at key gateways to the community and in the vicinity of significant historical, commercial and public use areas.

STRATEGY 2.A.1: Work with property developers to incorporate landscape and streetscape enhancements into the design and implementation of land development projects.

Responsible Parties: Planning Staff, Planning Commission

STRATEGY 2.A.2: Design and install landscape and hardscape gateway improvements at I-15 and L Street; I-15 and Barstow Road; I-40 and Montara Road, and at both the eastern and western entrances to the Route 66 Historic District along Main Street.

Responsible Parties: City Engineer, Planning Staff, Public Works Staff, Planning Commission

POLICY 2.B: Aggressively enforce Municipal Code provisions and Use Permit Conditions pertaining to maintenance of private property and the abatement of public nuisances.

STRATEGY 2.B.1: Regularly and periodically conduct city-wide field inspection to ensure conformance with Municipal Code and Use Permit Conditions.

Responsible Parties: Planning and Code Compliance Staff

STRATEGY 2.B.2: Conduct a review of existing municipal ordinances relating to the maintenance of private property to ensure their comprehensiveness and the sufficiency of penalties for non-compliance.

Responsible Parties: City Council Rules and Policies Committee, City Staff

POLICY 2.C: The City shall encourage quality design in all development projects and shall encourage the enhancement of existing developed properties.

STRATEGY 2.C.1: The zoning provisions of the Municipal Code shall include design guidelines for all land use types that enunciate the City's requirements and expectations.

Responsible Parties: Planning Staff, Planning Commission, City Council

STRATEGY 2.C.2: The City shall pursue funding sources to provide incentives for renovation, rehabilitation and upgrading of existing residential, commercial and industrial land uses.

Responsible Party: Community Development Department

GOAL 3: Improve the downtown core as a viable and attractive destination for tourists.

POLICY 3.A: Encourage land uses within the Downtown Business and Cultural District that are conducive to the promotion of tourism while discouraging uses that are not so conducive.

STRATEGY 3.A.1: Pursue the relocation of museums currently occupying city-owned facilities, as well as military, space and automobile-oriented and other museums and cultural attractions to the Downtown Business and Cultural District.

Responsible Party: City Manager and/or designee(s)

STRATEGY 3.A.2: Consider the creation of incentives for tourist-oriented businesses, such as cafes and gift shops, to locate within the Downtown Business and Cultural District.

Responsible Parties: Assistant City Manager, Economic Development and Planning Manager

STRATEGY 3.A.3: Formulate and implement land use restrictions preventing further proliferation of incompatible uses within the Downtown Business and Cultural District while considering the creation of incentives for existing incompatible uses to relocate to other parts of the City.

Responsible Parties: Economic Development and Planning Manager, Planning Staff

POLICY 3.B: Enhance the visibility and notoriety of Barstow's Route 66 Main Street as the longest remaining active Main Street along the entirety of the Route 66 Business Corridor.

STRATEGY 3.B.1: Prepare and implement a comprehensive marketing strategy for the Downtown Business and Cultural District and the Route 66 Business Corridor.

Responsible Parties: Public Information Officer, Economic Development and Planning Manager

STRATEGY 3.B.2: Pursue funding support for the implementation of initiatives identified in the Route 66 marketing strategy.

Responsible Parties: Community Development staff; Economic Development and Planning Manager

GOAL 4: Enhance the Prosperity and Economic Vitality of Barstow

POLICY 4.A: With regard to commercial development the City shall pursue a two-pronged strategy, focusing on a) inducing visitors to spend more time and money in Barstow; and b) developing commercial uses that address underserved markets within the community.

STRATEGY 4.A.1: Approve and implement the Spanish Trail Specific Plan on lands located along L Street between I-15 and Main Street.

Responsible Parties: Community Development Staff; Assistant City Manager, Economic Development and Planning Manager

STRATEGY 4.A.2: Encourage the development and expansion of retail establishments serving markets that have been identified by the April 2012 Retail Site Assessment as having surplus demand, including furniture and home furnishings, electronics and appliances, sporting goods, hobby, books and music stores and health and personal care services.

Responsible Parties: Community Development Staff, Assistant City Manager, Economic Development and Planning Manager.

STRATEGY 4.A.3: Increase the attractiveness of the Route 66 Historic District as a tourist destination.

Responsible Parties: City Manager, City Council, Community Development Staff

POLICY 4.B: Expand opportunities for well-paying jobs by growing and diversifying the City's industrial workforce.

STRATEGY 4.B.1: Actively pursue development of the Barstow Industrial Park.

Responsible Parties: Assistant City Manager, Economic Development and Planning Manager

STRATEGY 4.B.2: Consider strategies geared toward fostering homegrown industries such as the creation of a community development corporation.

Responsible Party: Economic Development and Planning Manager

GOAL 5: Expand the range of cultural, aesthetic and recreational opportunities available to city residents and prospective visitors.

POLICY 5.A: Encourage the establishment and expansion of museums, art galleries and sites of historical interest at designated locations within the city.

STRATEGY 5.A.1: Pursue the relocation of existing museums to the Route 66 Historic District and, with the cooperation of Goldstone, Ft. Irwin and the Marine Corp Logistics Base, establish space and military museums within the District.

Responsible Parties: City Manager, Assistant City Manager, City Council

STRATEGY 5.A.2: Establish a formal working partnership with Barstow Community College in the operation of its newly completed Performing Arts Center.

Responsible Parties: City Manager, Economic Development and Planning Manager

POLICY 5.B: Work with entities such as the Bureau of Land Management, the National Parks Service and the State Lands Commission to increase public awareness and utilization of sites of historic interest.

STRATEGY 5.B.1: Pursue designation and signage of portions of the Old Spanish Trail that traverse Barstow by the National Parks Service.

Responsible Party: Economic Development and Planning Manager

STRATEGY 5.B.1: Seek financial support from state and federal agencies toward the enhancement and marketing of the Route 66 Historic District.

Responsible Parties: Assistant City Manager, Economic Development and Planning Manager

GOAL 6: The City shall consider supporting annexation of unincorporated lands to the extent that such annexations would consolidate and improve services, accommodate anticipated population growth, improve the range and diversity of the City’s housing stock, expand the property and sales tax bases and promote economic growth and prosperity.

POLICY 6.A: Seek the support of residents and property owners for a phased annexation of the currently unincorporated Barstow Heights area.

STRATEGY 6.A.1: Achieve annexation of lands east of A Street by 2017 and east of H Street by 2020.

Responsible Parties: Planning Staff, Planning Commission, City Council

STRATEGY 6.A.2: Expand circulation and public utilities infrastructure to enhance the feasibility of annexation of the remainder of Barstow Heights at the earliest feasible date beyond the 2020 General Plan horizon date.

Responsible Parties: Community Development Staff, City Engineer

POLICY 6.B: Annex lands adjacent to the city limits at such time as viable development proposals consistent with General Plan land use designations are submitted and approved.

STRATEGY 6.B.1: Review and approve development proposals on unincorporated city-adjacent lands and seek approval from LAFCo for annexation concurrent with their approval.

Responsible Parties: Planning Staff, Planning Commission, City Council

STRATEGY 6.B.2: Expand circulation and public utilities infrastructure to enhance the feasibility of annexation and development of lands adjacent to the city limits.

Responsible Parties: Community Development Staff, City Engineer