

# LAKEPORT LAKEFRONT REVITALIZATION PLAN

PREPARED FOR THE CITY OF LAKEPORT  
MAY 2017



PREPARED BY  
**DESIGNWORKSHOP**

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# 1.0 INTRODUCTION



## 1.1 INTRODUCTION

The City of Lakeport (City) is located on the western shore of Clear Lake, a natural lake with over 100 miles of shoreline, located in Lake County (County), California. Lakeport is the County seat and the only other incorporated city within the County is Clearlake. As the County seat, the City benefits from a higher percentage of employment in the public sector which tends to result in a stable workforce in the areas of legal services, healthcare occupations, administration support, financial occupations, community services and media and forestry occupations. This helps to support a higher level of commercial and retail businesses, yet over the years the County and City have seen a decline in visitors that has impacted the economic health of the area.

Historically, Clear Lake has been a destination for water-oriented summer recreation for those residing in northern California and specifically the Bay Area. The City of Lakeport boasts the finest boat ramps and lake access on Clear Lake and all access points are free. Lakeport has three primary points of access to Clear Lake at First, Third and Fifth streets. Seven lanes of boat access to Clear Lake are available at these three ramp facilities. The City, with approximately 3.8 miles of shoreline, a public marina and recreation-based businesses, has attracted a high number of visitors interested in boating, fishing and other water-related activities. Over the years there has been a number of factors that have resulted in the decline of visitors to the area which have lead to the decline of business activity and growth in the region. These include but are not limited to the development of reservoirs providing similar recreation activities, the closing of Konocti Harbor Resort and Spa, the water quality of Clear Lake and the growth of the Napa Valley wine industry. However, in recent years with the expansion of the wine industry in Lake County, housing prices in surrounding counties, and an influx of retired people with free time, there has been an increase of interest and activity in the county and the city.

Recognizing that the lakefront area plays a critical role in the City's identity for both the residents and visitors, this planning effort is focused on identifying opportunities to improve the lakefront area physically, environmentally, economically and socially. This study is funded in part by the California Department of Housing and Community Development (CDBG) and by the City of Lakeport.

## 1.2 PROJECT AREA

The primary study area for the Lakeport Lakefront Revitalization Plan (LLRP) includes public and private property south of Clear Lake Avenue, north of C Street. The study area is bound on the east side by the waterfront and extends the width of all the adjacent properties. On the north end the adjacent properties also front Main Street while the rest of the properties south of the former Natural High parcel front businesses that are in between the lakefront and Main Street.

## 1.3 PROJECT PURPOSE

Previous planning efforts developed a vision for the lakefront area by identifying potential areas for redevelopment and reinvestment. However, with current economic limitations and no redevelopment agencies that could provide incentives, the ability to attract reinvestment into communities such as Lakeport has been challenging. This document will take an implementable approach in developing the Lakeport Lakefront Revitalization Plan by understanding existing land uses, current market conditions and community needs. The plan will provide the community and elected officials with a road map for future improvements as well as encouraging reinvestment. The following provides a summary of the planning process and public engagement.





**Figure 2: Project Study Area**



## 1.4 PROJECT PROCESS

The City retained the consultant team led by Design Workshop with economic assessment from BAE Urban Economics, and a preliminary environmental assessment of the lakefront area from Rincon Consultants. Engaging the community in the planning process was a critical step in developing a plan that reflects community needs and will be supported in its adoption and implementation. The following is a summary of the various methods and opportunities where public input was obtained with a greater level of detail from each of the meetings included within the appropriate sections where they occurred.

- **Management Team Meetings (MT):** This includes key staff from the City and the Design Team. Meetings and phone calls were held throughout the process to discuss elements such as public outreach and outcomes from these meetings, review preliminary assessments, reports and plans and to discuss management aspects such as project schedule, progress and project deliverables.
- **Stakeholder Meetings:** Meetings with key user groups and/ or business owners and individuals that have an interest in the redevelopment and reinvestment in the waterfront and the downtown area were conducted.
- **Lakeport Unified School District Meetings:** Since the Natural High property owned by the LUSD makes up approximately 33% of the public open space in the lakefront project area and is currently underutilized, it was critical to understand the options available for improvements on the property and opportunities for joint venture with the City if the LUSD retains ownership.
- **Lakeport Summer Concert Booth:** To reach a broader audience in the community that may not necessarily attend a public meeting, the Design Team set up a booth at the June 24 Concert In The Park to solicit opinions about the Lakeport.
- **Public Forums:** Two Public Forums were held to present information and ideas to the community and discuss their thoughts related to the information provided.
- **Surveys:** Online surveys were available for those unable to attend the public forums where the information and questions presented at the meetings were available for reviewing and responding.
- **Presentations to Boards**
- **Presentations by City staff:** Presentations were made to LUSD school board and High School Senior Government classes.

This plan was developed in four phases. The first phase included reviewing previous work that was done for the City and specifically the lakefront area, assessing the existing site conditions through field inventory and base mapping, data and a market assessment of the region. This is summarized in **Section Two, Existing Information & Site Analysis Section.**

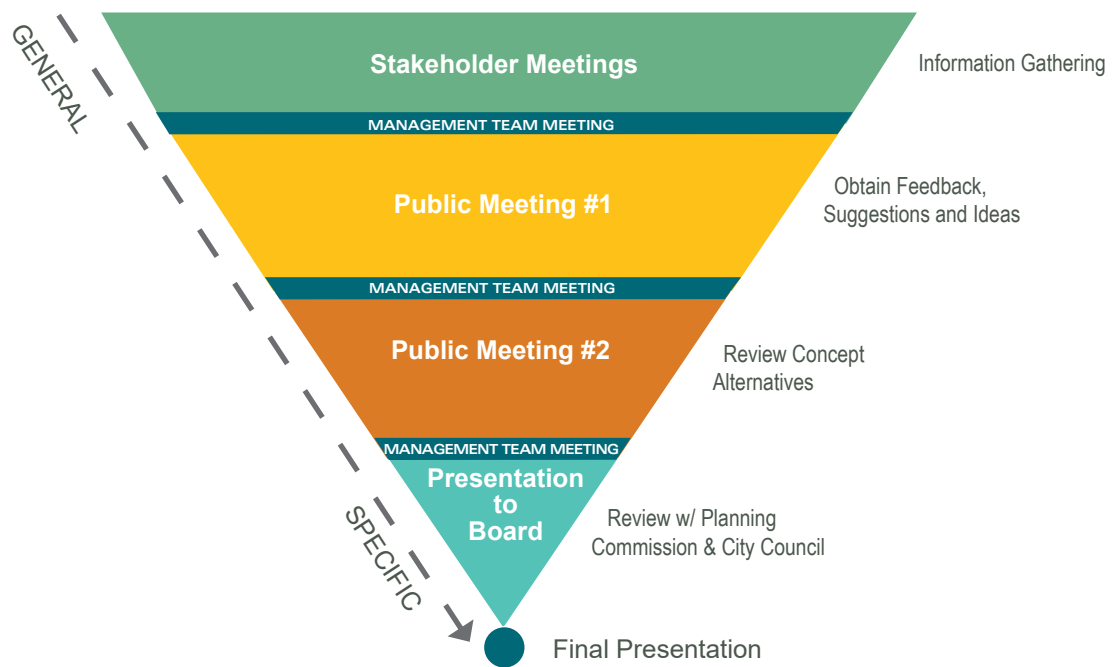
With information from the community, preliminary concepts were prepared that captured ideas in various alternatives, summarized the benefits and challenges to these alternatives and gathered feedback from the community and stakeholders. While the study is focused on the lakefront area, the relationship of the downtown Main Street district and the businesses that front onto the lake were considered when developing alternatives for the lakefront area. This is summarized in **Section Three, Preliminary Alternatives.**

Based on direction from the City and input from the community a draft preferred plan was prepared which captured the best aspects of the alternatives and aligned with the market study. Recommendations for improvements to publicly-owned land as well as opportunities for key private properties that could play a large role in the future of the lakefront were explored and included. This is summarized in **Section Four, Preferred Plan.**

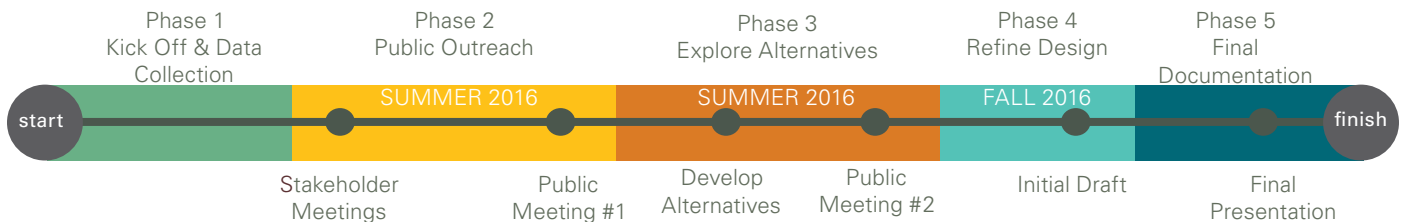
With additional public input and direction from City staff and elected officials, a final master plan and implementation strategies were prepared. This is summarized in **Section Five, Final Recommendations and Implementation.**



## PROCESS



## SCHEDULE









# 2.0 EXISTING INFORMATION & SITE ANALYSIS

## 2.1 INTRODUCTION

This section is focused on understanding the existing physical, environmental and market conditions related to the waterfront area. Existing land uses and previous planning efforts were reviewed and examples of other waterfront developments that provide insight to opportunities for Lakeport were provided.

As part of the process establishing some goals and objectives enabled the City, the design team and the community to identify the critical elements this process and the final master plan should achieve for the lakefront area. To help identify some initial goals for the project, a project kick-off meeting occurred with City staff and the design team to achieve the following:

- To gain an understanding of the current conditions in the City
- To identify aspects that will need to be considered during the process
- To review previous studies that have been prepared that may influence the outcome of this process
- To identify current and near future projects that are underway with the City
- To discuss the overall public engagement process and schedule.

## 2.2 GOALS

The Lakeport Lakefront Revitalization Plan will serve as a guiding document for the community, City staff and elected officials when making future decisions for improving the quality of the waterfront area. The following provides an overview of what will be included in the final document:

- Identifying the current use of the parcels, underutilized parcels, and the best use for those properties that maximizes their potential economic viability.
- Identify both short-term and long-term goals for the shoreline area
- Identify the best use of all vacant and under-utilized properties in the study area.

Develop a plan that strengthens the connections between the City of Lakeport's downtown commercial area and Clear Lake with regard to economic, commercial and recreational opportunities for those properties adjacent to the lake

## 2.3 EXISTING STUDIES

As part of understanding the previous planning work for the lakefront area, the following documents provided by the City were reviewed and summarized for relevance to this planning effort.

- Lake County Comprehensive Economic Development Strategy (CEDS), dated 2016.
- Lakeport Downtown Improvements- North Main Street: Prepared by Crawford Associates, dated February 2016. This was a downtown improvement streetscape project for Main Street from First Street to Fourth Street.
- Lakeport Carnegie Library Reuse and Feasibility Study, dated 2014.
- Lake County Economic Development and Marketing Strategic Plan, dated 2011-2013.
- Westside Community Park, dated 2010. Phase I of this City park was built in 1999 and Phase II was built in 2000 and included many of the active uses proposed earlier from the lakefront area such as sports fields and play fields.



- City of Lakeport Redevelopment Study Area Master Plan, prepared by PMC, dated 2009. This plan showed aggressive redevelopment from Third Street to Clear Lake Avenue extending from the shoreline to Main Street. The proposed improvements on this plan show the removal of nearly all buildings within this area with an emphasis on a new, mixed-use program.
- City of Lakeport Conceptual Lakefront Master Plan, prepared by Green Valley Consulting Engineers, dated 2008. This master plan consists of a site plan showing proposed improvements on private land, City land and school district land from First Street to Clear Lake Avenue extending from the shoreline to Main Street. Significant improvements are shown removing buildings and reshaping Dutch Harbor including two new hotels, retail/restaurant buildings, and a pedestrian promenade with a bridge over Dutch Harbor. No elements of the plan were implemented.
- Lakefront Park Master Plan, prepared by Roberts Associates, dated 1987. This plan showed improvements from First Street to Dutch Harbor with a central piece being a new pier and marina centered on Fourth Street. A park and sports fields were proposed at the Natural High property along with a reconfiguration of Library Park.
- City of Lakeport General Plan Land Use Designations, prepared by Quad Knopf, dated 2009. This map shows land use designations for all properties within the City. It should be noted that some designations are in conflict with the City's zoning map.



## 2.4 EXISTING CONDITIONS

The environmental elements, the market conditions that may influence the master plan and the relationship of existing land uses including the Main Street district, on-site assessments and market research were analyzed to understand the physical condition of the lakefront area. The following is a summary of this analysis with complete studies included in the appendix.

### SITE INVENTORY AND ASSESSMENT

As part of the site inventory and assessment, base maps were created using GIS and ownership information provided by the City, Aerial photography from Google Earth and our teams' visual assessment collected during our visits to the site. These maps will be used to gain a more comprehensive understanding of the factors influencing the lakefront and will help to address issues and opportunities when developing the plan. For assessing the physical conditions of the project area, we have defined the areas as follows and use these terms throughout the document.

#### *Primary Study Area - Waterfront*

This area includes the land immediately adjacent to the water and the land that would be included in any public access and waterfront trail. It includes the boat launch area, the marina and the existing waterfront promenade associated with Library Park. The waterfront is approximately 5,429 linear feet in which 54% is on private land and 46% is publicly-owned. Our initial site observations for this area are as follows.

- Private property from Clear Lake Avenue to City-owned property near Tenth Street: This area is land privately-owned and consists of five hotel/motel businesses, one mobile home park and many of the properties have private piers and boat slips. There are a few retail / restaurant establishments that front Main Street and are described in the Main Street section below. Because of private ownership, the opportunity to provide a waterfront public promenade to Clear Lake Avenue is currently limited.
- City Property (including Dutch Harbor) and Lakeport Unified School District Site: The entire water's edge along this section consists of overgrown vegetation impacting visibility of and access to the lake. There is one privately-owned parcel to the east that is landlocked. For this reason, it is highly unlikely the property will be built on. There are numerous homeless camps along the lakefront in this area.
- Public Land from Sixth Street to First Street: This section of the waterfront includes the existing promenade along Library Park, a public marina, three public boat launches, the existing Lakeport Yacht Club building and two public restrooms.

Benches and picnic tables provide opportunities to sit and enjoy the lake. The shoreline in this area has a steep drop-off depending on lake level and is fortified by either a wall or rock rip rap. In addition, based on the floods of 2017 and the damages that have resulted in it, repairs to this area need to be addressed.

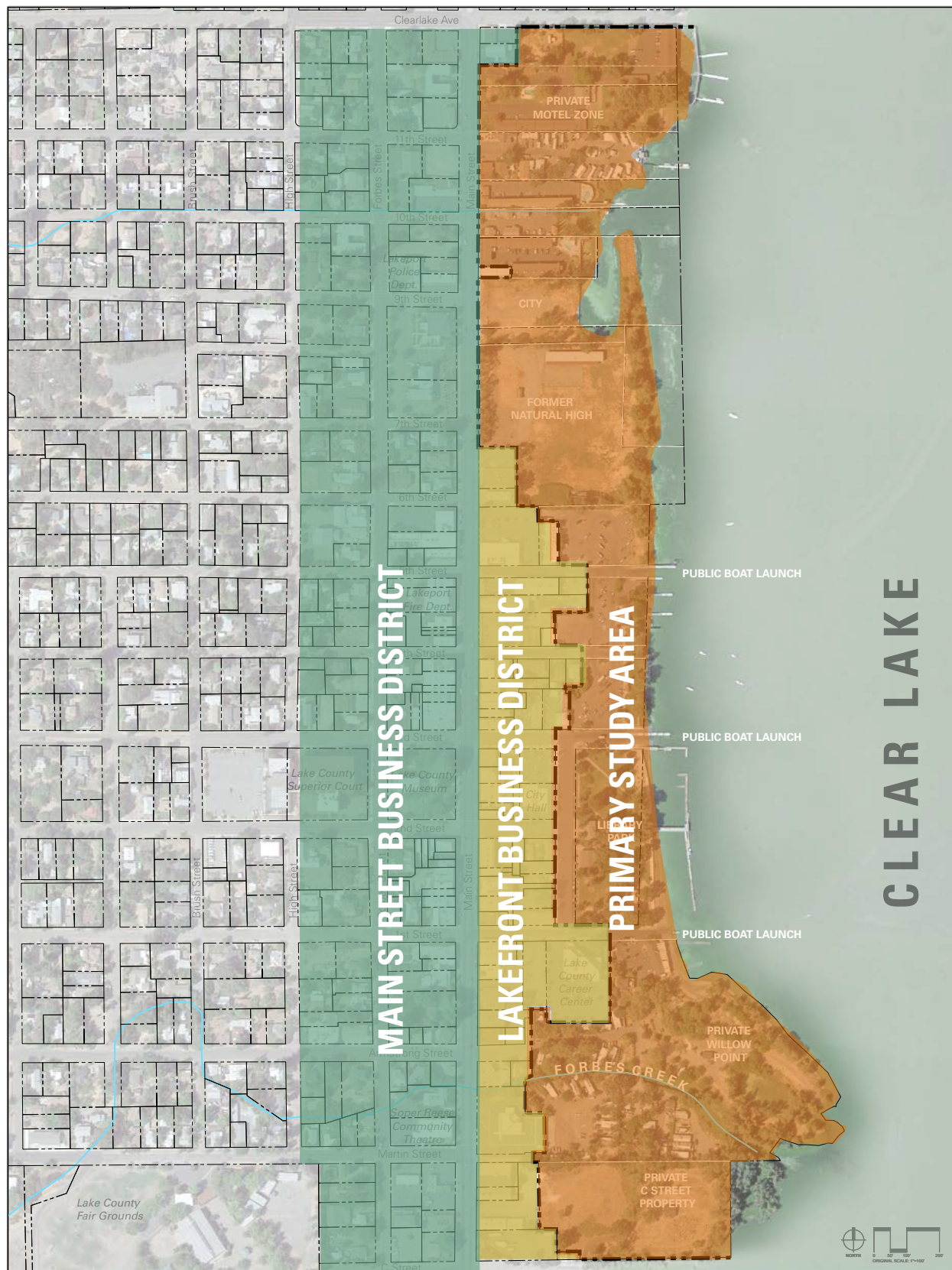
- Private Property from First Street to C Street: This area is known as Willow Point and is a privately-owned waterfront area. Public access is restricted like what occurs from Clear Lake Avenue to Tenth Street. However, since there are very few structures near the waterfront, there is potential opportunity for public access. There are two separate property owners for this area with the parcel to the south being undeveloped and unused except for a few homeless camps. The parcel to the north is primarily used as a mobile home park and seasonal RV campground along with a building at the boat ramp on First Street formerly used as a lakefront restaurant that is now vacant. Forbes Creek bisects this parcel with the bridge internal to the property.

#### *Primary Study Area - Lakefront Area*

This area includes the parcels immediately adjacent to the waterfront area and the Lakefront Business District. It is most of the land within the study area and includes both public and private ownership. Our intimate site observations for this area are as follows.

- Private Property from Clear Lake Avenue to City-owned Property near Tenth Street: This includes seven privately-owned properties that provides most hotel/ motel lodging opportunities in the lakefront area. Most of the parcels are narrow, single loaded one and two story structures with surface parking and have limited opportunities for redevelopment without property consolidation. All but one of these parcels extends from the lake edge to Main Street.
- City Property (including Dutch Harbor) and LUSD Site: The LUSD area includes the former Natural High school building, a small restroom facility, a fenced-in area used by the sculling club and parking areas that have not been maintained over the years. An existing chain linked fence that is overgrown with vegetation along the south property line creates a visual and physical barrier from the adjacent existing parking lot. Currently people are accessing the site at the lake edge yet it is not easily accessible and appears unsafe. Most of the site is a large unmaintained grass area that is used primarily as an informal dog park where owners allow their dogs to play off leash. The City-owned property north of the LUSD property includes Dutch Harbor and undeveloped land with the exception of a small retail building that fronts Main Street. People access the waterfront for fishing and has been used occasionally for construction staging. Once a





**Figure 4:** Study Area

year the seaplane fly in event called the Clear Lake Splash In stages planes out of the water on this large open area.

- **Public Land from Sixth Street to First Street:** This can be described as the working portion of the lakefront area. It provides parking for vehicles with and without boat trailers, public boat ramps and parking for public parking for Library Park (described below), City offices and the businesses that comprise the Lakeport Business District. Much of the area is dominated by boat parking and services and lacks clear pedestrian connectivity to the Main Street district.
- **Private Property from First Street to C Street (Willow Point):** As described previously, this privately-owned land is used primarily as long-term residential and seasonal camping with the land next to C Street vacant. The boat ramp area to the north of this property has been used primarily as a non-motorized vessel launch and rentals. The commercial property has provided waterfront dining yet has remained vacant in recent years. Willow Point has been a focus of potential development in the recent past and is currently being assessed by property owners. Because of the limited “fixed” facilities on-site, and the size of each of the properties, this area has the potential of elevating the overall character, clientele and experience in the project area.

### ***Lakefront Business District***

The Lakefront Business District benefits from its immediate adjacency to the lake, park and open spaces. This area includes the land adjacent to the Lakefront area and the Main Street Business District. It includes both public and private ownership. Our initial site observations for this area are as follows.

- **Private Property from Clear Lake Avenue to City-owned Property near Tenth Street:** There is no property defined as Lakefront Business District in this section as all but one property extends from the lake edge to Main Street.
- **City Property (including Dutch Harbor) and County-owned school site:** There is no property defined as Lakefront Business District in this section.
- **Private Land from Fifth Street to First Street:** This area has the greatest opportunity for improving the lakefront area from an economic perspective. Yet there are under-utilized properties, small parcels which can restrict larger businesses and lack of visibility for those traveling through the city on Main Street. Even with City Hall and public services located in the area, the area seems to struggle with developing and maintaining a vibrant business district.
- **Private Property from First Street to C Street:**

- Because of the proximity to the lakefront business district, retail and commercial opportunities for these private properties would best take advantage of their unique setting. The existing commercial property at the end of First Street and on the water could provide a unique waterfront restaurant opportunity with investment and redevelopment of the property. One popular restaurant that could serve as a model for redevelopment is the Park Place. Additional opportunities exist along Park Street and with the creation of vibrant alleys that run North-South behind the Main Street buildings.
- The Lakefront Business District benefits from its immediate adjacency to the lake, park and open spaces. Yet there are under-utilized properties, small parcels which can restrict larger businesses and lack visibility for those traveling through the city on Main Street. Even with City Hall and public services located in the area, the area seems to struggle with developing and maintaining a vibrant business district.

### ***Main Street Business District***

This area includes the parcels that front Main Street and create the core of Lakeport’s downtown. Our initial site observations for this area are as follows.

- The Main Street Business District appears to be active with most retail and commercial space leased or locally owned and operated. Several financial institutions are along Main Street which are auto oriented and not consistent with the Historic character of Downtown.
- Architecturally the buildings within the blocks of First Street and Fourth Street reflect the historic character of the City and include many of the “walkable aspects” of a downtown experience. Included in this area is the Lake County Museum, restaurants, and shopping. However, there are still some prime storefront that remain vacant. This area recently has recently been improved in 2016 with new sidewalks, curbs and gutter and site furnishing to improve the pedestrian experience. Yet much of the activity that occurs in this area is focused around daily business hours and many of the establishments are closed in the early evening reducing the opportunity for evening activity in this area.

### **LAND USES/OWNERSHIP**

Per the City’s General Plan, the land uses within the project area comprise of the following.

**Primary Study Area:** The total Study area is approximately 39 acres.

- **Resort Residential:** This is approximately 16.8 acres in size and makes up approximately 43% of lakefront project area. Property is both privately and

publicly-owned. The Natural High School land owned by the Lakeport Unified School District and undeveloped City-owned property north of the school site including Dutch Harbor makes up the public ownership while the land north of the City property up to Clear Lake Avenue and the property referred to as Willow Point make up the privately-owned land.

- Open Space Parkland: This is approximately 7.7 acres in size and makes up approximately 20% of the lakefront project area. This includes Library Park, the Carnegie Library and areas for vehicle and boat parking.
- Willow Point: This is approximately 14 acres in size and makes up approximately 37% of the study area. The land is all privately-owned and consists of two separately owned parcels.

**Lakefront Business District:** All property included in this district has a Central Business District land use designation.

**Main Street Business District:** While not part of the study area, the types of land uses help inform the lakefront master plan. Most land use designation is Central Business District and a modest

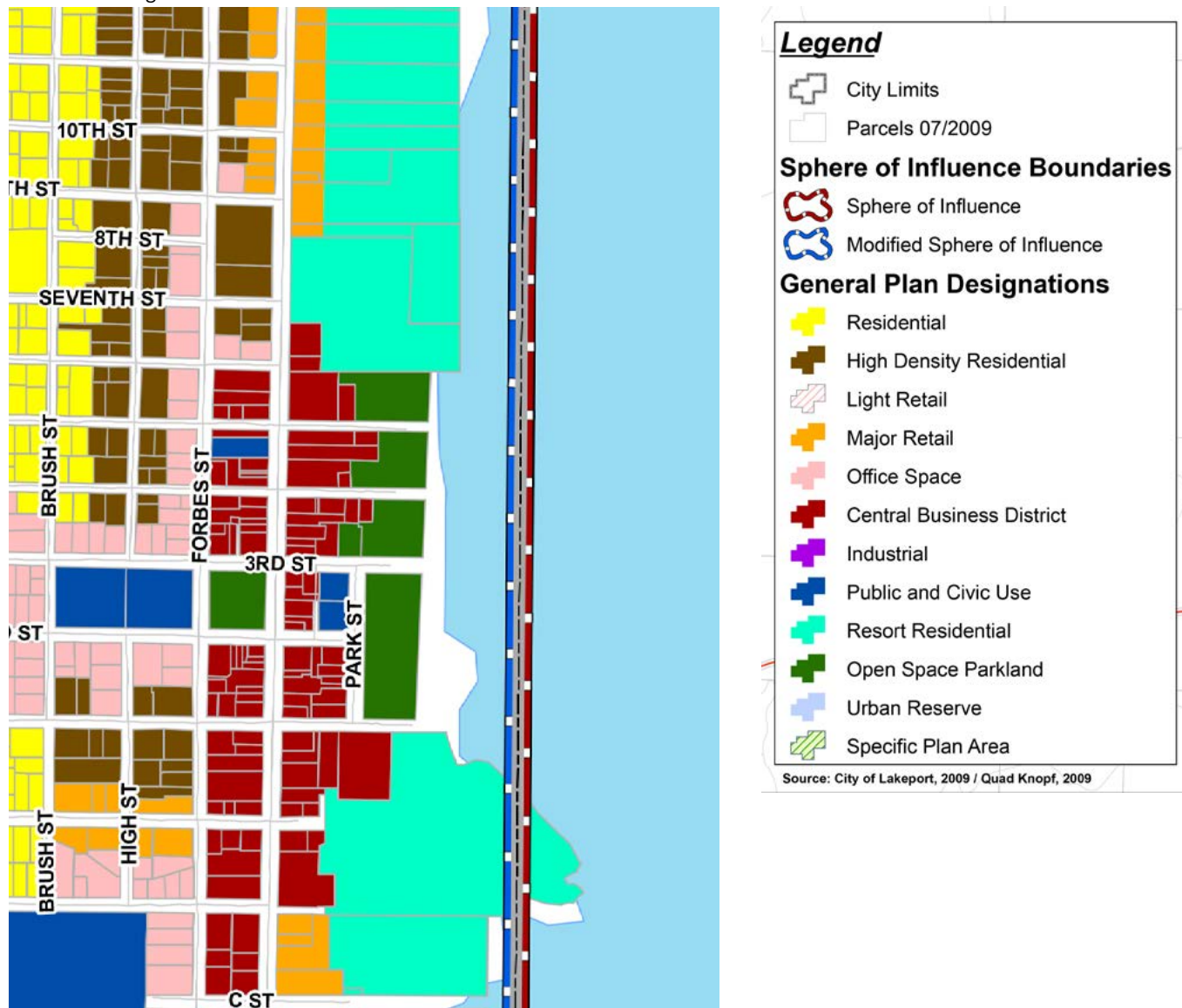


Figure 5: Land Use



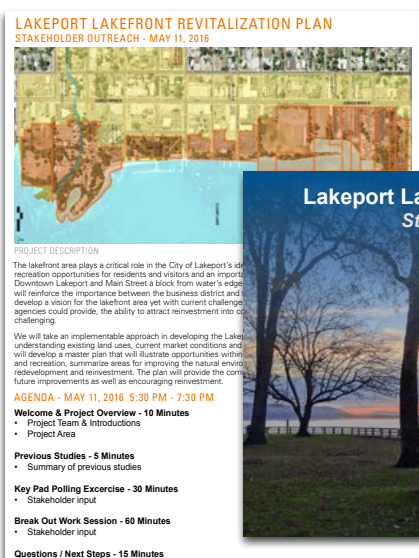
## 2.5 PUBLIC OUTREACH EFFORTS

### STAKEHOLDER MEETINGS

Meetings with key user groups and/ or individuals that have an interest in the redevelopment and reinvestment in the waterfront and the downtown area were conducted on May 11, 2016. To accommodate various schedules and interest of stakeholders there were three meetings held over the course of the day in which the same information was presented and discussed. These include the following:

- Business Owners Stakeholder Meeting:  
1:30 pm - 2:45 pm
  - » Lakeport Main Street Association
  - » Lakeport Economic Development Advisory Committee (LEDAC)
  - » Lake County Chamber of Commerce
  - » User Groups/ Organizations (Boating, fishing, water sports)
- City and Public Agency Stakeholder Meeting:  
3:00 pm - 4:15 pm
  - » Environmental/ Nonprofit Groups
  - » Agencies and other City departments
- Stakeholder Outreach Meeting:  
5:30 pm – 7:30 pm

At the meetings, an overview of the project was provided and a discussion around the group's thoughts regarding the strengths, weaknesses, opportunities and concerns related to the city and the lakefront area occurred. In addition at the evening meeting a keypad polling exercise was conducted which asked a series of questions related to the downtown and lakefront area



and participants were divided into three groups, provided base maps of the area and ask to illustrate their thoughts around key aspects of the project area on the maps. The following is a summary of these meetings with the full meeting minutes included in the appendix.

### Preliminary Goals

- Circulation
  - » Create a pedestrian loop along waterfront and downtown with bridges and boardwalks
  - » Provide connections to neighborhood
  - » Use vegetation to separate downtown from neighborhood
  - » Provide connected bike paths
  - » Tie promenade in with Esplanade
- Public Spaces
  - » Lakefront provides opportunity for paths/ parks
  - » Willow Point is a huge opportunity, City to work with private property owners
  - » More people should arrive by boat, improve boat-ability and connections from docks
  - » Take advantage where the street runs to the lake
  - » Bring in a ferry, bring back the 'port'
  - » Take advantage of County public spaces
  - » Provide interpretative and wayfinding signage
  - » Highlight Forbes Creek with trail and environmental improvements
  - » Natural High and Dutch Harbor improvements
- Environment
  - » Improve Forbes Creek
  - » Improve and open space at Natural High
  - » Improve creek on Tenth Street
  - » More osprey nests
  - » Create a cohesive low water use landscape
  - » Soften the downtown and waterfront area with more plants, there is a lot buildings and hardscape now
- Economics
  - » More events
  - » Lakefront amphitheater and other venues in addition to Library Park gazebo
  - » Marina with ability to lease out spots and slip fees
  - » Bring in regular base of tourists
  - » Provide consistency between downtown and lakefront, tie in visually

## LAKEPORT UNIFIED SCHOOL DISTRICT MEETINGS

Since the Natural High property owned by the LUSD makes up approximately 34% of the public open space in the lakefront project area and is currently underutilized, it was critical to understand the options available for improvements on the property, opportunities for joint venture with the City and methods to dispose of the site. Two meetings were held to discuss the possibilities. In summary, the school district was not opposed to working with the City on improvements to their property. Yet with limited available funding, there would need to be a cooperative agreement between the City and the District particularly since removing the existing building poses a challenge because of environmental hazard issues. There was less excitement from the District with commercial development on their site yet it is open to potentially sell the property to an interested buyer. Talks between the City and LUSD will need to continue to make beneficial improvements to this crucial property.

## LAKEPORT SUMMER CONCERT BOOTH

To reach a broader audience in the community that may not necessarily attend a public meeting, the design team set up a booth at the June 24 Concert In The Park to solicit opinions about the Lakeport lakefront. Information about the project included maps and images describing the project area and the purpose of the master plan. A brief questionnaire was provided for those interested in responding as well as conversations to help understand the process and answer any specific questions. Approximately 60 questionnaires were collected and the following summarizes the comments.

### LAKEPORT LAKEFRONT QUESTIONNAIRE

WHAT ARE YOUR "VISIONS" FOR THE LAKEPORT SHORELINE?

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WHAT DO YOU CURRENTLY DO AT THE LAKEFRONT AREA?

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WHAT DO YOU FEEL IS MISSING FROM THE LAKEFRONT AREA?

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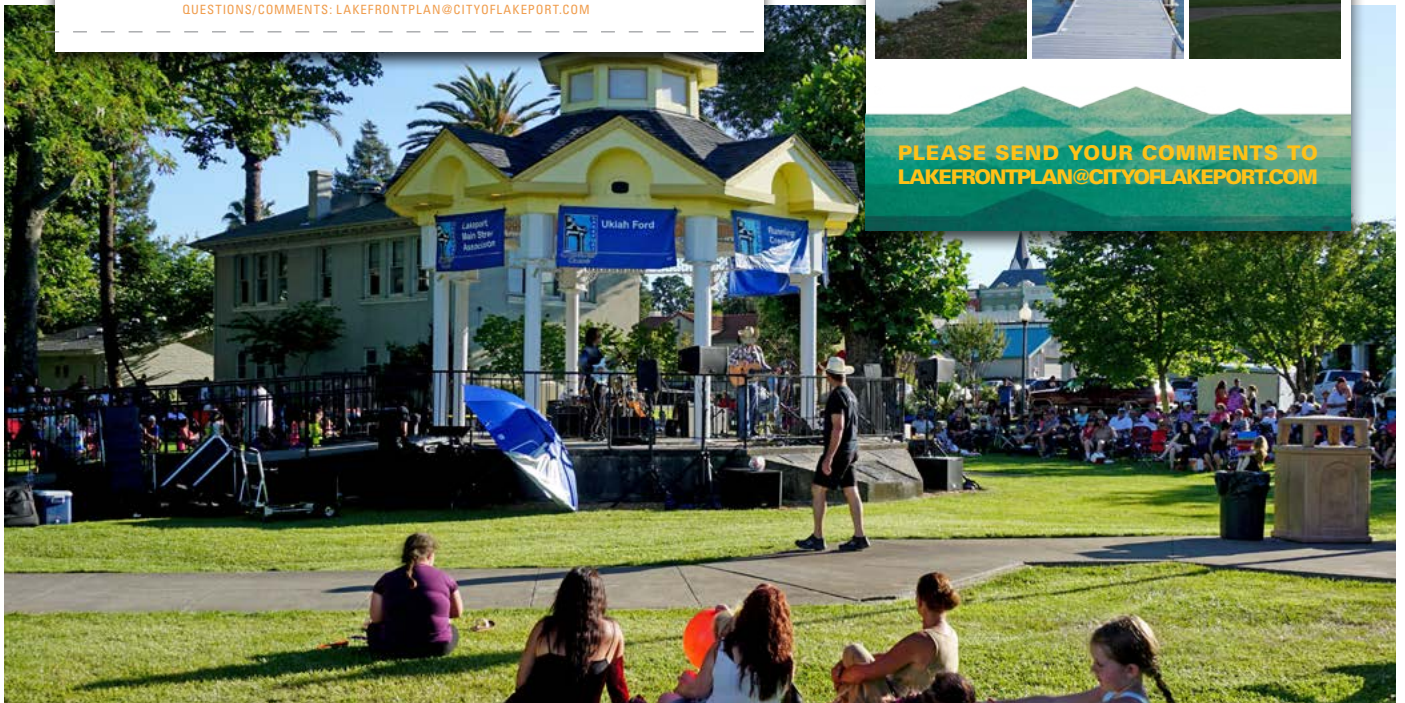
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QUESTIONS/COMMENTS: LAKEFRONTPLAN@CITYOFLAKEPORT.COM

## What Are Your "Visions" for the Future of the Lakeport Lakefront?



PLEASE SEND YOUR COMMENTS TO  
LAKEFRONTPLAN@CITYOFLAKEPORT.COM

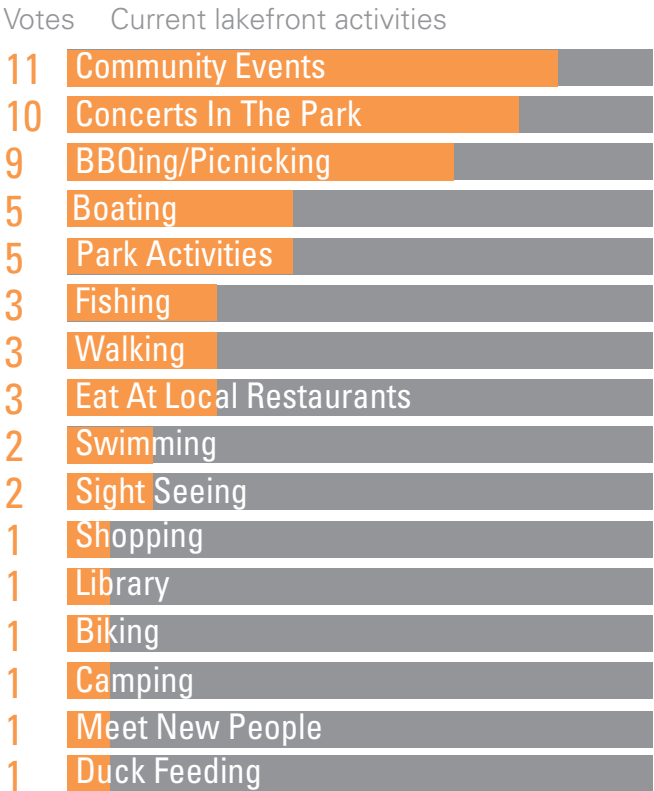


LAKEPORT SUMMER CONCERT BOOTH | COMMENT CARD RESULTS

What are your visions for the Lakeport area?



What do you currently do at the lakefront area?



What do you feel is missing from the lakefront area?





## LAKEPORT PUBLIC FORUM # 1

On Wednesday July 8, 2016, the first of two public forums were conducted. It was held at City Hall from 5:30 to 7:30 p.m. A series of questions about the lakefront and Main Street districts were asked to understand current issues and opportunities for the lakefront area followed by an open public discussion. Approximately 15 people attended the meeting. In addition, for those who did not attend the meeting, an online survey was available from July 8 through August 22, 2016. The information presented and questionnaire were available online for response. The following is a summary of public comment and the results of the online responders.

*We Need Your Ideas!*

## LAKEPORT LAKEFRONT REVITALIZATION PLAN

→ PUBLIC FORUM ←

**PROJECT AREA**



**PURPOSE:** TO GATHER INPUT FROM THE COMMUNITY FOR FUTURE LAKEFRONT IMPROVEMENTS

**WHEN:** WEDNESDAY, JULY 6  
5:30 - 7:30 PM

**WHERE:** CITY HALL  
225 PARK DRIVE, LAKEPORT

**CONTACT:** BEN FISH,  
DESIGN WORKSHOP  
775.588.5929  
BFISH@DESIGNWORKSHOP.COM  
OR  
DANIEL CHANCE,  
CITY OF LAKEPORT  
707.283.3615 EXT. 19  
DCHANCE@CITYOFLAKEPORT.COM





## Lakeport Lakefront Revitalization Plan

**Public Forum**  
**July 6, 2016**



### COMMENT CARD

(PLEASE FILL IN ANY ADDITIONAL COMMENTS YOU HAVE THAT ARE NOT ADDRESSED IN THE KEYPAD POLLING CHOICES)

When you go to recreate at the lakefront, what do you do?

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What events do you attend in the lakefront area?

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## LAKEPORT LAKEFRONT REVITALIZATION PLAN

### PUBLIC FORUM - JULY 6, 2016



#### PROJECT DESCRIPTION

The lakefront area plays a critical role in the City of Lakeport's identity while providing a wide range of recreation opportunities for residents and visitors and an important environmental resource for wildlife. With Downtown Lakeport and Main Street a block from water's edge, improving the visual and physical connections will reinforce the importance between the business district and the lake. There have been previous efforts to develop a vision for the lakefront area yet with current challenges, such as the lack of incentives redevelopment agencies could provide, the ability to attract reinvestment into communities such as Lakeport have been challenging.

We will take an implementable approach in developing the Lakeport Lakefront Revitalization Plan by understanding existing land uses, current market conditions and community needs. With this information we will develop a master plan that will illustrate opportunities within the project area for improving public access and recreation, summarize areas for improving the natural environment and identify opportunity sites for redevelopment and reinvestment. The plan will provide the community and elected officials with a road map for future improvements as well as encouraging reinvestment.

#### AGENDA - JULY 6, 2016 5:30 PM - 7:30 PM

##### Welcome & Project Overview

- Project Team & Introductions
- Project Area

##### Previous Studies

- Summary of previous studies

##### Preliminary Economic Findings

##### Key Pad Polling Exercise

##### Stakeholder Input

##### Questions / Next Steps

## 2.6 REAL ESTATE AND MARKET ASSESSMENT

As part of the assessment process, BAE Urban economics was retained to prepare a preliminary real estate and market assessment. It provided information regarding local and regional economic and demographic conditions and trends, real estate market conditions, and growth projections with the objective of identifying the best use of under-utilized parcels located along and near the City's waterfront on Clear Lake. The complete report is included in the appendix section and the following is a summary of the findings.

### REAL ESTATE DEVELOPMENT OPPORTUNITIES

#### *Residential:*

Residential: The projected citywide increase in demand for residential units is 100 to 600 new units by 2035. Lakeport and the waterfront area is well-positioned within Lake County for this type of residential real estate development considering the high sales prices and rental rates, and low vacancy rates. Because of this, when developing the alternatives for the lakefront area the City:

- would benefit by targeting a portion of the future demand for higher density residential units on infill sites within the downtown area.
- support and encourage higher density residential units with a mix of affordability in the downtown to support downtown retailers and expand the evenings and weekend presence.

#### *Lodging:*

Growth trends and local real estate and lodging professionals indicate a potential need for a boutique lodging facility to attract more overnight visitation and continue to support the tourist-serving retail establishments. The potential increase in demand for local lodging rooms ranges up to about 70 new hotel rooms by 2035. Demand may only be sufficient to support two to three small Bed & Breakfast establishments, and a higher demand may support a small boutique hotel. In an aggressive scenario that includes full revitalization of the downtown area, with new shops and restaurants oriented to higher end tourists, along with successful marketing of the larger Clear Lake region as a wine-tourism destination, a boutique waterfront hotel of somewhat more than 70 rooms could be supported. Based on future demand and current unmet upper-end lodging accommodations in the Lake County region, this type of development would be an ideal establishment to target in the downtown area given the proximity to various amenities ranging from restaurants and retail to the lakefront as well as the area's seasonal special events.





### ***Retail:***

Demand for new resident-serving retail space is limited, potentially supporting an additional 30,000 to 100,000 square feet of retail space citywide, through 2035.

The current supply of vacant retail space is adequate to accommodate increased demand and the need for new retail space will be limited. However, adding to the roster of tourist-serving retail, restaurant, and service establishments is an opportunity to further position Lakeport as a center for tourist activity within Lake County. Specific types of tourist-serving establishments appropriate for the downtown area include specialty retail stores, upscale dining, and arts and entertainment venues.

### ***Office:***

Based on the current low citywide and countywide office vacancy rates and projected growth in employment, the downtown area is an appropriate location to accommodate a significant portion of the City's future office development, which is estimated at a modest 16,000 square foot net increase by 2035. It is worth noting that while the Lake County Superior Court functions currently located in downtown may be relocated out of the downtown area, many of the County administrative functions will remain in current locations.

## **ECONOMIC DEVELOPMENT OPPORTUNITIES**

The primary economic development opportunities for the City include capturing retail leakage yet will likely require successful marketing and promotion to attract additional tourist spending. As one of the few concentrations of retail establishments within Lake County, the City is able to attract new retailers and foster collaborations among tourist-serving establishments that will help bolster the tourist economy. Considering the wine industry is a growing draw for Lake County visitors, Lakeport may be able to position itself as the overnight hub for winery and vineyard tourists. The previously-mentioned boutique hotel and upscale dining options would help cater to the clientele associated with wine tourism and other visitor-serving activities, such as the many events scheduled throughout the year. By attracting Lake County visitors, new downtown Lakeport lodging would increase the proportion of visitors who stay overnight. Per capita expenditures of overnight visitors tend to be significantly higher than per capita expenditures for day visitors, due not only to the lodging expenditures, but also additional expenditures made on food, goods and services, and recreational activities.



## ECONOMIC SUMMARY

The City of Lakeport could be well positioned to benefit from targeted economic development activities, which could help to bolster the community's ability to support additional growth and development along the Clear Lake waterfront. With relatively low proportions of children and relatively high proportions of seniors, higher density multifamily housing will likely be an attractive residential product type. Without significant economic development, however, the community will likely continue to rely on significant injections of retail demand from visitors and households who live in the unincorporated areas of western Lake County to support the local economy.

The above average proportion of residents employed in Administrative Support may be due, at least in part, to a concentration of local governmental employees, given that Lakeport is the County seat. Also, the above average proportion of residents employed in agriculture is likely influenced by the expanding wine production within the region. The concentration of residents employed in Health Care and Support occupations within the City of Lakeport may be due to a high percentage of retirement age residents, as well as the fact that Lakeport is one of the few urban areas within the County which functions as a center for the provision of health care services.

Another opportunity for the City of Lakeport to broaden the existing economic base includes targeting certain office-using industries to help support the expansion of existing establishments and encourage new establishments to locate within the City. Based on countywide employment projections, the primary industries to target will include health care and social service providers and professional and business services, as these are the major office-using industries with the most anticipated growth. However, the potential relocation of the Lake County Superior Court represents a potential loss of important weekday office activity, which could discourage recruitment and retention of other office users, such as attorneys, in the downtown area. However, the retention of the Lake County Administrative Office in the downtown will help to promote year-round day-time visitation from employees and office patrons within the commercial core, which can help to even out seasonal, tourist-driven fluctuations in demand for retail and food service uses.







## 2.7 ENVIRONMENTAL ASSESSMENT

As part of the site assessment process a preliminary environmental assessment was performed by Rincon Environmental. This included a review of relevant literature and the results of a reconnaissance-level field survey. The following is a summary of findings with the complete report provided in the appendix.

### ***Aquatic Habitats:***

Several wetland habitats were identified in the project area and are divided into three main groups including lacustrine, riverine and palustrine.

- The lacustrine wetland areas include deep water habitat ( $\geq 8.2$  feet deep) which transition with decreasing depth towards the shoreline to vegetated littoral habitats that are dominated by aquatic plant species and unvegetated shore which includes rocky areas, beaches and artificial surfaces such as concrete launching facilities.
- Palustrine areas are transitional zone where aquatic plants become persistent and in addition to the lacustrine – littoral plants (cottonwood, willow, sandbar willow, bulrush, cattail) are present. Located above the ordinary high water mark, near Willow Point are four seasonal wetlands or shallow palustrine wetlands with vernal pool characteristics. These seasonal wetlands are either degraded pre-existing vernal pools or artificially created from soil scraping, grading and resulting compaction.
- Riverine habitat was associated with Forbes Creek in the project area and exhibited the same persistent vegetation as the palustrine habitat.

### ***Wildlife Species:***

Wildlife species observed during the field survey include: western grebe, mallard, cliff swallow, bronze-headed cowbird, western scrub-jay, Canada goose, house sparrow, black phoebe, osprey, green heron, great blue heron, black-crowned night heron, great egret, and common carp. A green heron nesting colony was observed at Library Park. The native and ornamental tree species in the park area were observed to have active nests in them.

### ***Soils:***

Three soil map units occur within the project area: Cole variant clay loam, calcareous substratum; Still loam, stratified substratum; and Wappo loam, 2 to 8 percent slopes. Wappo loam, 2 to 8 percent slopes is the dominant soil type in all upland areas except for the Willow Point area where Still loam, stratified substratum is the predominant soil type. Most of the soils in the project area are the result of imported fill material during the historic development of the City.

### ***Sensitive Natural Communities:***

Two sensitive natural communities were identified as occurring within five miles of the project area: Coastal and Valley Freshwater Marsh and Clear Lake Drainage Seasonal Lakefish Spawning Stream. There are remnants of the coastal and valley freshwater marsh community in the project area; however, the small stands of cattails and tules are not large enough to be classified as a distinct plant community. The Clear Lake Drainage Seasonal Lakefish Spawning Stream is associated with Kelsey and Cole Creeks located approximately 4.5 miles southeast of the project area.





### ***Riparian and Wetland Habitats:***

Riparian and wetland habitats are continuous along the Clear Lake shoreline and drainages in the project area. Vernal pools are seasonal wetlands in the form of shallow pools and depressions above an impervious or semi-impervious substrate that does not allow water to percolate through the soil column. Four very shallow vernal pools in the Willow Point area were observed and historic aerial imagery and current site conditions were reviewed. It appears this area has received periodical surficial soil disturbance from what appears to be scraping and/or grading to expose new bare earth roadways.

### ***Special Status Plant Species:***

Bent flowered fiddleneck is an annual plant species known to occur in valley and foothill grasslands. Its blooming period or period of identification is typically from March to June. A known occurrence, recorded in 2010, is located approximately 0.6 mile southwest of the southern project area boundary. Limited habitat for this species is in the grassy ruderal areas of the project area. However, the likelihood of this species occurring in this area is very low.

### ***Special Status Animal Species:***

- The Sacramento perch is a native freshwater fish species that is known to occur in vegetated sloughs, pools of slow flowing rivers, and lakes. Optimal habitat for this species is present in the lacustrine and riverine non-persistent emergent habitat areas located in the project area. The CNDDDB records indicate the most recent record was from 1937 and this species is possibly extirpated from Clear Lake. Therefore the likelihood of this species occurring in the project area is very low.

- The Clear Lake hitch is a native freshwater fish species that is endemic to the tributaries, vegetated sloughs, and open surface waters of Clear Lake. This species is a migratory fish and historically utilized the tributaries of Clear Lake for spawning habitat during the spring months and would return to the lake before the streams dried or reduced in flow enough to create migration barriers. There have also been reports of the Clear Lake hitch spawning in the gravelly shore areas of the lake. Currently the only known spawning habitat is located in Kelsey Creek and Adobe Creek and to a lesser extent in Middle, Scotts, Cole and Manning creeks. Forbes Creek, located in the project area, is a historic spawning area for the Clear Lake hitch; however, spawning is not known to occur in Forbes Creek currently.
- The osprey is a piscivorous raptor species found near marine and fresh, fish bearing bodies of water. Ospreys nest in the top of large trees typically near open water habitats but may also nest up to 15 miles away from foraging habitat. A single osprey was observed as a fly over during the reconnaissance survey; however, no nest sites were observed. The presence of osprey in the project area should be assumed.
- The tricolored blackbird is a non-migratory, colonial nesting bird closely associated with aquatic habitats. This species nests in emergent vegetation such as tules and cattails but may also nest in shrub and tree thickets adjacent to water. Small stands of this habitat are present but are likely too small to support a nesting colony of the tricolored blackbird. This species has the potential to be present in the project area, as described, where there is the least amount of disturbance.



- The western pond turtle is most commonly found in lakes, ponds, marshes, rivers, streams, and irrigation ditches among woodlands, grasslands and open forests, from elevations near sea level to over 5,000 feet. Western pond turtles require terrestrial habitat for nesting and also use terrestrial habitats to migrate or disperse, overwinter and aestivate. This species will often utilize floating vegetation or emergent logs and boulders for basking sites. The Willow Point area at the south end of the project area has the most suitable year-round habitat for the western pond turtle. The closest recorded habitat area is located near Kelseyville approximately 3.6 miles southeast of the project area. While no western pond turtles or their sign were observed during the reconnaissance survey, their presence in the project area should be assumed.



Clear Lake Hitch



Sacramento Perch



Tricolored Blackbird



Western Pond Turtle

## ENVIRONMENTAL CONCLUSIONS AND RECOMMENDATIONS

The project area contains suitable habitat for special status species and sensitive habitat areas that are protected by state and and/or federal regulations. The following studies are recommended to address potential project-related impacts to sensitive biological and aquatic resources:

- A jurisdictional delineation will likely be required to identify and map potentially jurisdictional features within the project area that may be impacted by project activities.
- Project impacts to jurisdictional waters, including wetlands, typically require a Department of the Army permit from the USACE and a Water Quality Certification from the RWQCB. Impacts to jurisdictional waters that also qualify as streams, lakes or riparian habitat typically require a Streambed Alteration Agreement from the CDFW.
- If potential USACE jurisdiction cannot be avoided, the jurisdictional delineation should be submitted with a request for an Approved or Preliminary Jurisdictional Determination and the project would be evaluated to determine if it would qualify for a Section 404 Nationwide Permit or if an Individual Permit would be required to obtain USACE approval of the project.
- Standard mitigation measures for impacts to waters of the U.S. and State would generally include avoidance and minimization of impacts to jurisdictional features and compensatory mitigation for impacts to jurisdictional features where avoidance is not practicable.
- Because the project area is located within the Mountain House Conservation Bank and the Seigler Valley Wetland Mitigation Bank service areas, purchasing mitigation bank credits is a potential mitigation option.
- Botanical resource surveys will likely be required in grassy ruderal areas of the project area and should be conducted between March and June to adequately identify bent flowered fiddleneck during its blooming period, if present.
- Special Status and General Animal Species Project implementation has the potential to impact fish and wildlife within adjacent areas resulting from increased noise, lighting, trash, and human presence during construction which can be mitigated with proper precautions and monitoring.



## 2.8 PRECEDENT STUDIES

The purpose of precedent studies is to identify other communities and cities where waterfront revitalization has been successful and the types of improvements that may be relevant to Lakeport. While recognizing each project is unique including the physical site, environmental influences, financial and funding opportunities, community support and political will, these examples do provide inspiration for ideas and potential uses to consider in the planning process. The following are just a few of several examples reviewed in the initial analysis for this master plan.





## PRECEDENT STUDIES

# HARRISON AVENUE TO LAKEVIEW COMMONS

South Lake Tahoe, California



**SIZE:** 6 ACRES

**PROGRAM:** Terraced event space, picnic tables, lawn, plaza, wayfinding signage, bike paths, bus stop, concessionaire

The Harrison Avenue business district is a classic example of an area built in the beginning of automobile dominance. Located adjacent to one of the most scenic beach fronts in South Lake Tahoe, it serves as a model for positive business transformation and joint partnership between the City and the business owners.

The creation of a special district provided the private funding mechanism to ensure the City's investment into this area would result in sustainable change. Working extensively with business and property owners a design for this 5 block district was developed that embraced the unique architecture and connected the commercial area with the surrounding natural environment. Existing conflicts between pedestrians, bicyclists and vehicles have been resolved to improve overall safety as well preserving commercial parking spaces. Connectivity to adjacent destinations such as the lake, recreation center and the school district have been improved with new sidewalks and a bike path. The resulting improvements to the pedestrian and cyclist experience has promoted alternative modes of transportation. Creative options for new community gathering spaces are knit into the design along with benches, bike racks, and pedestrian lighting. Options for temporary street closures allow for larger special event space.

*In relationship to the revitalization of the Lakeport lakefront, the Harrison Ave project is an excellent example of enhancing locals businesses by creating strong connections between the lakefront and main street. Additionally, the scale of the event space, open space and flexible plaza space is appropriately applicable to Lakeport.*



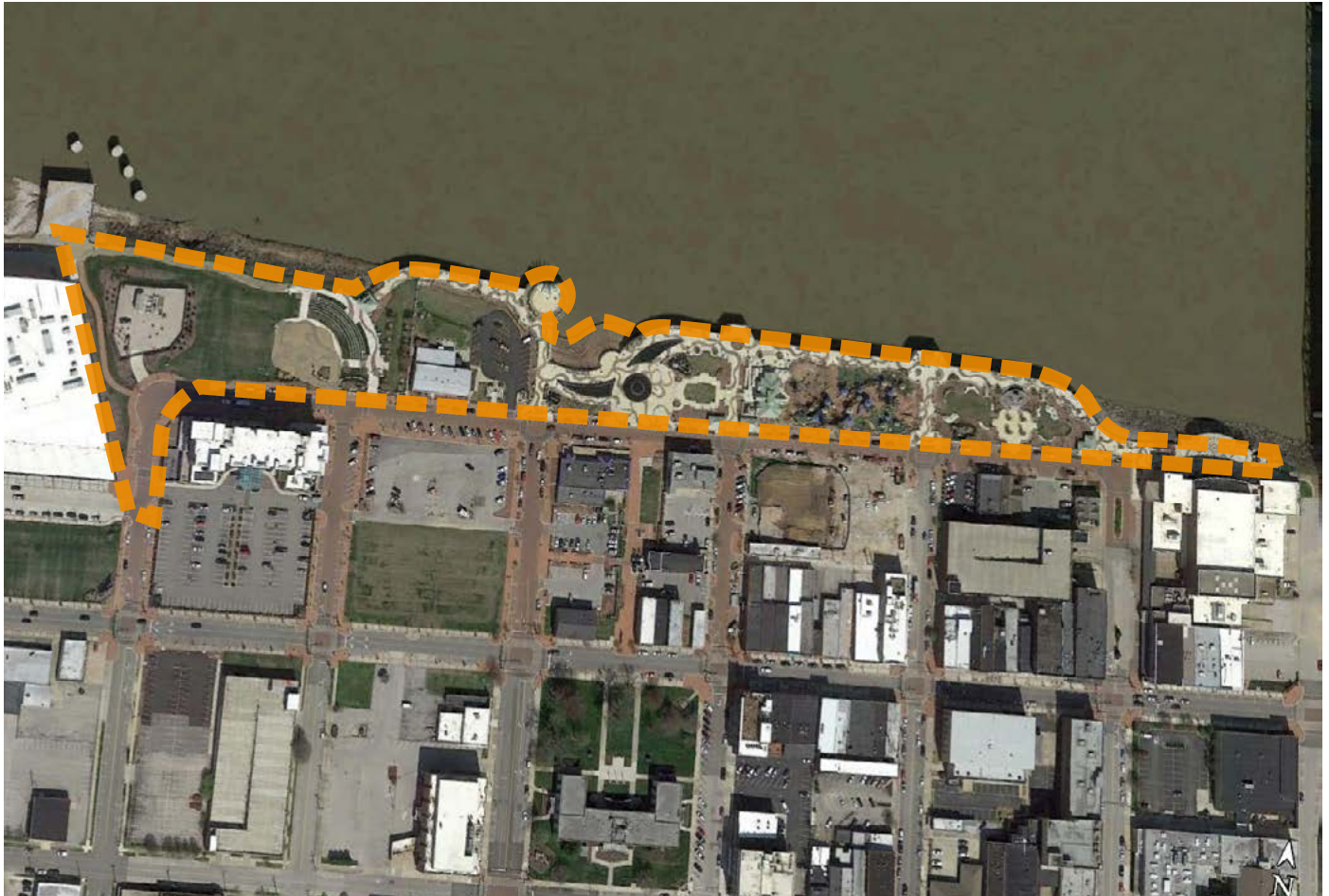




# PRECEDENT STUDIES

## Owensboro Riverfront

Owensboro, Kentucky



**SIZE:** 770 Acres

**PROGRAM:** Riverwalk Promenade, Marina Facilities, Adventure Playground, Ampitheater, Plaza

The Owensboro Riverfront District spans approximately 1.4 miles along the southern edge of the Ohio River, including the downtown, residential neighborhoods, and major civic open spaces. The intent of the Riverfront District Master Plan is to reclaim the riverfront as a major public area and icon for the City of Owensboro. The master plan includes a riverwalk promenade connection from the downtown area to a signature park along the river; the creation of a major downtown public space; marina facilities including seasonal docks and an inland harbor marina; streetscape improvements; and pocket parks overlooking the riverwalk promenade.

EDSA has led a series of sustained community consensus building efforts resulting in a master plan for riverfront development and implementation of several strategic projects including outdoor patio improvements at the local cultural center, a public/private partnership to create an outdoor amphitheater and plaza, relocation of a boat ramp which turned into a gateway park on the Ohio River and ongoing efforts in developing a world-class riverfront park.

*The Owensboro Riverfront, although much grander in scale, is relevant to the Lakeport lakefront by exhibiting an array of programming and how each work together to provide a cohesive experience for the user. The programming consists of elements similar to what the City is considering for their lakefront and begins to paint a picture of what that could look like.*







# PRECEDENT STUDIES

## Cumberland Park

Nashville, Tennessee



SIZE: 6.5 Acres

**PROGRAM:** Esplanade, Adventure Playground, Ampitheater, Native Riparian Buffer, Nature Trail

Cumberland Park demonstrates Nashville's commitment to both its children and to sustainability through brownfield remediation, floodplain preservation, stormwater harvesting, improved biodiversity, and interpretation of cultural and natural resources. It is a park that showcases its distinctive site qualities to attract families for imaginative play, events, and interaction with Nashville's rich riverfront history. No two experiences will be the same in a park that encourages free and organized play, exploration, learning, risk taking, and environmental awareness.

The park is an integral part of the larger city effort to encourage non-motorized transportation and use of public transit, introducing a new trail head for cycle networks and greenways. The park also restores native riparian buffer, reduces un-shaded pavement by 60%, increases native plant biodiversity 100%, utilizes regional materials and manufacturers to stimulate local economy, and captures an estimated 1,000,000 gallons of stormwater annually to be reused as irrigation. Cumberland Park and the neighboring redeveloped Bridge Building are the first constructed phases of a master plan prioritized to draw residents and visitors back to the river and downtown.

*The applicability of Cumberland Park to Lakeport's lakefront relies strongly on the park's trail system and commitment to sustainability. The park provides a trail system that helps to tie the lakefront together, act as a greenway connection for the community and provide recreation along the river. The habitat restoration aspect and natural interpretation of the site can be directly translated to the waterfront at Lakeport and is an example of how the city can approach the restoration and celebration of the natural landscape.*











# 3.0 PRELIMINARY CONCEPTS



### 3.1 PRELIMINARY CONCEPT ALTERNATIVES

With the design team's assessment of the site and market conditions, input from the community and stakeholders and the team's experience with other waterfront projects, preliminary concepts were prepared that captured ideas and various uses expressed. While each alternative has similarities, there are aspects unique to each concept. The following summarizes key elements and how they vary with each alternative.

#### PROMENADE

Improvements and the extension of the promenade along the waterfront ranked high in public opinion. Each of the alternatives include extending the promenade from Third Street Boat Ramp to the point at the entrance to Dutch Harbor. There is a strong desire to continue the promenade south through the Willow Point area to C Street and north to Clear Lake Avenue yet this would require gaining access across private property. For planning purposes, these connections are not shown on the alternatives yet are discussed within the final master plan section of this document.

#### CITY/LUSD PROPERTY

Combined, these two properties offer the opportunity for providing improvements in the lakefront area on publicly-owned land. This includes all the property that fronts onto Main Street from Ninth Street to Sixth street to the lake.

#### PARKING AND CIRCULATION

With suggested improvements along the waterfront and the City and LUSD properties, modifications to the existing parking areas as well as providing access and additional parking on the City and LUSD properties were suggested with each alternative. In all the alternatives, providing improved pedestrian access to and along the lakefront area is proposed.

#### HOTEL DEVELOPMENT OPPORTUNITY

As identified in the market assessment and expressed by the City and community members, a hotel location in the downtown area was considered when developing the alternatives.

### 3.2 ALTERNATIVE 1

#### PROMENADE

This alternative continues the promenade from Third Street to Sixth Street with a similar design that exists in front of Library park. This includes areas for gathering and enjoying the lake, opportunities for interpretation and designed to accommodate displays or booths during special events. From Sixth Street the promenade becomes an informal trail that meanders along the

water's edge, terminating at the point at Dutch Harbor. Additional areas for gathering are provided and a large beach area with a boathouse and public pier adjacent to the beach creates the focal point for the park and waterfront area. The boathouse can accommodate uses such as a café, small store and snack shop.

#### CITY/LUSD PROPERTY

A large waterpark facility including an outdoor swimming pool and anchored by a community and recreation center is suggested. The water park provides opportunities for a wide demographics of users and the swimming pool is designed to accommodate regular lap swimming along with competitive swimming events. The community and recreation center would include uses for the residents and visitors along with space available to rent for events such as weddings and conferences.

To the north of the center, a children's adventure play area and a non-motorized launching and storage area at Dutch Harbor is suggested. The harbor includes areas for mooring vessels when not in use. The center fronts onto a large open lawn area designed to accommodate a wide range of activities such as informal play, dog park, special events, etc.

#### PARKING AND CIRCULATION

Parking and a drop-off area for the proposed community center is provided adjacent to the facility. An improved access from Seventh Street is proposed along with a connection to the existing parking area to the south. The existing parking has remained unchanged with the following exceptions:

- The boat trailer parking space north of the Fifth Street boat ramp and adjacent to the lake has been changed to car parking to increase the land available for improving the waterfront area for public use.
- The parcel of City-owned property at the end of Fourth Street has reorganized the existing surface parking and creates a small pocket park.

#### HOTEL DEVELOPMENT OPPORTUNITY

The hotel use for this alternative is proposed for the Willow Point/ C Street properties as shown on Exhibits 1A and 1B. Since this is on private property, these are representations of the type of lodging that can be accommodated and would support market assessment. The following is a summary of each of these alternatives.

## Alternative 1 - Focus Area



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## WILLOW POINT/C STREET EXHIBIT 1A

Exhibit 1A suggests a hotel and conference center on the Willow Point property that is north of Forbes Creek and new restaurant and retail center in place of the existing structure adjacent to the boat ramp at First Street. South of Forbes Creek a full hook-up Recreational Vehicle (RV) campground is proposed. This includes a check-in facility and small convenience store. The site includes a portion of the Willow Point property and the parcel that is accessed from C Street.



## WILLOW POINT/C STREET EXHIBIT 1B

Exhibit 1B also suggests a hotel and conference center yet the restaurant and retail is included in the hotel. In addition to the hotel, small cabins organized around Forbes Creek provides another lodging opportunity and would be serviced by the Hotel. The RV campground for this alternative is modified to be within the property boundary that is accessed from C Street.





### **3.3 ALTERNATIVE 2**

#### **PROMENADE**

In contrast to Alternative 1, the promenade is more organic in form and design north of the existing promenade at Library park. This provides the opportunity for improving wildlife habitat along the edge while introducing smaller beach areas for public use. The promenade terminates at an open pavilion iconic feature accessible by the public and visible from the lake.

#### **CITY/LUSD PROPERTY**

A 70-90 room hotel along with on-site parking is proposed on the property owned by the City. Improvements along the front of Dutch Harbor provides gathering areas for hotel patrons as well as areas available for public use. A large lawn organized around a band shell provides a flex space that can be used for organized and informal play as well as provide a venue for concerts and special events. For this alternative an enclosed dog park is suggested yet could also accommodate uses such as a skate park or a modest water park. A children's adventure play area similar to Alternative 1 is proposed north of the existing Fifth Street boat ramp parking area along with a boathouse that can accommodate public storage for non- motorized vessels.

#### **PARKING AND CIRCULATION**

Like Alternative 1, access from Seventh Street and the existing parking lots is suggested. In this case a modest amount of parking is proposed to support the park uses during the day and can be expanded if needed. A new, highly visible pedestrian connection from Main Street to the lake is proposed at Seventh Street. The existing parking has remained unchanged with the following exceptions:

- The boat trailer parking space north of the Fifth Street boat ramp and adjacent to the lake has been changed to car parking to increase the land available for improving the waterfront area for public use.
- The parcel of City-owned property at the end of Fourth Street has reorganized the existing surface parking to create a larger park area than shown in Alternative 1.

#### **HOTEL DEVELOPMENT OPPORTUNITY**

The hotel for this alternative is proposed on City-owned property. Since the current land use allows for this type of use, the City has options on how the hotel may be constructed including a joint public private venture to leasing or selling the property to an interested buyer. Shown on the illustrative plan is a two story, 60-80 room hotel oriented with views of the lake, the proposed park and fronting on Main Street. Surface parking is proposed as a buffer between the hotel and the adjacent hotel to the north. Improvements to Dutch Harbor will enhance the visitors experience.

Alternative 2 - Focus Area



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### **3.4 ALTERNATIVE 3**

#### **PROMENADE**

The promenade in both 3A and 3B are similar to what is proposed in Alternative 2 until it reaches Dutch Harbor. At this point the promenade is more of a boardwalk and pier and is integrated into the improved marina in both function and appearance. The boardwalk leads to a proposed pier that extends east into the lake. No beach areas are proposed yet this could result in a larger area for improving wildlife habitat.

#### **CITY/LUSD PROPERTY**

Alternative 3 explores a mixed-use concept for the property owned by the City. The portion that fronts onto Main Street includes approximately 10,750 sf of retail development while the remainder of the site accommodates a community center which includes multipurpose rooms, day care, youth and senior needs and facilities focused on waterfront activity. This suggests improvements both to the edge of the harbor as well as the harbor itself. As part of the mixed use center, outdoor elements such as dining, a modest children's splash pad area and a place for uses such as farmers markets and community gardens are included. Like other alternatives, a large multi-purpose lawn adjacent to the water and in front of the community center is shown.

#### **PARKING AND CIRCULATION**

Parking for these alternatives includes an extension of parking and access to Seventh Street like other alternatives and a stand-alone parking area for the mixed use area off Main Street and Ninth Street. Because of the location of the hotel (described below) and the outdoor areas associated with the hotel improvements, this alternative converts Fourth Street into one way from Main Street to the lake. The existing parking modifications include:

- Removing the boat trailer parking between Fourth and Fifth Streets and reorganizing the area to include vehicle parking and outdoor public areas adjacent to the hotel site.

#### **HOTEL DEVELOPMENT OPPORTUNITY**

The hotel is located on land that is primarily on private property with a small portion on City property. This hotel is similar in size (60-80 rooms) as in Alternative 1 yet is located in the heart of the downtown area. This location is preferred from an economic position and better integration to the business area yet the City's opportunity to influence this is limited. The two-story hotel fronts onto Main Street and architecturally can reinforce the character of historic downtown. A public plaza east of the hotel provides the opportunity for small-to-medium-sized events and amenities such as a small conference center and outdoor pool and spa are provided for the hotel guests. Surface parking is proposed.

## Alternative 3 - Focus Area



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### **3.5 ALTERNATIVE 3A**

#### **PROMENADE**

The promenade in both 3 and 3A are similar to what is proposed in Alternative 2 until it reaches Dutch Harbor. At this point the promenade is more of a boardwalk and pier and is integrated into the improved marina in both function and appearance. The boardwalk leads to a proposed pier that extends east into the lake. No beach areas are proposed yet this could result in a larger area for improving wildlife habitat.

#### **CITY/LUSD PROPERTY**

The main difference is that in this alternative the retail development has been removed and the community center has been expanded to include a full recreation center including an indoor competitive swimming pool. Uses such as a skate park and children's adventure play area are located immediately adjacent to the community/recreation center. A large patio is provided to host outdoor community functions.

#### **PARKING AND CIRCULATION**

Parking for these alternatives includes an extension of parking and access to Seventh Street like other alternatives and a stand-alone parking area for the mixed use area off Main Street and Ninth Street. Because of the location of the hotel (described below) and the outdoor areas associated with the hotel improvements, this alternative converts Fourth Street into one way from Main Street to the lake. The existing parking modifications include:

- Removing the boat trailer parking between Fourth and Fifth Streets and reorganizing the area to include vehicle parking and outdoor public areas adjacent to the hotel site.

#### **HOTEL DEVELOPMENT OPPORTUNITY**

The hotel is located on land that is primarily on private property with a small portion on City property. This hotel is similar in size (60-80 rooms) as in Alternative 1 yet is located in the heart of the downtown area. This location is preferred from an economic position and better integration to the business area yet the City's opportunity to influence this is limited. The two-story hotel fronts onto Main Street and architecturally can reinforce the character of historic downtown. A public plaza east of the hotel provides the opportunity for small-to-medium-sized events and amenities such as a small conference center and outdoor pool and spa are provided for the hotel guests. Surface parking is proposed.

## Alternative 3a - Focus Area



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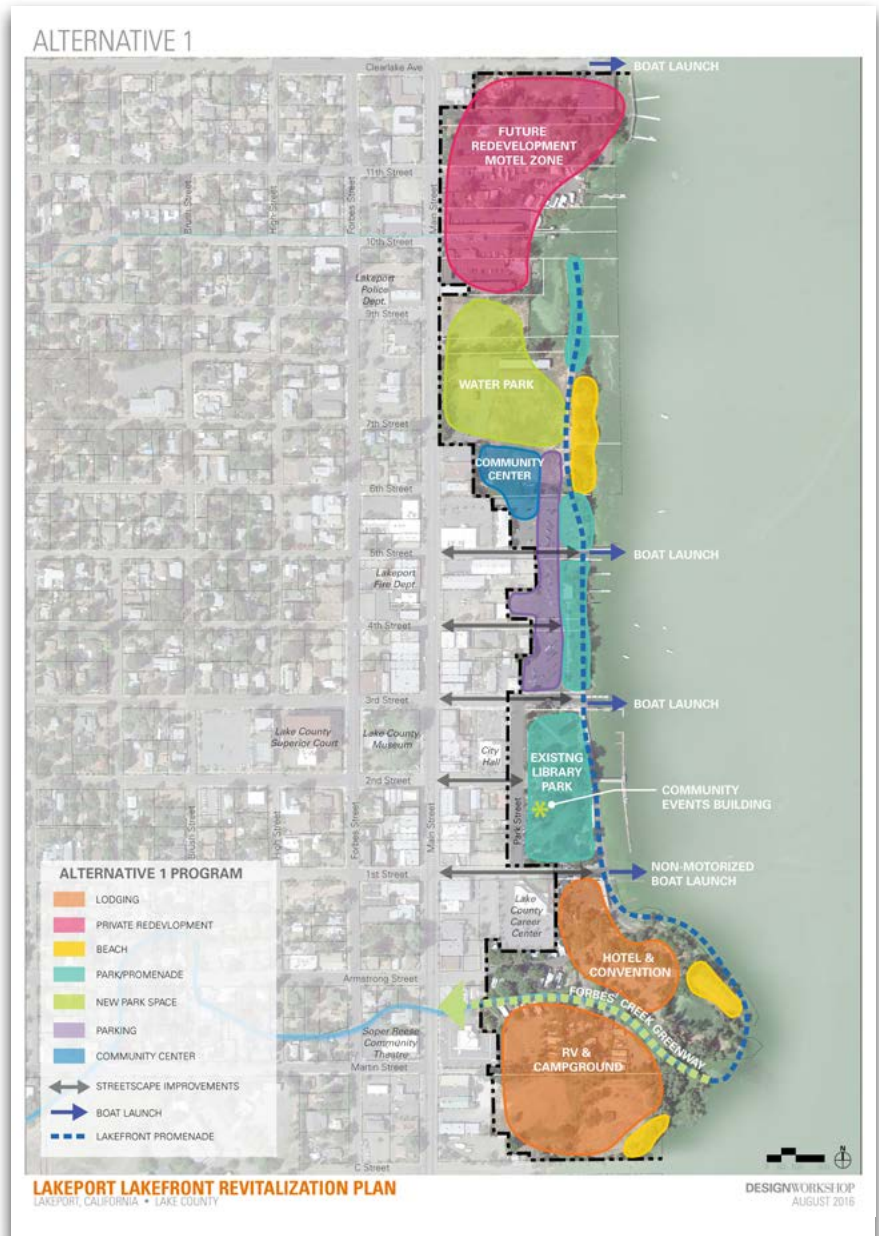
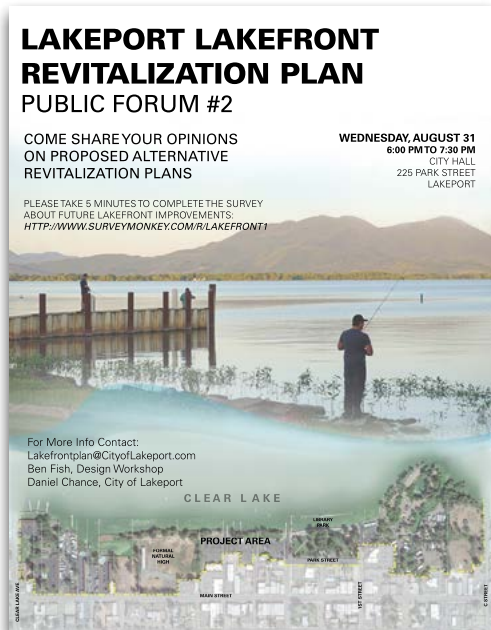
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### 3.6 KEY FINDINGS

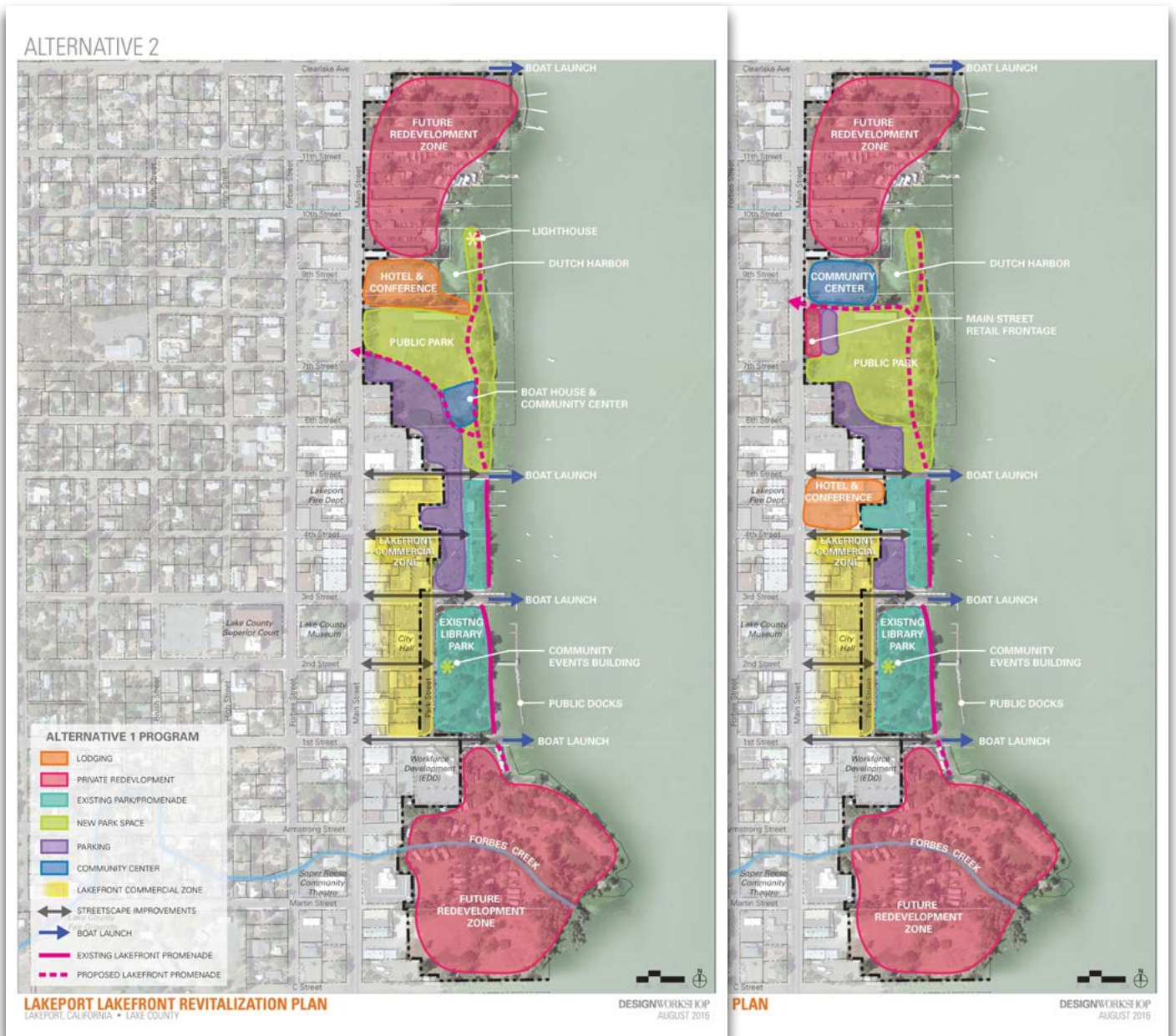
#### LAKEPORT LAKEFRONT PUBLIC FORUM #2 SUMMARY

The second Public Forum was held on Wednesday August 31, 2016. At this meeting, three alternatives for improving the lakefront area were reviewed and discussed (see previous pages for alternatives). A key pad polling exercise asking attendees their preference with each alternative was followed up by a public discussion. Like public forum #1, information presented was available for review and questions asked available to answer online. In addition, City staff made presentations to high school classes and provided fliers to encourage students, parents and faculty to provide input by taking the survey. Approximately 620 online responses were received. A summary of public comment and the results of the online responses is provided in the Appendix.



## LAKEPORT LAKEFRONT PUBLIC FORUM #2 RESULTS

Some of the key takeaways from Public Forum #2 reveal the most preferred elements from each alternative presented and the least desired elements from each alternative. These results helped to drive the design of the preferred alternative. In Alternative 1, the design element the community liked the most was the water park, while the hotel location was least liked. The various aspects of Alternative 2 were more evenly distributed amongst what was liked and what was disliked by the community, however the beach was most liked and the hotel and dog park were tied for least liked. The pier was most liked in Alternative 3 while the hotel location was least liked. In Alternative 3A, the community center with pool was most desired and hotel location, followed closely by the skate park, was least liked.





### 3.7 PREFERRED ALTERNATIVE

Based on input from the community a preferred alternative was prepared. This included an economic assessment of the three alternatives which identified the strengths and weaknesses from a market perspective. While the preferred alternative still has variations, there were some aspects that while they had some support from the community, they will have a difficult time with funding and long-term operations and maintenance.

#### ***Hotel:***

When assessing the community regarding the location of a hotel, there was marginal support for the idea. The hotel rarely ranked in the top three of elements people liked best from the alternatives yet ranked in the top three of aspects least liked about the alternatives. Yet in discussions with stakeholders and business owners, the idea of a new upscale hotel in the downtown area was well supported, particularly if the hotel included some type of conference/ meeting facilities. In addition, the market study identified the need for a modest-sized upscale hotel based on the current quality of hotel accommodations in Lakeport. For this reason a hotel has been included in the preferred option.

#### ***Community/ Recreation Center:***

There was some interest in providing a community and recreation center particularly when either the water park or skate park were not part of the alternative. While there has not been a community needs assessment to determine if this type of facility is needed, rarely do they generate enough revenue to offset being subsidized. Yet throughout the process the need for an upscale conference facility was mentioned. Some version or aspect of a center in this area should still be considered, particularly if there are some joint public-private ventures that will provide community space and availability for private use.

#### ***Multi Purpose/ Use Open Area:***

The idea of improved open space was generally supported in all alternatives. Since most of it occurs on property owned by the City and the LUSD, providing public improvements is consistent with the policies for each agency. Funding for improvements will need to be identified and the final design will require additional public engagement yet in general this area with improvements will provide the biggest impact to improving the lakefront area for public use. The uses listed below were identified and should be considered for the final design.

- Informal play
- Community and Special Events/ Concerts
- Family/ Group gathering facilities
- Dog play/ park
- Skate park
- Modest water play area
- Adventure play area
- Beach (lake access, swimming, non-motorized uses)
- Seaplane landing ramps
- Boat house for storage of non-motorized vessels (sculling, kayak, paddleboards)
- Café/ snack shop/ food services near waterfront.

#### ***Water Park:***

The water park scored high when it came to public comment, yet when looking at the response in greater detail, much of the interest was from respondents in the under-29 age bracket. In addition, there was concern from the LUSD using District property that could be perceived as private use on public property. When reviewed from an economic perspective, the demand for something of this scale was not warranted. For these reasons, along with the amount of public space needed for a single purpose, we have eliminated this from the range of uses, yet a smaller level of water play should be considered.

#### ***Promenade:***

The lakefront promenade was consistently amongst the top three most liked programmatic elements in all of the alternatives. There is an opportunity to improve the existing promenade adjacent to Library Park, while extending it to the north and south in order to provide a more cohesive experience along the lake and improve connection.

### 3.8 ECONOMIC ASSESSMENT OF HOTEL ALTERNATIVES

The three land use alternatives generally portray a hotel/ conference facility as a single development, which would presumably be a privately-owned and operated. This represents a very specialized facility, particularly given that the market analysis indicated that a new downtown Lakeport hotel would likely be relatively small boutique hotel under 100 rooms. It is uncommon for a boutique hotel to have any significant amount of conference facilities, because boutique hotels typically operate on a limited service basis and do not usually include full food service, which is often needed to host conference activities. As described in the market assessment, a

boutique hotel in the downtown area would help to improve the economy for local downtown businesses.

With this in mind, and from a location perspective, our recommendation is to situate the new hotel/conference facility in a location that will create the best synergy with the existing core downtown business district generally between First Street and Sixth Street. Alternative 3, which places the hotel/conference center between Fourth and Fifth streets is most advantageous. A hotel located in the downtown area will provide patrons easy access to convenient dining and shopping. In addition, proximity to the existing Library Park and lakefront promenade areas allows the hotel operator to leverage these existing public features as amenities for hotel guests in the near term.

Alternative 1, with the hotel/conference facility at Willow Point, and Alternative 2, with the hotel/conference facility at Ninth Street, are both less advantageous because of the separation from the core downtown area by several blocks. However, the Willow Point/ C Street area is large enough in size to accommodate a larger hotel, other forms of lodging and support facilities such as a conference center, dining and recreation amenities.

### 3.9 KEY PRIORITIES

Based on public input and the economic assessment, the following is a list of key priorities. Each of the priorities in this list range in feasibility, from short-term goals to long-term visions, yet they should all be kept at the forefront of the City's future efforts.

- Promenade
- Additional Restaurants & Shopping
- Improved Public Open Space (for special events and general recreation)
- Improved Waterfront Access
- Hotel
- Improved Circulation & Connectivity to Downtown
- Community Recreation Center
- Water Park



Willow Point/C Street Hotel and Conference Center **Exhibit 1A**



80 Room Hotel **Alternative 2**



Boutique Hotel With Conference **Alternative 3A**





# 4.0 FINAL RECOMMENDATIONS & IMPLEMENTATION



## 4.1 FINAL RECOMMENDATIONS AND IMPLEMENTATION

Implementation recommendations for the Lakeport Waterfront Revitalization Plan acknowledge the challenges that small California jurisdictions face in working to spur redevelopment and infill in the post-Community Redevelopment Law era. Without the financing and development powers local governments in most cases must resort to more incremental approaches to revitalization.

The strategy of incremental progress toward public and private physical improvements in the waterfront area can be extended to broad business and economic development goals for the Lakeport downtown/waterfront area. In addition to attracting more development and related commercial activity to waterfront properties, the waterfront plan also aims to promote overall revitalization within the larger downtown Lakeport area. This should include reinvestment in the form of improvements to existing downtown buildings and public spaces, as well as improved business performance for existing businesses, and more intensive use of existing buildings and increasing sales revenues.

We recommend that the Lakeport waterfront plan be geared to facilitate a series of smaller actions that can be taken individually and sequentially to achieve the desired long-term waterfront revitalization. This includes a focus on concentrating new public and private investments in the central part of the study area, proximate to the existing lakefront promenade, Library Park, and the core downtown commercial district, between First and Fifth streets. The existing features in this area present the best opportunity for new projects to benefit from synergies with activities and visitor attraction that already occur in this area, and to help create further critical mass and energy that will mutually reinforce the vitality of existing as well as new development in the area.

The longer-term strategy should be to build on the energy in the core area, and extend the waterfront activity south toward Willow Point and north toward Dutch Harbor, as funding allows further public investment in the Lakefront promenade and the LUSD Natural High site. The following provides recommendations for implementation.

This section provides recommendations aimed at improving Lakeport's draw in tourism and reinvestment of local businesses to strengthen the economic conditions and improve the overall quality of the lakefront area physically and environmentally.

### *Tourism Promotion*

Tourism is generally a growing industry in California; however, many communities are aggressively working to increase their market shares. To increase Lakeport's competitiveness as a visitor destination and support private investments in existing and new lodging, restaurants, shops and other tourist-serving businesses, the City should consider the possibility of allocating financial resources and engage the local businesses to support an ongoing tourism marketing campaign. This could include:

- Allocating a portion of the existing transient occupancy tax revenues for tourism promotion activities and/or establishing an additional occupancy tax levy that is specifically dedicated to tourism marketing, in the form of a TBID (Tourism Business Improvement District).
- Expanding tourism marketing efforts to include activities such as advertising campaigns within targeted markets, expanding the roster of local special event promotion and management, coordination of marketing activities with special events that take place elsewhere around the county, and joint marketing with nearby wineries and other tourist attractions to offer tourists a complete Lake County visitor experience.
- Enhancing the current website. Currently downtown has a small presence on the City's website and requires some navigation. Consider a downtown lakefront area that promotes the downtown area, upcoming events and things to do in an easy and visually exciting format. Make key pieces of marketing collateral available for download as PDF files.
- Growing a robust social media campaign. Social media is fast becoming one of the most vital, cost-efficient tools in tourism marketing. Effective use of social media has been proven to boost the number and length of visits, as well as visitor satisfaction and number of return visits.
- Encouraging downtown businesses to use social media. Work with downtown businesses to encourage them to engage in social media—especially ratings sites such as Yelp, Foursquare, and TripAdvisor where people may already be posting opinions about their businesses—and to cross support the downtown's social media presence.
- Strengthening downtown's Internet presence. With most travelers using the Internet for vacation planning, it is critical that downtown has a strong presence on the Internet to assist potential visitors with information gathering about downtown's activities, businesses and amenities.
- Improving the downtown wi-fi zone. Providing free wireless Internet access within the historic downtown core will aid visitors in accessing online information and encourage businesses to enhance

their online presence. There is an existing wi-fi zone, but the City should investigate improving the strength of the signal.

- Developing a twelve-month calendar of smaller-scaled events that create incentives to come to downtown. Communities across the nation have found that hosting an event is a viable way to attract visitors and residents alike to downtown and build additional foot traffic to spur economic activity. People often need a reason or incentive to come to downtown.
- Building on existing events. The City, Lakeport Main Street Association, Lake County Fairgrounds, Lake County Chamber of Commerce, and other organizations, already host successful events in or near downtown. Downtown needs to fully take advantage of these established events and look for key opportunities to leverage these activities. It takes a great deal of resources and community support to launch a new event.
- Creating a public arts program to promote the arts and culture unique to Lake County and specifically Lakeport. If this does not exist create a committee or commission to collaborate with creating and overseeing public art and performances. This includes a wide range of art such as murals, three dimensional artwork and performances. Using art and performances to elevate the awareness of local artists by activating public gathering spaces, blank wall and vacant store fronts along Mains Street will help reinforce the communities commitment to importance of art and culture in Lakeport.

### ***Funding and Business Retention/Recruitment***

The City will require considerable resources to fully implement public improvements within the plan area that are envisioned including funding to extend the waterfront promenade, develop a community center, and make different types of public park improvements. To raise funds, the City could consider several measures such as:

- Dedicating lease or sales revenues collected from private users who wish to utilize the City's Dutch Harbor property for private use towards waterfront area improvements.
- Establishing concession agreements with businesses that may wish to utilize the public spaces as a base of operations, such as a watercraft rental business that might operate out of one of the boat ramp areas.
- If an area is established for container stores and/or mobile food vendors, the City could collect fees from businesses that wish to rent the spaces.
- Pursuing grant funds that may become available from various sources that align with City goals. For example, there may be opportunities to use grant funds that promote water quality improvement to help underwrite the cost of waterfront projects that would incorporate best practices in urban

stormwater runoff management techniques, to help improve Clear Lake water quality.

- Although it is beyond the scope of this project, the City may wish to consider the potential use of post-Redevelopment financing tools such as Enhanced Infrastructure Financing District (EIFD) or Community Revitalization and Investment Authority (CRIA) to establish long-term funding streams for waterfront and downtown improvements.

Additional implementation activities that can assist in the waterfront/downtown revitalization process could include certain incentives that would encourage existing or new businesses to invest in the waterfront/downtown area. These could include:

- Waiver of plan check, building permit, and inspection fees for improvements to waterfront/downtown buildings.
- Allowing restaurant or café owners to utilize City right-of-way in front of their businesses to develop "parklets" that expand space for outdoor dining.
- Giving existing downtown businesses that wish to maintain their brick and mortar operations a right of first refusal to secure spaces for container or mobile vendor spaces, if created in the waterfront area.

### ***Environmental Conclusions & Recommendations***

The project area contains suitable habitat for special status species and sensitive habitat areas that are protected by state and/or federal regulations. The following studies are recommended to address potential project-related impacts to sensitive biological and aquatic resources:

- A jurisdictional delineation will likely be required to identify and map potential jurisdictional features within the project area that may be impacted by project activities.
- Project impacts to jurisdictional waters, including wetlands that typically require a Department of the Army permit from the USACE and a Water Quality Certification from the RWQCB. Impacts to jurisdictional waters that also qualify as streams, lakes or riparian habitat typically require a Streambed Alteration Agreement from the CDFW.
- If potential USACE jurisdiction cannot be avoided, the jurisdictional delineation should be submitted with a request for an Approved or Preliminary Jurisdictional Determination and the project would be evaluated to determine if it would qualify for a Section 404 Nationwide Permit or if an Individual Permit would be required to obtain USACE approval of the project.
- Standard mitigation measures for impacts to waters of the U.S. and State would generally include avoidance and minimization of impacts to jurisdictional features and compensatory mitigation



for impacts to jurisdictional features where avoidance is not practicable.

- Because the project area is located within the Mountain House Conservation Bank and the Seigler Valley Wetland Mitigation Bank service areas, purchasing mitigation bank credits is a potential mitigation option.
- Botanical resource surveys will likely be required in grassy ruderal areas of the project area and should be conducted between March and June to adequately identify bent flowered fiddleneck during its blooming period, if present.
- Special Status and General Animal Species Project implementation has the potential to impact fish and wildlife within adjacent areas resulting from increased noise, lighting, trash, and human presence during construction which can be mitigated with proper precautions and monitoring.

### ***Temporary Facilities/Special Events***

One challenge faced in almost all resort communities is the seasonal nature of tourism. Business owners face challenges in structuring their businesses in such a way as to be able to meet high season demand, but to control their fixed costs so that they are not unduly burdened during off seasons and shoulder seasons when revenues are low. There are several types of alternative commercial formats to address the challenges of stimulating increased commercial activity in a tourist-driven, seasonal market. These provide the opportunity for entrepreneurs to test out new commercial concepts without the required level of investment and risk involved with establishing a conventional brick and mortar establishment.

If these alternatives prove successful, then the entrepreneur may be able to expand their client base, refine the concept, and develop the business over time to be able to transition into a permanent bricks and mortar facility. This incremental approach to business development would increase the opportunity for short-term revitalization activities that would create a positive impact on the waterfront/downtown area and increase the attractiveness for major investment, such as a new hotel. Strategies that the City and local businesses should explore include:

- Container stores are made from re-purposed shipping containers and could represent a relatively low-cost way of providing commercial space for seasonal activities such as kayak rentals, or for food and beverage vendors.
- Mobile vendors such as food trucks, represent a strategy to allow business people to serve waterfront area visitors when demand is high, such as during special events and peak tourism season,

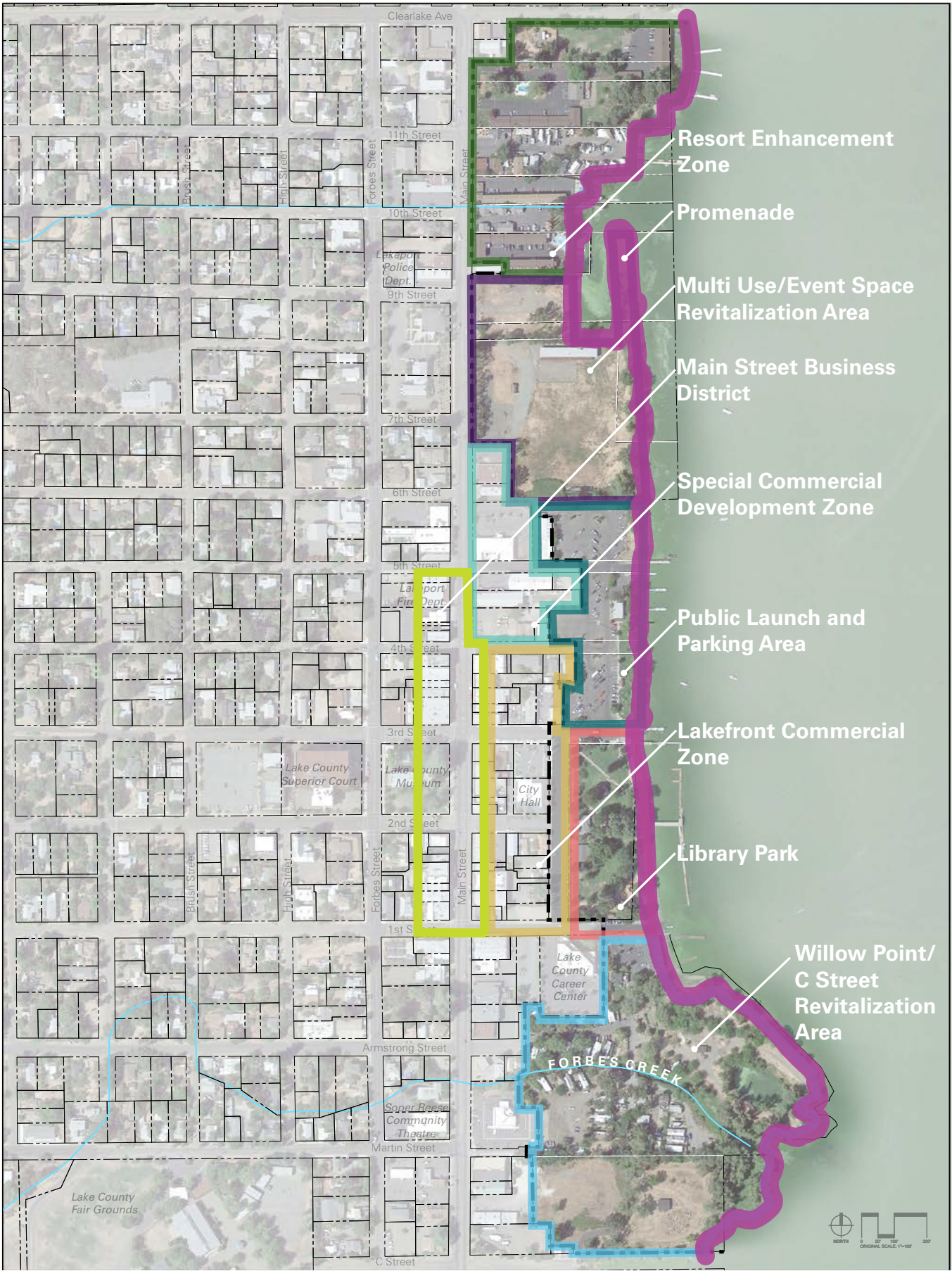
and then to relocate to other sites when local demand is low.

- Pop-up stores, which could be open during peak seasons and then “mothballed” during periods of low demand. Pop-up stores can be a strategy for owners of vacant commercial space in the downtown area to allow retailers to temporarily occupy space during periods of high demand, or to allow creative use of vacant space on an interim basis, such as for temporary art installations, performance venues, or other creative uses that help to create district vitality, and improve upon the aesthetics of vacant store frontages.





PREFERRED ALTERNATIVE DIAGRAM





## 4.2 OPPORTUNITIES, CONSTRAINTS AND RECOMMENDATIONS BY ZONE

The following breaks down the project site into nine different zones. An overview, opportunities, constraints and a series of both short-term and long-term recommendations are provided for each zone. The subsequent zones are:

- 1.The Resort Enhancement Zone
- 2.The Multi-Use/Event Space Revitalization Zone
- 3.The Public Launch and Parking Area
- 4.The Special Commercial Development Zone
- 5.The Lakefront Commercial Zone
- 6.The Promenade
7. Library Park
- 8.Willow Point/C Street Revitalization Area
- 9.Main Street Business District

### RESORT ENHANCEMENT ZONE



#### AREA DESCRIPTION:

This includes the private property south of Clear Lake Avenue to City-owned property near Tenth Street: This area consists of five hotel/motel businesses, one mobile home park and many of the properties have private piers and boat slips. (8.5 acres)

#### SUMMARY OF EXISTING USES:

Currently identified as the “Private Motel Zone” consisting of hotels, motels, trailer park and a restaurant is zoned R-5 (Resort/High Density Residential). These visitor-serving businesses represents an important part of the success of the lakefront. This is the only area currently serving tourist and transient visitors fronting onto Clear Lake in the City of Lakeport. There are a few retail / restaurant establishments that front Main Street.

#### CONSTRAINTS:

The “Private Motel Zone” consists of narrow parcels limiting the potential for future expansion without consolidating parcels. While important to the economy of Lakeport, many of the units available lack the quality and unit size to accommodate retired couples looking for a higher quality of stay and larger family groups in need of larger units and amenities. Because of private ownership, the opportunity to provide a waterfront public promenade to Clear Lake Avenue is currently limited.

#### OPPORTUNITIES:

The proximity to downtown (5-10 minutes walking) and lakefront access, leveraging these aspects is critical. In addition, by working with the City to develop an attractive public promenade from this zone will provide patrons with a safe enjoyable walk to downtown businesses and special events throughout the season resulting in higher daily room rates.



### SHORT-TERM RECOMMENDATIONS:

- To ensure tourist accommodations continues to be the prime use in this area, the City should consider amending the R-5 (Resort/High Density Residential) zoning district to eliminate residential uses as a stand-alone use and prioritize resort commercial uses.
- The City should consider developing a program to assist and incentivize property owners to expand commercial visitor serving uses on their properties.
- When consolidation and redevelopment occur, waiver of plan check, building permit, and inspection fees for improvements for hotel uses should be considered.
- The City should consider use of Transient Occupancy Tax (TOT) and other available funding mechanisms to fund façade and streetscape improvements in this area.
- Work with property owners to provide a public access easement along the waterfront to allow for the promenade to connect from Clear Lake Avenue to Dutch Harbor
- Encourage the development of conference/ event use areas into existing facilities for small to medium size events

### LONG-TERM RECOMMENDATIONS:

- Identify funding opportunities and possible public/ private partnerships to extend a pedestrian promenade along the shoreline.
- Work with property owners to improve and expand marina uses including the possible use of nearby Dutch Harbor.
- Expand visitor serving retail uses to complement existing hotel/motel uses through private and public funding opportunities.
- Work with regional economic development organizations and destination marketing organizations to develop strategies to expand busy season beyond just the summer months.
- Consider the creation of a hotel lodging association and/or destination marketing organization association for this area.



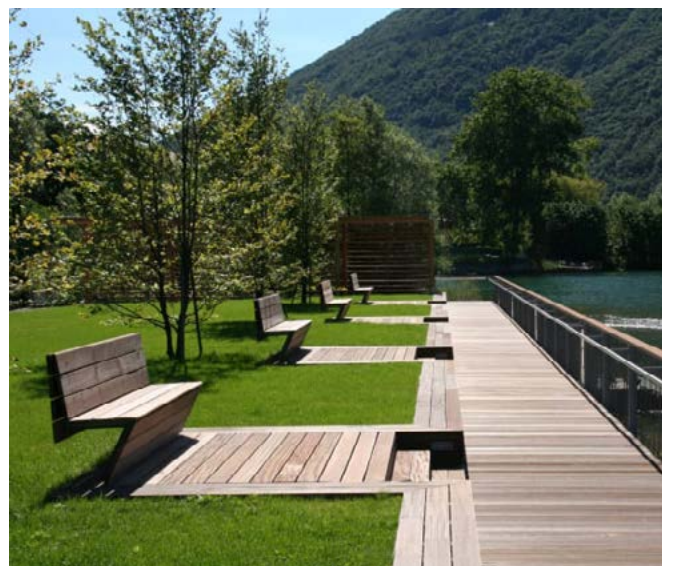
# RESORT ENHANCEMENT ZONE

## EXAMPLE IMAGES





## EXAMPLE IMAGES





# MULTI USE/EVENT SPACE REVITALIZATION ZONE



## **AREA DESCRIPTION:**

This zone includes the land owned by the City (Dutch Harbor site) and the Lakeport Unified School District (LUSD) (Natural High site) and fronts Main Street to the west and the lake to the east. There is one privately-owned parcel to the east surrounded by the lake on three sides and access to this private parcel is landlocked. This area is approximately 7.4 acres in size.

## **SUMMARY OF EXISTING USES:**

This area is primarily undeveloped yet has existing parking and the former high school on the Natural High Site and a small retail shop on the Dutch Harbor site. The land is used informally as a dog area, for fishing, storage of sculling vessels and by the homeless.

## **CONSTRAINTS:**

The primary constraint is with the LUSD retaining ownership the City does not have a stronger position on how this area will be used in the future is the ownership and uses of the LUSD property. While there is a good relationship with the City and LUSD, concerns have been expressed by the LUSD regarding private business operations on their property. The privately-owned parcel to the east of the LUSD will need to be addressed.

## **OPPORTUNITIES:**

There is an overwhelming public desire to maintain views of the lake from Main Street as well as to see this area remain available for public use including opportunities for mixed open space use, formal special event spaces and passive recreational opportunities when events are not occurring. Because of the current Resort Residential land use in the general plan, this area can accommodate a wide variety of community and tourist uses. The alternatives described previously in this document illustrates the range of uses that may be accommodated in this zone. Because market conditions will inform the use in the future, the following summarizes scenarios that may occur.



## **DUTCH HARBOR SITE SCENARIOS:**

### ***PRIVATE DEVELOPMENT ON DUTCH HARBOR SITE***

The City can help facilitate private development on the Dutch Harbor site. This could include a hotel facility as shown on Alternative 2 or commercial as shown on Alternative 3. The City could help write down the cost of such a project by contributing the land, or possibly selling the property to a private developer. This is logical, as the City has limited other tools that it can use to try to encourage private development and, specifically, a hotel.

The City could also use the Dutch Harbor site for other uses such as waterfront residential or a relocation-site for businesses that might be displaced from the core downtown commercial area because of private redevelopment activities. This alternate use may generate sales proceeds or ground lease revenues that will allow the City to direct proceeds to assisting a desired hotel project located in the core area.

### ***PUBLIC FACILITIES ON DUTCH HARBOR SITE***

If there is a strong desire for a community center, the City could use this site to shoulder the cost of

providing a different site for a community center as shown in Alternative 3 and 3a. This could provide a facility to house many of the community water-related activities and if the LUSD site is developed as a public park, it can leverage the relationship. While it could be designed to be flexible for use as a conference center, its location is less advantageous for this use.

## **NATURAL HIGH SITE SCENARIOS:**

### ***LUSD RETAINS OWNERSHIP OF NATURAL HIGH***

If the LUSD desires to retain ownership yet is willing and interested to work with the City to improve the two combined properties, then this site is large enough to accommodate a wide variety of public uses. Alternatives 2, 3 and 3a illustrate various ways to accommodate additional parking, creating a larger flexible multi-use space and opportunities for other specific uses such as play areas, dog areas, skateboarding, boathouse and improvements to the waterfront. Alternative 1 shows a community facility on the property yet for this to occur it will most likely require a joint effort with the City.



# MULTI USE/EVENT SPACE REVITALIZATION ZONE

## **CITY PURCHASES LUSD NATURAL HIGH SITE**

If the City purchases the site from the LUSD, this will provide greater flexibility on how the City proceeds with the revitalization of the lakefront area. With the Resort Residential land use designation, this could encourage commercial development closer to the downtown area while maintaining a large park space that is important to the community. None of the alternatives have shown a City-owned scenario yet Alternative 3a shows a conference center next to a new hotel downtown on private property and that facility can be located on Natural High and still be near the downtown hotel site.

With the previous scenarios in mind, the following are short-term and long-term recommendations for this zone.

### **SHORT-TERM RECOMMENDATIONS:**

- City to prepare a property value assessment for the privately-owned parcel to the East of the LUSD site with the goal of acquiring for public use.
  - City should evaluate the value of the Dutch Harbor site for purposes of sale or land swap to fulfill other options described in this study.
  - City and LUSD to develop a memorandum of understanding (MOU) about short-term and long-term use of the property that should consider:
    - » Removal of existing structure and general cleanup of the site.
    - » Selectively clear overgrown vegetation to open up views and access to the lake and develop beach areas.
    - » Improve connections between the two properties and the parking area to the south to promote public use on a limited basis.
    - » Address issues with illegal camping, trash and public safety in this area.
    - » Consider removal of fence and vegetation at northern and southern property boundaries
    - » Establish options for the combined sites to include joint venture opportunities, City purchase of the property and opportunities for public/private development.
    - » Develop potential beach areas.
    - » Evaluate the feasibility of small start-up commercial sales and food vendors.
    - » Consider the development of through access from Fifth Street boat ramp parking area to Seventh Street area.
    - » Evaluate option for the locating of non-permanent visitor serving commercial uses and food vendors.
- City to prepare a site master plan for the Multi Use/ Special Events Open Space Zone to:
    - » Include uses expressed by the community and summarized in the preferred alternative in the Lakeport Lakefront Revitalization Plan
    - » Address connectivity to the Resort Zone to the north and the public parking and boat launch zone to the south.
    - » Include additional public engagement as a greater level of design evolves.
    - » Identify community groups and clubs (such as the Lakeport Sculling Club) to identify facility needs and financing opportunities to develop a boathouse for storage of non-motorized water vessels.
    - » Develop a business strategy to include opportunities for retail and commercial property that support the types of uses included in the master plan.
    - » Work with Lake County Chamber of Commerce, Lakeport Main Street Association, seaplane and boating groups to identify current and potential uses appropriate for the site and the type of facilities needed to support these events including temporary food and beverage.
    - » Include a phasing plan that identifies funding needs for implementation.
  - The City should amend the General Plan land use map for the Natural High property from 'Resort/ High Density Residential' to 'Open Space.' The City should also consider adding a specific General Plan policy to the Land Use Element allowing for a possible Lot Line Adjustment between the Dutch Harbor property and Natural High property to make the Dutch Harbor site are more developable parcel for a Hotel or similar resort commercial use. Proceeds from sale of Dutch Harbor could assist in funding open space improvements to Natural High.

### **LONG-TERM RECOMMENDATIONS:**

- City to identify and secure funding opportunities for implementation of recreational uses along with a short-term and long-term operations and maintenance plan. This may also include the LUSD if it has retained ownership.
- City to work with seaplane and boating groups for implementing facilities in locations identified in the site master plan.
- Continue to promote the use of this area for community special events. Consider fee increases for permitted events and possible ordinance revision to allow vending. Collected fees should be utilized to assist in the funding of open space improvements outlined in this plan.

## MULTI USE/ EVENT SPACE REVITALIZATION ZONE DESIGN ALTERNATIVES



Multi Use/ Event Space Revitalization Zone **Alternative 2**



Multi Use/ Event Space Revitalization Zone **Alternative 3**

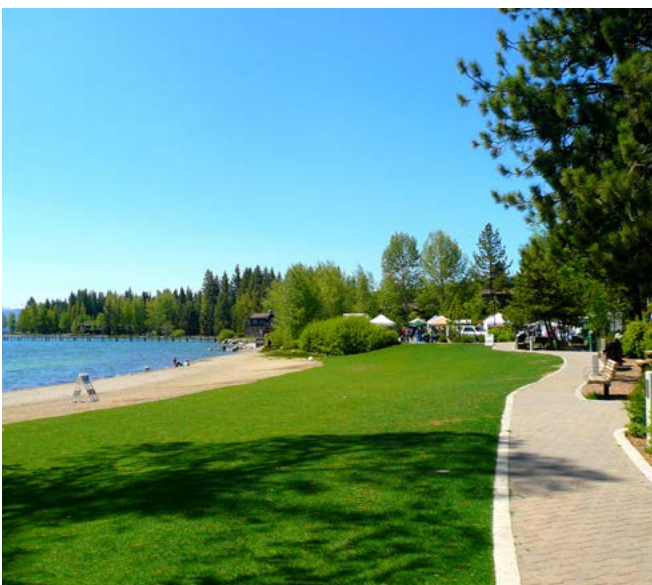


Multi Use/ Event Space Revitalization Zone **Alternative 3A**











## PUBLIC LAUNCH AND PARKING AREA



### AREA DESCRIPTION:

This zone provides public parking for vehicles with and without boat trailers, public boat ramps and support facilities. It is bound by the LUSD property to the north, Library Park to the south and by private property to the west. The area is approximately 4 acres in size. City offices and the businesses comprise the Lakeport Business District.

### SUMMARY OF EXISTING USES:

In addition to parking, there are two public boat launches, restroom facilities, waste disposal station and the City-owned building currently leased to the Yacht Club. The water edge is marginally improved and some of the adjacent businesses support the boating industry.

### CONSTRAINTS:

The historical needs to accommodate boat launching and parking with trailers is reflected in the current conditions. This has created a vehicle-dominated situation impacting the physical and visual quality of the waterfront from a pedestrian experience. Public boat access to the lake and special events such as the bass fishing derbies provide important revenue to the City and local businesses yet also impacts the opportunity for an exceptional pedestrian waterfront experience.

### OPPORTUNITIES:

With the opportunity to expand parking into the LUSD site to the north as shown in all the alternatives and reconfiguring the current movements of vehicles, there is opportunity to create a better pedestrian experience along the water, strengthen the connection to downtown and create additional parks and open space for the community and visitors. Unique to Alternative 3 and 3a (new hotel in downtown) is the idea to limit direct access to the waterfront parking at Fourth Street. This will allow for closing this street off during special events without impacting access to the lake.



### SHORT-TERM RECOMMENDATIONS:

- City to develop a “waterfront strategic task force” to evaluate current and future needs for boat-related needs and facilities to help in informing the reconfiguration of the parking and boat launch area. This should also include ways to improve access to Lakeport by boat and increase revenue opportunities with the marina.
- Based on the outcome of the task force, the site master plan should consider this information while balancing the importance of improved and expanded public amenities and pedestrian connectivity to downtown.
- Consider establishing concession agreement with businesses that may wish to utilize the public spaces as a base of operations (restaurants, vendors, watercraft rentals)
- Enhance pedestrian connectivity between the Downtown and the existing promenade in this area by providing pedestrian paths along Third, Fourth and Fifth Streets through the existing parking areas.

### LONG-TERM RECOMMENDATIONS:

- Identify and secure funding opportunities related to storm-water management and lake water quality to be used for renovation of parking areas.
- Consider relocating the waste disposal station near the water to a location that is easily accessible yet not in the promenade area.
- Evaluate the lease terms with the Yacht Club and determine if allowing a waterfront business such as a café or small convenience store may help activate the waterfront area. Alternatively, consider renovating the building to include commercial kitchen and event/conference center space until a larger facility can be constructed.
- Evaluate economic feasibility of expanding and improving the existing marina facilities in the Public Launch and Parking Area.



# PUBLIC LAUNCH AND PARKING AREA

## PUBLIC LAUNCH AND PARKING AREA DESIGN ALTERNATIVES



Public Launch and Parking Area **Alternative 2**



Public Launch and Parking Area **Alternative 3A**

### EXAMPLE IMAGE





## EXAMPLE IMAGES





# SPECIAL COMMERCIAL DEVELOPMENT ZONE



## **AREA DESCRIPTION:**

This includes private property between Fourth and Fifth Streets that front on Main Street and are bound by City-owned property to the east that is currently used for parking. City parcel information shows five parcels and combined they amount to approximately 1.7 acres.

## **SUMMARY OF EXISTING USES:**

This zone is comprised of auto body, truck and camper shell sales and a single-family dwelling. Although designated as part of the Community Business District by the zoning ordinance, current land uses are not compatible with either the Historic Downtown or waterfront visions.

## **CONSTRAINTS:**

While not as narrow as some of the parcels in the Resort Enhancement Zone, the size of each parcel limits the redevelopment opportunities. For parcels without Main Street frontage, visibility is an issue. If positioning these combined properties for a new hotel site as suggested in Alternative 3 and 3a, purchasing and consolidating the parcels could be challenging. In the event redevelopment, such as a hotel does occur, existing infrastructure will need to be evaluated to ensure it can accommodate an increase in use.

## **OPPORTUNITIES:**

Because of the Main Street frontage, and proximity to the waterfront area, the property in the Special Commercial Development Zone is well positioned for increased development. Over half the site consists of surface parking and the existing buildings are primarily warehouse type structures which are relatively easy to remove. Of the three sites explored in this study, the market assessment identified this site as the preferred for the location of a 60- 80 room new hotel within the study area. A hotel located in the downtown area will provide patrons easy access to convenient dining and shopping. In addition, proximity to the existing Library Park and lakefront promenade areas allows the hotel operator to leverage these existing public features as amenities for hotel guests in the near term.

Alternatives 3 and 3a shows the hotel located on land that is primarily on private property with a small portion on City property. This hotel is similar in size (60-80 rooms) as in Alternative 1 yet is in the heart of the downtown area. This location is preferred from an economic position and better integration to the business area yet the City's opportunity to influence this is limited. The two-story hotel fronts onto Main Street and architecturally can reinforce the character of historic downtown. A public plaza east of the hotel provides the opportunity for small-to-medium-sized events and amenities such as a small conference center and outdoor pool and spa provided for the hotel guests. Surface parking is proposed.



### SHORT-TERM RECOMMENDATIONS:

- City should meet with property owners to discuss their short-term and long-term plans. Discussion should include the feasibility of a hotel on this site. If a hotel is determined to be infeasible in this area, the City should push for the establishment of a more traditional historic Main Street look for this block with a possible plaza and lake oriented businesses facing the waterfront. City should incentivize the relocation of existing businesses to other City owned properties.
- When available, City should consider purchasing properties particularly if adjacent to current City-owned property.
- Evaluate a partnership with a hotel developer to work with property owners (or representatives) and develop the process for developing a new hotel in this location.
- When consolidation and redevelopment occur, waiver of plan check, building permit, and inspection fees for improvements for hotel should be considered.
- Evaluate the community and conference needs for a new conference center and develop strategies that locate, fund and build a multi-use facility near hotel site.

- Reinforce the historic appearance of Main Street with design standards for development in this area. Any development improvements should include elements that enhance the connectivity between the Downtown and waterfront areas.

### LONG-TERM RECOMMENDATIONS:

- Construct a publicly-owned community center in the lakefront area as shown in Alternative 3a that will:
  - » Accommodate uses such as weddings, receptions, fund-raisers, banquets, as community uses such as youth events, senior citizen activities and community meetings.
  - » Lease out the center for conference activities associated with the hotel, special events organized by others.



# SPECIAL COMMERCIAL DEVELOPMENT ZONE

## SPECIAL COMMERCIAL DEVELOPMENT ZONE ALTERNATIVES



Public Launch and Parking Area **Alternative 3**



Public Launch and Parking Area **Alternative 3A**

## EXAMPLE IMAGES





## EXAMPLE IMAGES





# LAKEFRONT COMMERCIAL ZONE



## AREA DESCRIPTION:

This area includes the parcels immediately adjacent to the waterfront area to the east, bound by the Downtown District to the west and between First and Third streets. The Lakefront Commercial Zone benefits from its immediate adjacency to the lake, Library Park and walking distance to downtown, totalling approximately 4.6 acres in size.

## SUMMARY OF EXISTING USES:

Areas located adjacent to Library Park provide the purpose for residents to visit this area on a regular basis. Because of the size of the parcels, the commercial businesses in this area are small and often rely on public parking to accommodate visitors. Commercial uses vary yet turnover of businesses in this area seems to be high. The alley between Second and Third streets is underutilized with the potential to extend the pedestrian alley from First Street to Fourth Street.

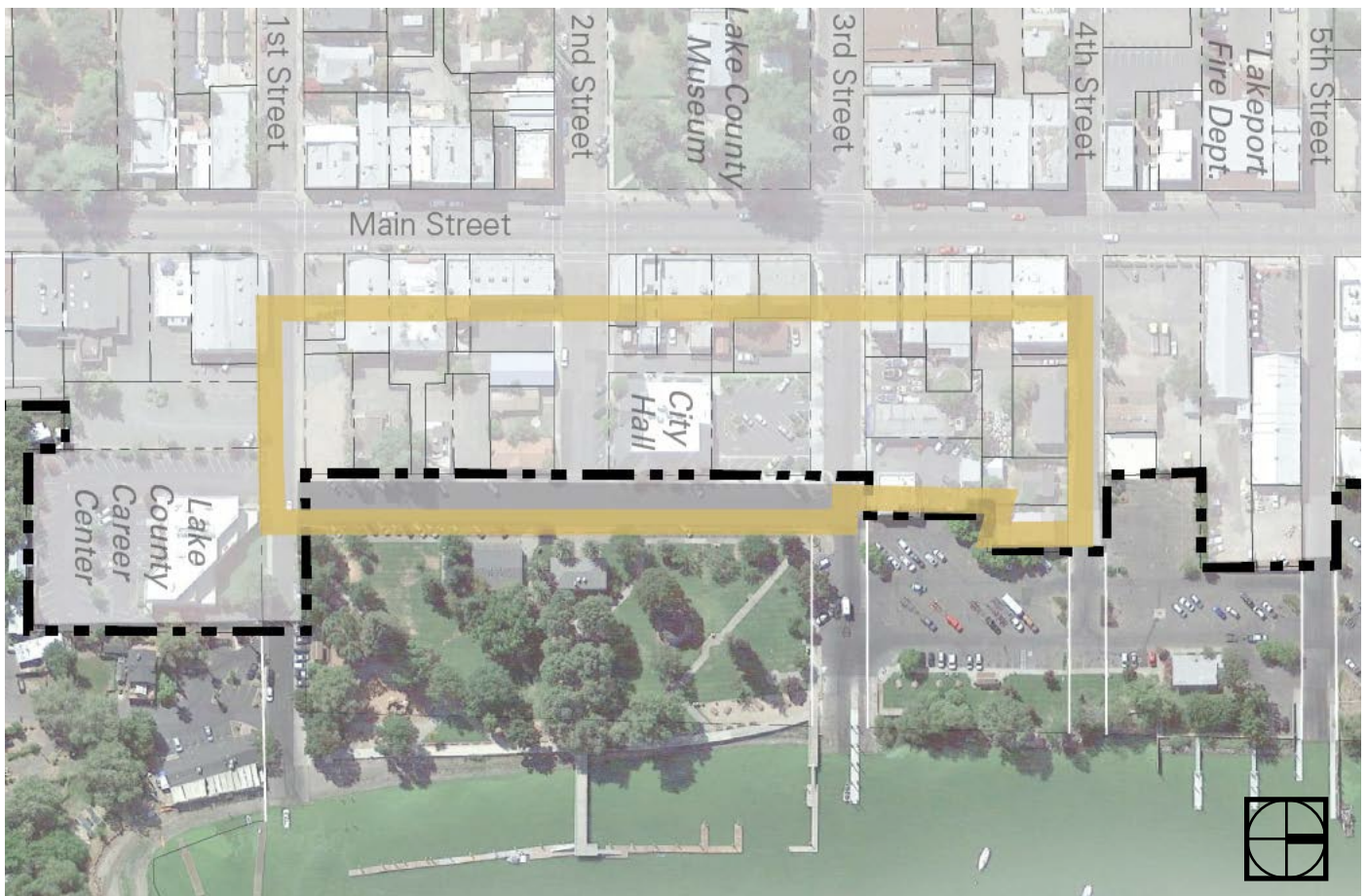
## CONSTRAINTS:

Like other areas within the study area, the size of the parcels limits reinvestment and redevelopment restrict larger businesses establishments. Lack of visibility for those traveling through the City on Main Street is also an issue. Even with City Hall and Library Park located adjacent, the area seems to struggle with developing and maintaining a vibrant business district.

## OPPORTUNITIES:

The greatest asset this area has is the lakefront location and proximity to City Hall. Ample parking ensures those patronizing the businesses will find a place to park for most the time. While the parcels are small one popular restaurant that could serve as a model for redevelopment is Park Place located north of City Hall. The City has an interest in improving the economic conditions in this area and can assist where possible to see this occur.





### SHORT-TERM RECOMMENDATIONS:

- Market existing vacant commercial buildings in this area to attract commercial establishments that cater to waterfront visitors (ice cream shop, deli, souvenirs, etc.)
- The City should work with businesses owners adjacent to the City owned alley between 2nd and 3rd Streets to develop a pedestrian walkway with enhanced commercial sales opportunities.
- Improve wayfinding signage between Downtown and waterfront in this area. Consider the placement of public art and murals in the area to further reinforce connectivity of Downtown and the waterfront.
- » Redevelop existing alley between Second and Third Streets.
- Consider the purchase of the vacant lot at the northwest corner First and Park Streets for use as additional parking or potential pop-up lake oriented business location.
- Work with Main Street property owners to develop a pedestrian alley from First to Fourth Streets with enhanced commercial sales opportunities.
  - » Encourage existing shops to provide access to Main Street shops from alley.
  - » Develop program to improve building facades fronting alley.
  - » Allow temporary vending and pop-up restaurants with outdoor eating areas to locate in this area to contribute to a street faire atmosphere that encourages people to visit this area.

### LONG-TERM RECOMMENDATIONS:

- City should continue to implement unconstructed elements of the original downtown improvement plan to promote better pedestrian connectivity between Downtown and the Waterfront area. These features include, but are not limited to:
  - » Widening sidewalks and the placement of street trees on First, Second and the west side of Park Streets (similar to Downtown Improvement Phase I features provided for Third Street.)
  - » Raised plaza at intersection of Park and Second Streets in front of the historic Carnegie Library Building.











# PROMENADE



## AREA DESCRIPTION:

The Promenade currently is limited to the waterfront area along Library Park and up to the Fifth Street boat ramp. It is currently 540 feet in length and is generally about 10 feet wide. Extending the waterfront promenade from Library Park south to C Street and north to Clear Lake Avenue was highly supported by the community.

## SUMMARY OF EXISTING USES:

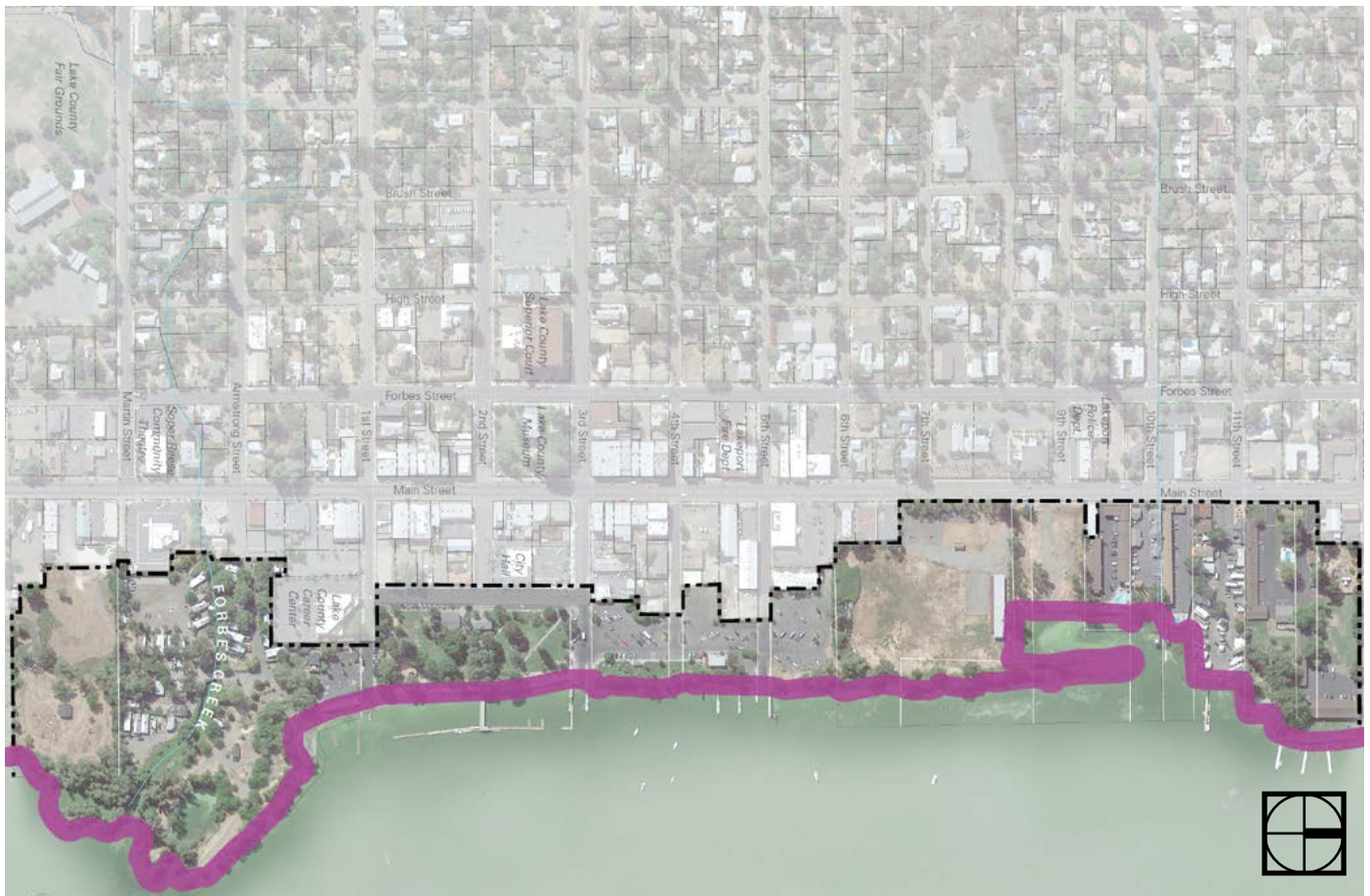
The existing promenade east of Library Park is well designed and provides access to the City-owned and operated docks. It is also where most people who want to swim access the lake and at times portions are occupied by the homeless. The area between Third and Fifth streets is less developed yet does provide pedestrian connection to Library Park.

## CONSTRAINTS:

Issues with gaining public access across private property will be a challenge. The City can possibly work with the property owners yet in many situations current site conditions do not lend themselves to accomplish this except possibly the Willow Point/ C Street properties where there is area to achieve this. The City in conjunction with the LUSD can extend the promenade from Fifth Street to Dutch Harbor yet the private parcel ownership east of the LUSD site will need to be resolved. Costs to construct and build the new promenade will be an issue.

## OPPORTUNITIES:

Because of the wide community support, moving forward with improvements to the waterfront area will generally be embraced by the community. The area east of the LUSD currently has limited use yet with short-term and long-term improvements this area can provide a different experience along the water's edge as illustrated in the various alternatives. The environmental assessment identified nonnative/invasive species so there may be opportunities to access water quality funding and implement improvements along this area. The recent flooding, portions of the existing promenade adjacent Library Park was damaged with the undermining of the retaining wall. While unfortunate, this does provide the opportunity to develop design for the entire promenade and improve a larger part of the waterfront area.



### SHORT-TERM RECOMMENDATIONS:

- The City should develop a plan that identifies the location, cost estimates and design for the extension of the promenade from Library Park to Dutch Harbor. The plan should provide a prioritization of sections for development. Promenade design should be compatible and consistent between the entire project area. Promenade location within the Multi-Use/Special Events Open Space Zone should be designed to allow for various uses presented in this plan (i.e., beach access, seaplane access, piers, etc.)
- Identify funding opportunities related to storm-water management and lake water quality to be used for renovation of lakefront area.
- Identify funding opportunities (sponsors, grants) related to public access and lake water quality improvements.
- Secure funding for lakefront improvements for sections where promenade is adjacent to public property.
- The promenade should incorporate wayfinding signage.

### LONG-TERM RECOMMENDATIONS:

- Secure funding to purchase easements or finalize methods to obtain easements without purchasing land for areas where promenade crosses private property.
- Work with private property owners to provide a public access easement along the waterfront to allow for the promenade to connect from 1st Street to C Street and Clear Lake Avenue to Dutch Harbor. This easement should include access to Clear Lake and possible areas for pop-up/kiosk type resort and visitor serving commercial uses. Promenade design should be compatible and consistent between the entire project area.



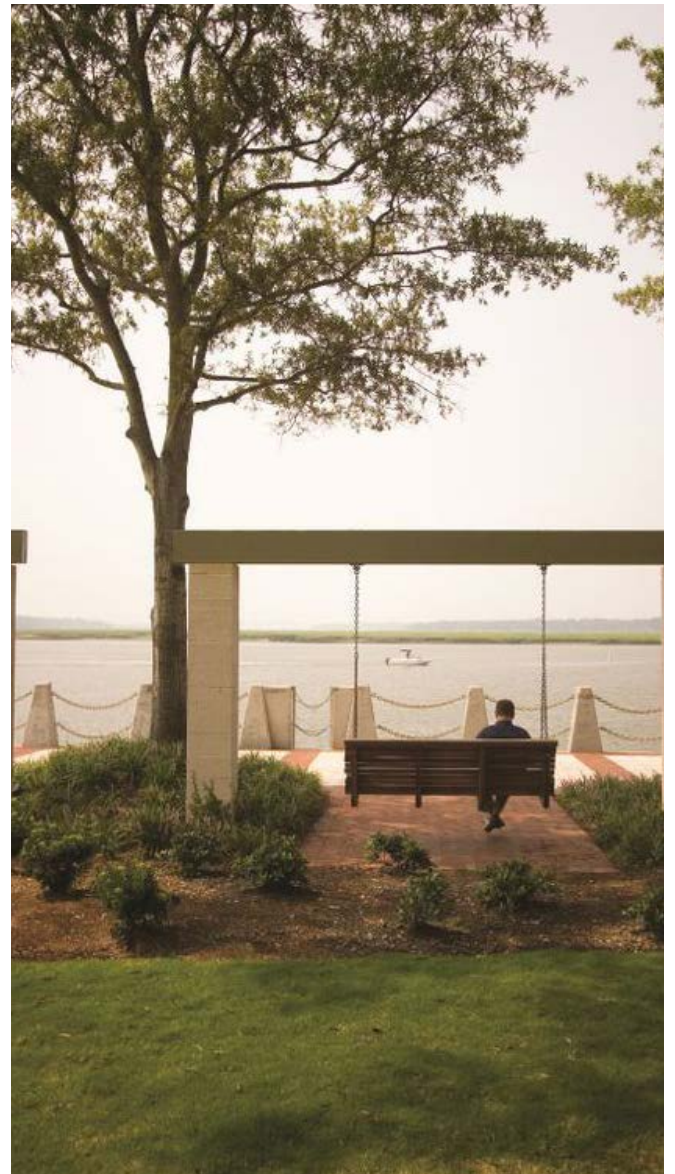
# PROMENADE

## EXAMPLE IMAGES





## EXAMPLE IMAGES





# LIBRARY PARK



## AREA DESCRIPTION:

This is in the heart of the improved portion of the lakefront area and is bound by Park Street to the west, Third Street and parking to the north and First Street to the south. It is approximately three acres in size and historic Carnegie Library is located within the park.

## SUMMARY OF EXISTING USES:

The park is the primary public space within the downtown/ lakefront area and includes passive and active uses including viewing, picnics, group gatherings, children's play area, school field trips to name a few. The gazebo located in the park provides the venue for Friday Night In The Park events in the summer as well as other special events throughout the year. The historic Carnegie Library is a prominent feature in the park and currently is going through accessibility upgrades. Restroom facilities are available as well as ample free parking. The adjacent marina provides public access by boat and fishing occurs along the shoreline.

## CONSTRAINTS:

Overall Library Park is well used and enjoyed by the community. Comments regarding the cleanliness of picnic tables and benches beneath the existing trees where the black-crowned night herons live and the homeless population were mentioned during public meetings.

## OPPORTUNITIES:

Because of the location and the importance of this public space for the community, the main opportunities include activating Carnegie Library for public use, relocating tables and benches in areas that are easier to maintain (with shade structures).



### SHORT-TERM RECOMMENDATIONS:

- Upon completion of accessibility upgrades to the Carnegie Library building the City should make the building open to the public again with a tenant consistent with the findings and recommendations provided in the 2014 Lakeport Carnegie Library Re-Use Feasibility Study.
- Consider the construction of covered structures over picnic tables and seating areas in the park to protect against issues with bird feces and provide for additional shade.

### LONG-TERM RECOMMENDATIONS:

- Consider ordinance revisions to allow vending during special events and the summer season and utilize associated permitting fees to assist in the funding of open space improvements outlined in this plan.
- Consider fee increases for special events permitting in Library Park and the Downtown area earmarking collected monies for the implementation of additional open space improvements outlined in this plan.



# WILLOW POINT/C STREET REVITALIZATION AREA



## AREA DESCRIPTION:

The Willow Point area is a privately-owned waterfront area with no public access along the waterfront. It consists of two large parcels, the northern parcel referred to as the Willow Point and the southern property referred to as the C Street Parcel. Combined, the area is approximately 13.4 acres in size.

## SUMMARY OF EXISTING USES:

Willow Point is primarily used as a mobile home park and seasonal RV campground along with a building at the boat ramp on First Street formerly used as a lakefront restaurant that is now vacant. Forbes Creek bisects this parcel with the bridge that is currently closed for structural reasons. The C Street parcel is currently undeveloped with primary access from C Street. There is no public access to either of these parcels

## CONSTRAINTS:

While located on the water, there is no visibility from Main Street. This can be overcome by marketing and wayfinding yet the "drive by" opportunity may be missed. Access from C Street is down a residential street and would require enhancement depending on the uses. While Forbes Creek can be considered an asset, issues around flooding or environmental constraints may limit the area available for development.

## OPPORTUNITIES:

Since few permanent existing structures are on-site, the cost for redevelopment is reduced. Additional access to the area can be considered from Martin and Armstrong Street to improve circulation yet will not provide Main Street visibility. The waterfront area and Forbes Creek are the biggest assets future development should embrace. For site testing Exhibit 1A illustrates an example of potential if the property were one or a joint effort between land owners and Exhibit 1B respects current property ownership. In both cases, there is ample space to provide a Resort/ Conference facility located on the waterfront and a full hook-up RV park to accommodate the growing trend in this industry.



### SHORT-TERM RECOMMENDATIONS:

- Identify Willow Point/ C Street Enhancement Zone as an important lakefront visitor serving area and consider amending the R-5 (Resort/High Density Residential) zoning district to eliminate residential uses as a standalone use and prioritize resort commercial uses including the prioritization of overnight accommodations (i.e., hotel, RV Park, campground, timeshares, etc.) and resort commercial uses.
- Identify and secure funding for restoration of waterfront and Forbes Creek.
- Work with property owners (or representatives) with methods to assist with funding for developing this property to include greater waterfront resort oriented uses including, but not limited to:
  - » Overnight accommodations
  - » Conference center.
  - » RV campground
  - » Restaurants
  - » Shops
  - » Outdoor eating areas

- Market the existing vacant commercial building located on the waterfront directly adjacent to Library Park to attract a commercial establishments that cater to waterfront visitors (ice cream shop, deli, souvenirs, etc.)

### LONG-TERM RECOMMENDATIONS:

- Work with property owners to provide a public access easement along Forbes Creek connecting the promenade with Downtown.



# WILLOW POINT/C STREET REVITALIZATION AREA

## WILLOW POINT/ C STREET EXHIBITS

## EXAMPLE IMAGES



Willow Point/ C Street **Exhibit 1A**



Willow Point/ C Street **Exhibit 1B**









# MAIN STREET BUSINESS DISTRICT



Statistics show that it is far more cost effective to retain an existing business than to attract a new one. Lakeport should implement a comprehensive business strengthening strategy focused on business retention/expansion. It was mentioned at public meetings that a diversity of businesses and restaurants is needed in the downtown area. While out of the scope of this project, the success of the Main Street businesses have a direct relationship to the success of the waterfront area. The following are some preliminary ideas about ways to work with existing businesses.

## **AREA DESCRIPTION:**

This area includes the parcels that front Main Street and create the core of the Lakeport's downtown. Architecturally the buildings between the blocks of First Street and Fourth Street reflect the historic character of the City and include many of the "walkable aspects" of a downtown experience. This area recently has been improved with new sidewalks, curbs and gutter, street trees and site furnishing to improve the pedestrian experience.

## **SUMMARY OF EXISTING USES:**

The Main Street Business District appears to be active with most retail and commercial space leased or locally owned and operated. County and City offices nearby along with several financial institutions and legal businesses are also located in this area.

## **CONSTRAINTS:**

While the Main Street area is active, much of the activity that occurs in this area is focused around daily business hours and many of the establishments are closed in the early evening reducing the opportunity for evening activity in this area while businesses such as financial institutions provide employment and people in the downtown areas during the day, they tend to be auto oriented and occupy key parcels in the downtown area. In addition, while the lake is approximately two blocks to the east, Main Street lacks visibility and signage.

## **OPPORTUNITIES:**

Building off the historical architecture, the City has the ability through their design guidelines to extend this character when renovations or new development are proposed in this area. Since many of the parcels are one and two-story structures, the City should look for opportunities to bring overnight accommodations in the way of hotel rooms or residential units to create an evening and weekend presence which in turn will strengthen the Main Street businesses. Continued reinvestment into the streetscapes and particularly those provisioning pedestrian connections to the lakefront area is encouraged.



## RECOMMENDATIONS:

While not part of this study area, the following provides some recommendations to strengthen the Main Street area and would need to be supported and implemented by the City in collaboration with the Lakeport Main Street Association.

- Support and encourage higher density residential units with a mix of affordability in the downtown to support downtown retailers and expand the evenings and weekend presence.
- Develop a stronger wayfinding system between the Main Street area and the lake.
- Expand downtown business hours. It was noted on a number of occasions that the downtown closes at 6:00 p.m. There must be a concentrated effort focused at getting most retail stores and restaurants to expand the hours that they are open—Saturday, Sunday and later in the evening as well as holidays when visitors are in town.
- Have businesses commit to being open evening hours on specific days beginning Memorial Day and ending after Labor Day and encourage them to promote it within their own advertising and marketing venues.
- Plan events during these hours such as an evening “walkabout” with refreshments offered at participating businesses.
- Develop promotional and advertising efforts targeting residents by creating a series of direct mail, special promotions, mini events and other creative marketing efforts targeted directly to residents—including new residents and second home residents.
- Develop a Shop Local campaign: Most businesses located in downtown Lakeport are independently owned, which makes downtown the perfect candidate for capitalizing on the national “shop local” movement.
- Use social media and online marketing. Social media and hand-held devices are the primary formats that many young adults use to make decisions about shopping, dining and events. Explore how downtown businesses can penetrate this market through social media, online rating sites, social coupons, dedicated apps and text messaging.
- City in partnership with the Lakeport Main Street Association should explore the creation of a free Wi-Fi zone in the downtown and waterfront areas.



# MAIN STREET BUSINESS DISTRICT



# APPENDIX



# STAKEHOLDER MEETINGS | SUMMARY

## Summary Of Breakout Sessions

Headline Activity: Participants were asked to write a newspaper headline for what they would like to hear about in the lakefront area 10 years from now.

- *Begin your next adventure in Lakeport and stay for the people*
- *Clear Lake, clear again!*
- *Clear Lake, cleanest air in the nation now cleanest water too*
- *The new Napa*
- *#1 vacation destination in California*
- *New 120 room hotel opens on lakefront*
- *Wine Country on the lake*
- *Scientific discovery at Clear Lake*
- *10,000 pirates plunder Lakeport waterfront*
- *Lakeport moves beyond the study*
- *Lake lives again*
- *Raise your kids in the country*

### Strengths:

- Clean air
- Rural
- Beauty
- Lake
- People, friendly and nice
- Lakefront park
- The 'port'
- Walkable and boatable
- New docks and many free public boat ramps
- Antiques, best sales are in the winter
- Audubon Society and bird watching
- Very safe community, nice place to live
- Can see the lake from Main Street
- People love to live here, lots of community pride
- Have a public pool
- Top 5 bass fishing lakes in the country
- Have a drive in theater and 5 plex
- Water trail is in place
- Warm water for swimming
- The Fly In sea plane event

### Opportunities:

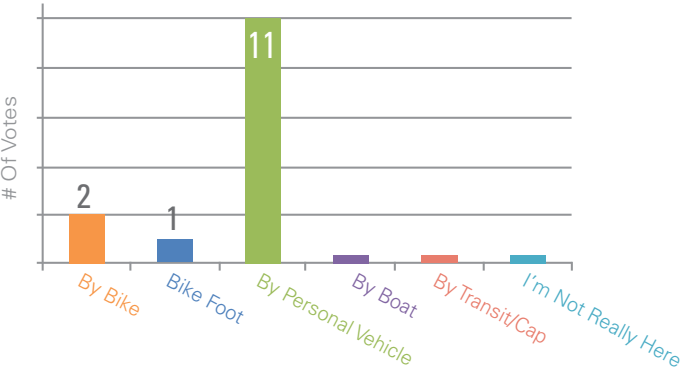
- Cycling events
- Music and restaurants on lake
- Bass fishing
- Growing wine region and agricultural draw
- Pedestrian lakefront promenade
- Bike path & expanded recreation
- More restaurants and hotels
- Update and upgrade existing facilities, especially Willow Point
- Vista Shopping Center needs to be revitalized
- Winter is beautiful, warm and sunny, but not many visitors
- \$7 million bond for school improvements recently approved
- Former Natural High should be developed for family use

### Weaknesses:

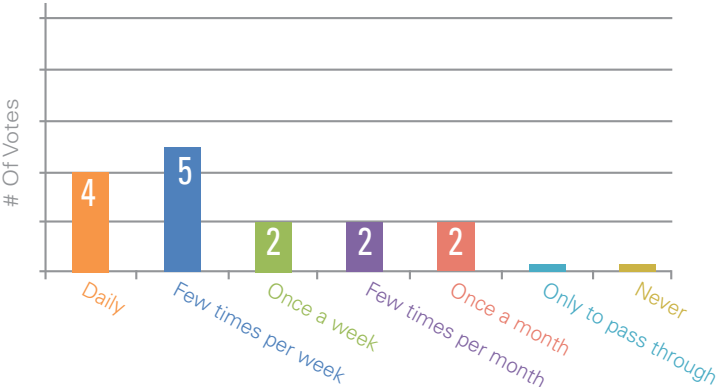
- Homeless populations loitering in public spaces
- Water quality, aquatic plants
- Lack of education on water quality
- Lack of facilities besides the lake, visitors always asking "what else is there to do?"
- Lack of lodging, both quantity and quality
- Lack of camping, Willow Points transformation, used to be a nice spot for families to camp lakefront
- Transportation
- Boating on the lake has dropped off in recent years, SUP has not taken off, very few kayaks, etc
- There is a big PR problem
- Konocti Harbor closed (in nearby Kelseyville)
- Blight of Willow Point, it has transitioned into a rundown trailer park.
- Invasive species and inspection stations
- Homes and businesses are run down as visitors enter downtown Lakeport from the highway, they could use a facelift
- Condensed tourist season, generally when schools are out (June 15 to Aug 15), events are usually May through October
- Main Street stores close early and have inconsistent hours
- Lacking medical facilities
- TNT is now vacant building
- Pushback to have businesses in the park
- Boating is more expensive now
- City needs to make doing business easier
- Declining school enrollment until this year
- Employment issues
- Outside perception of crime, drugs and poor lake quality, biggest hindrance for tourism
- Need sign to get people from highway to downtown
- Huge impact if court house is ever moved

# STAKEHOLDER MEETINGS | SURVEY

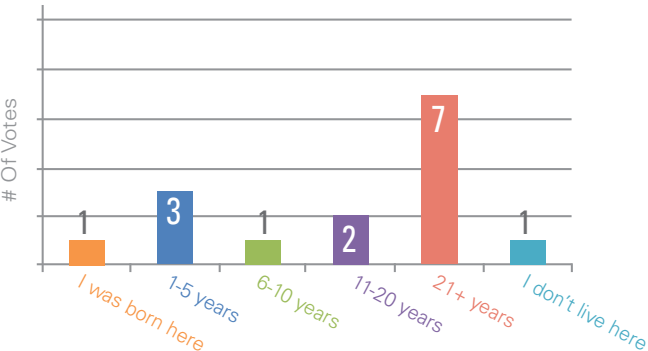
HOW DID YOU GET TO THIS MEETING?



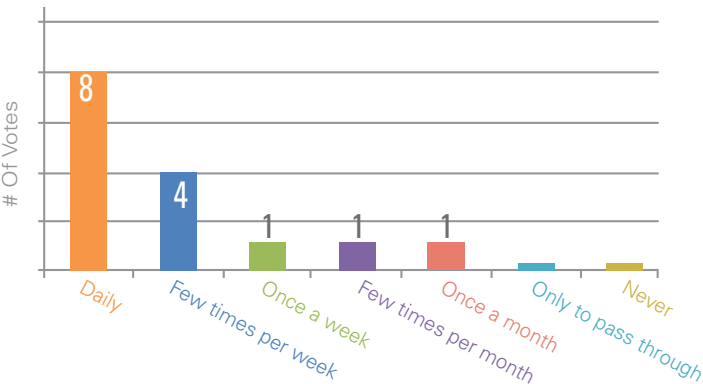
HOW OFTEN DO YOU VISIT THE WATERFRONT AREA?



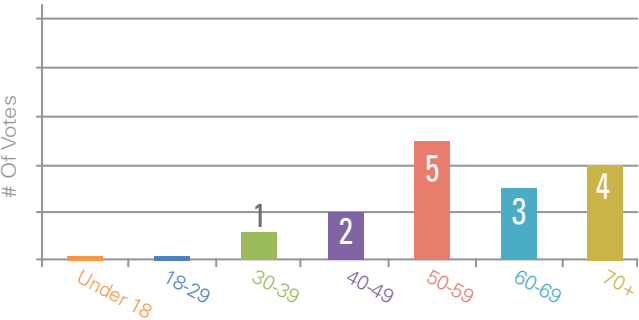
HOW LONG HAVE YOU LIVED IN LAKEPORT?



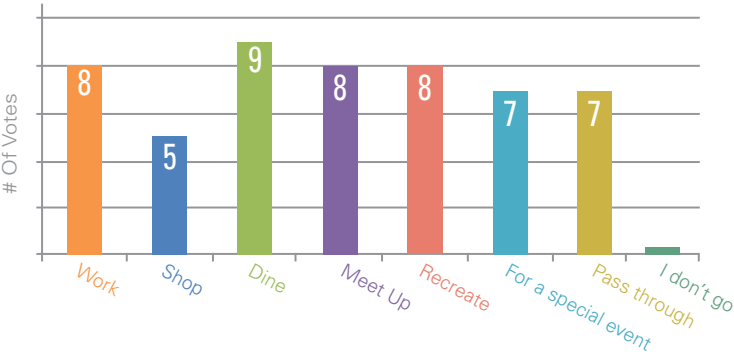
HOW OFTEN DO YOU VISIT DOWNTOWN?



HOW OLD ARE YOU?



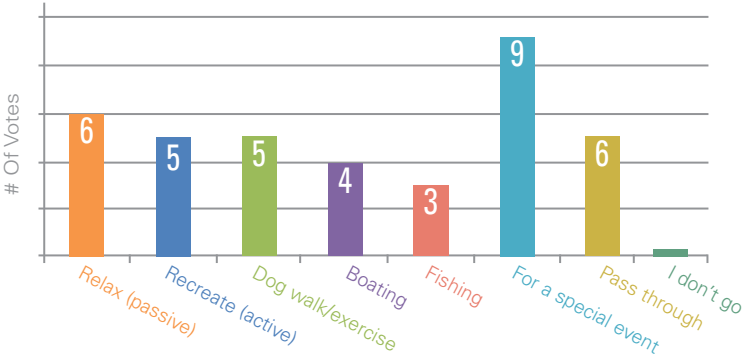
I USUALLY GO TO THE WATERFRONT AREA TO... (CHECK ALL THAT APPLY)



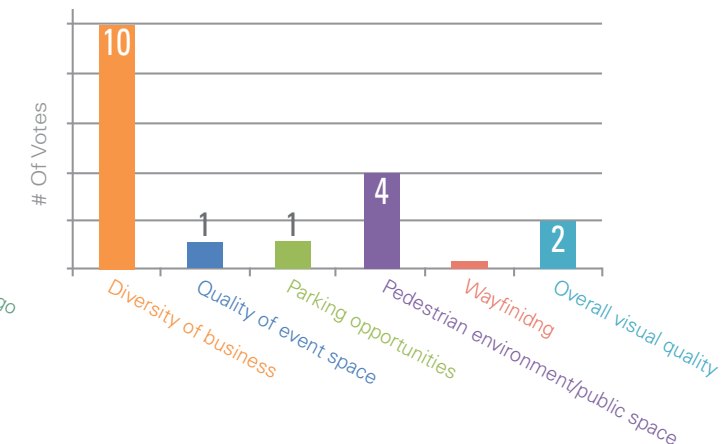


# STAKEHOLDER MEETINGS | SURVEY

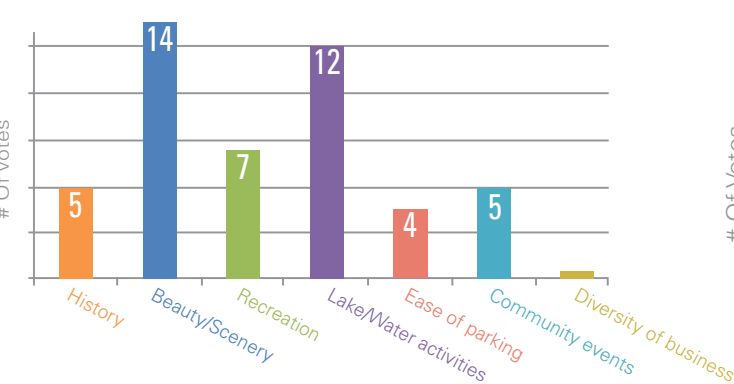
I USUALLY GO TO LIBRARY PARK TO...(CHECK ALL THAT APPLY)



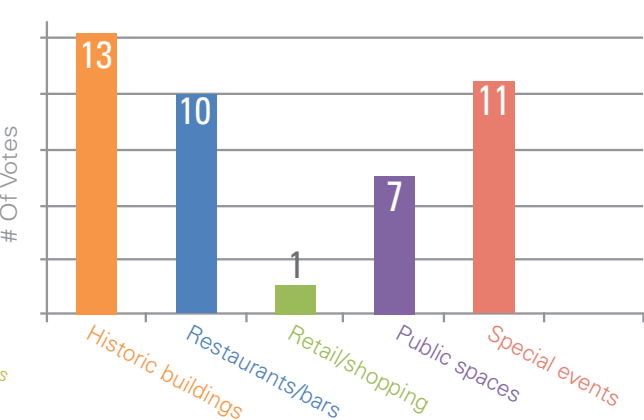
WHAT DO YOU FEEL NEEDS IMPROVEMENT IN DOWNTOWN?



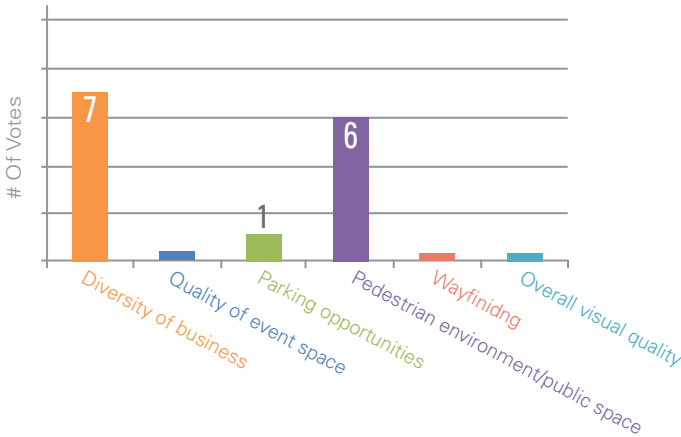
WHAT ARE YOU PROUD OF REGARDING THE LAKEFRONT AREA? (CHOOSE TOP 3)



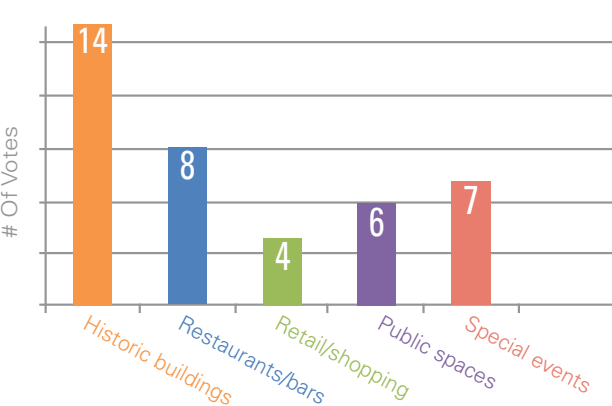
WHAT ARE THE THREE "MUST SEE" THINGS IN THE LAKEFRONT AREA?



WHAT DO YOU FEEL NEEDS IMPROVEMENT TO THE LAKEFRONT AREA?

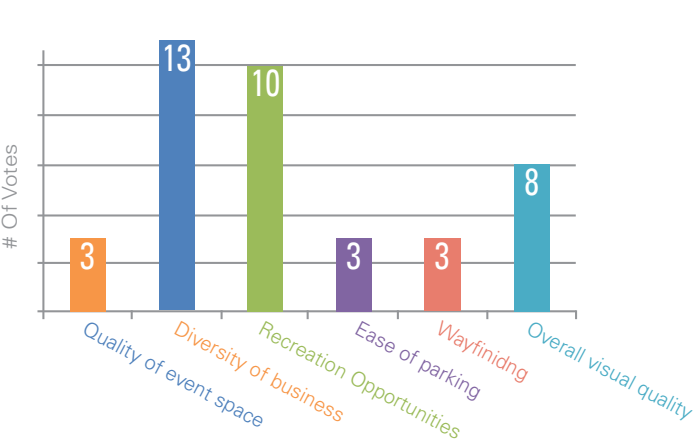


WHAT ARE THE THREE "MUST SEE" THINGS IN DOWNTOWN?

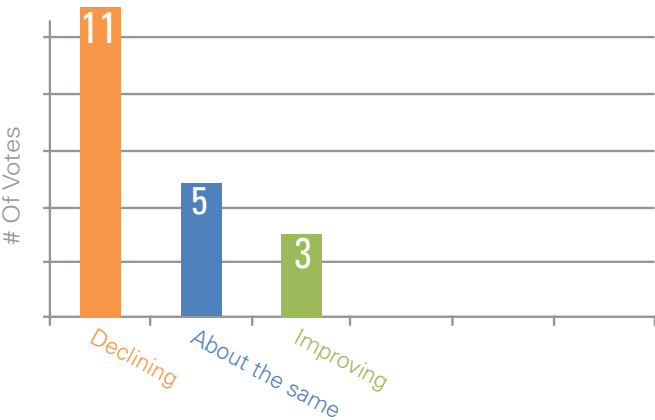


# STAKEHOLDER MEETINGS | SURVEY

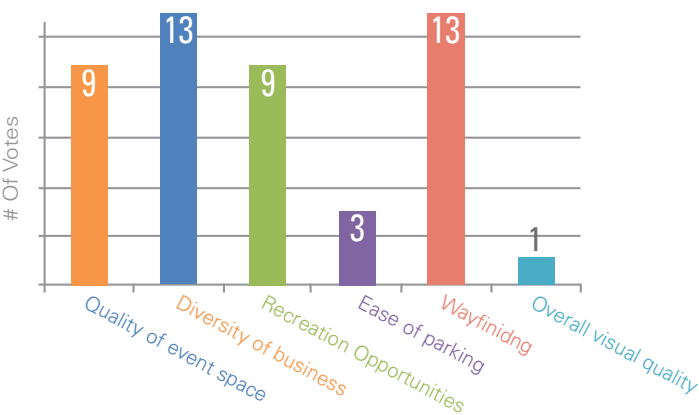
WHAT “NEEDS WORK” IN THE LAKEFRONT AREA? (PICK 3) PUT YOURSELF IN A VISITORS PERSPECTIVE.



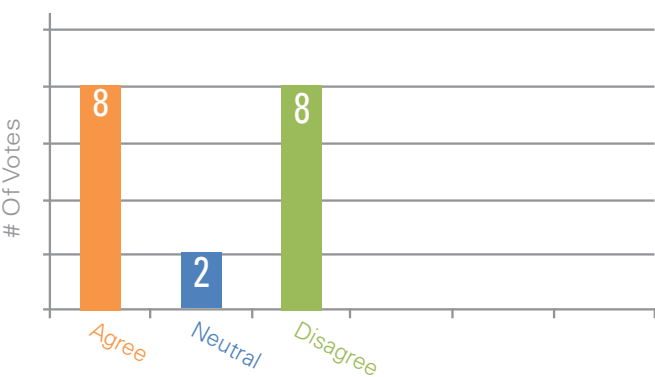
MY SENSE OF THE ECONOMIC CONDITION IN LAKEPORT FROM THE LAST FEW YEARS IS..



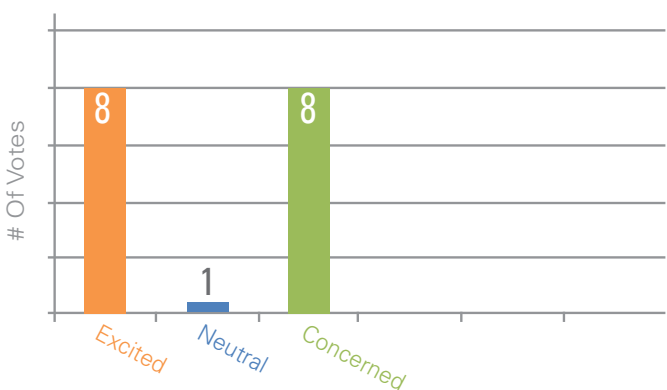
WHAT “NEEDS WORK” IN DOWNTOWN? (PICK 3) PUT YOURSELF IN A VISITORS PERSPECTIVE.



I FEEL THE CITY IS MOVING IN THE RIGHT DIRECTION.

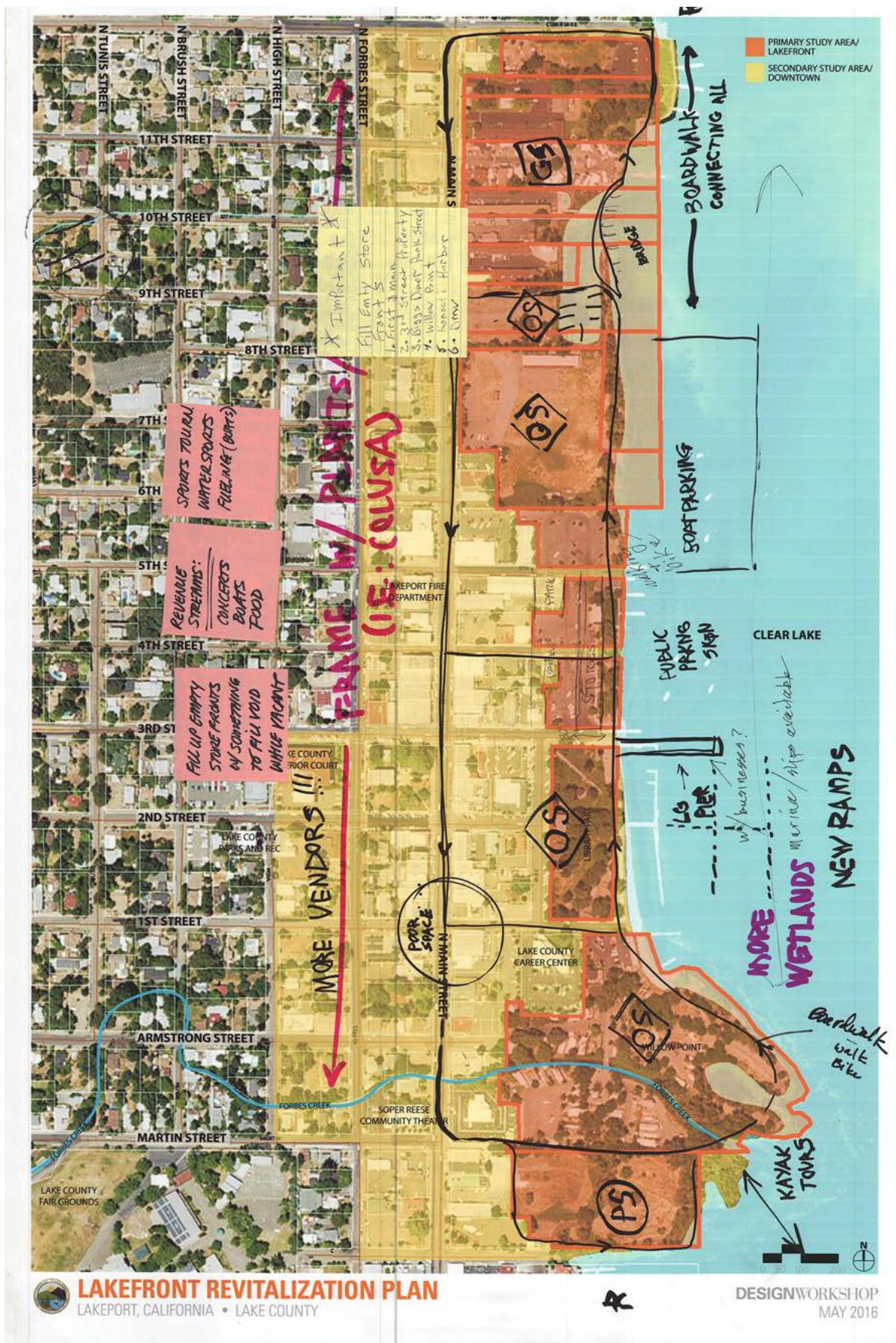


MY FEELING TO WHERE THE COMMUNITY IS GOING IN THE FUTURE IS...





## STAKEHOLDER MEETINGS | MAPPING EXERCISE



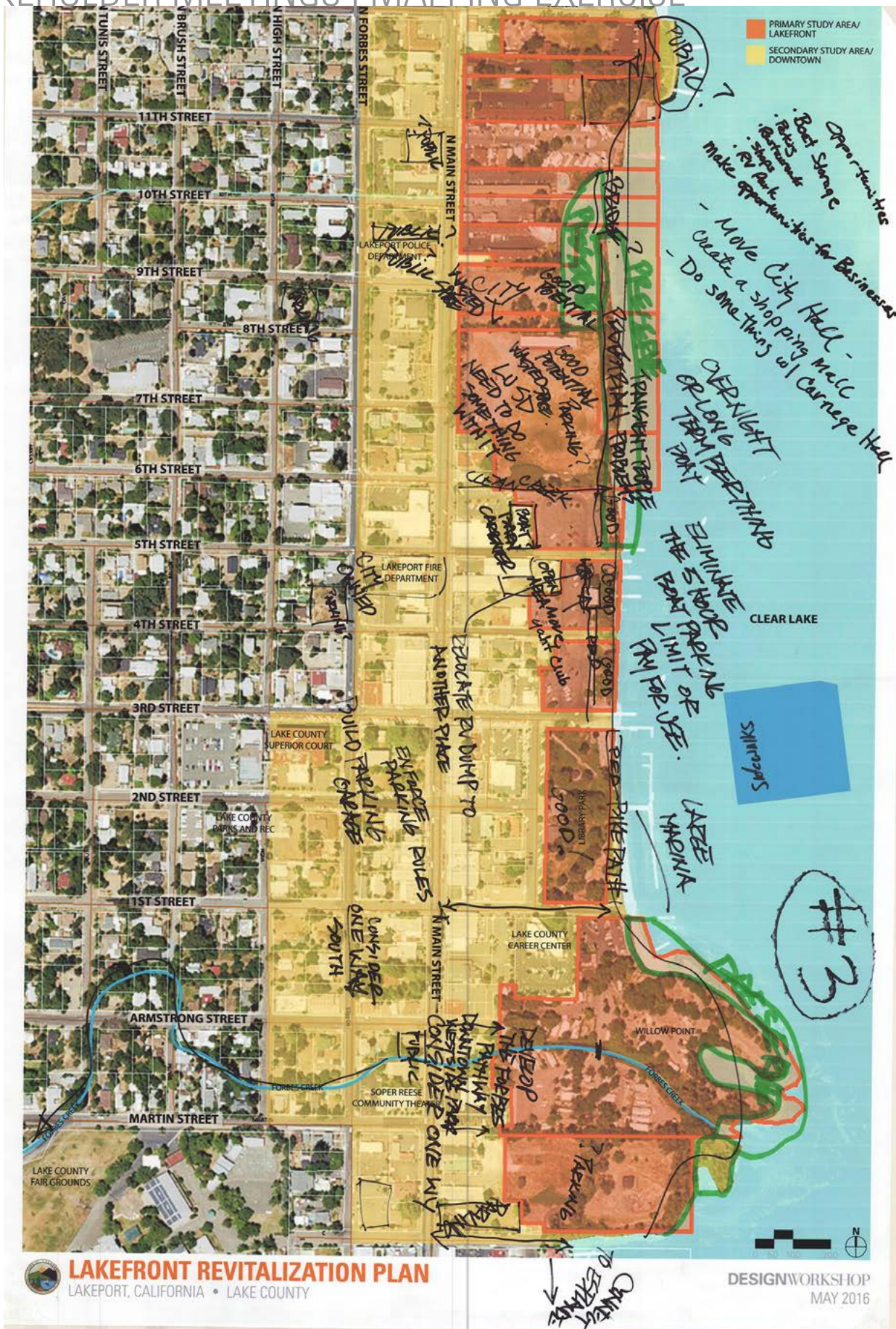


bike trail  $\nearrow$  by high st.





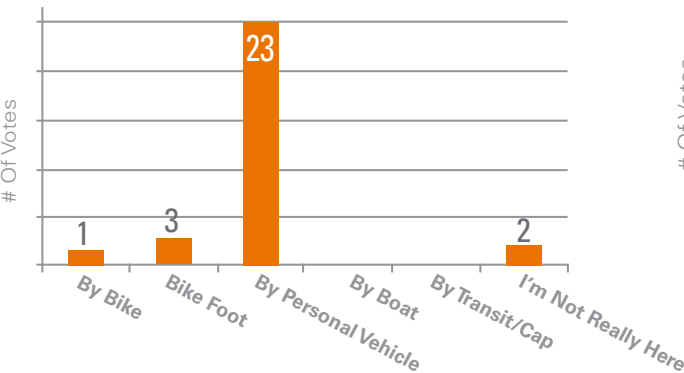
# STAKEHOLDER MEETINGS | MAPPING EXERCISE



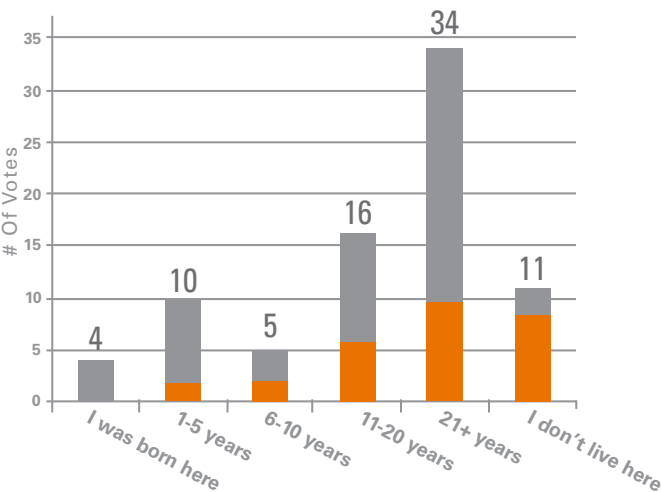
# PUBLIC FORUM #1 | PUBLIC MEETING SURVEY RESULTS



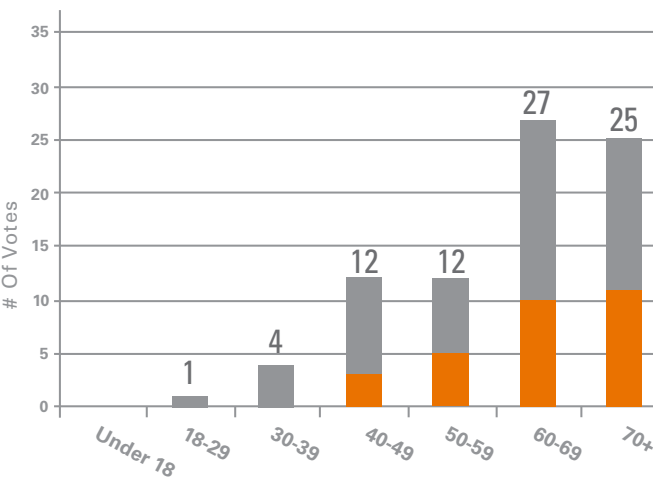
## HOW DID YOU GET TO THIS MEETING?



## HOW LONG HAVE YOU LIVED IN LAKEPORT?



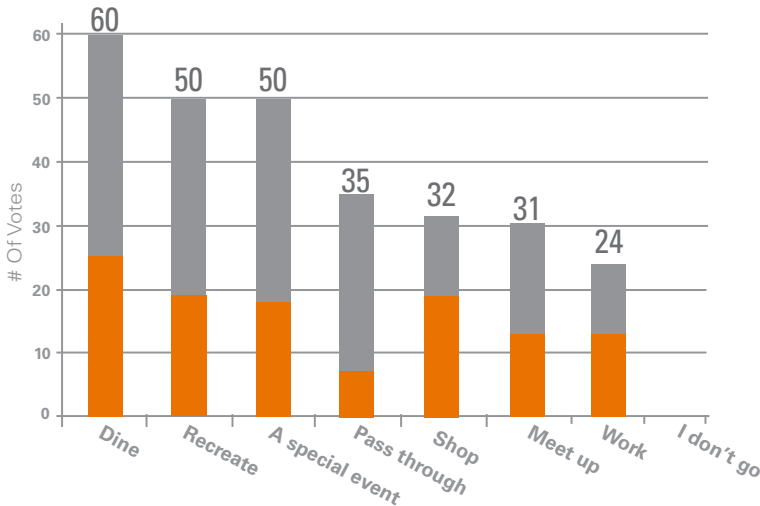
## HOW OLD ARE YOU?



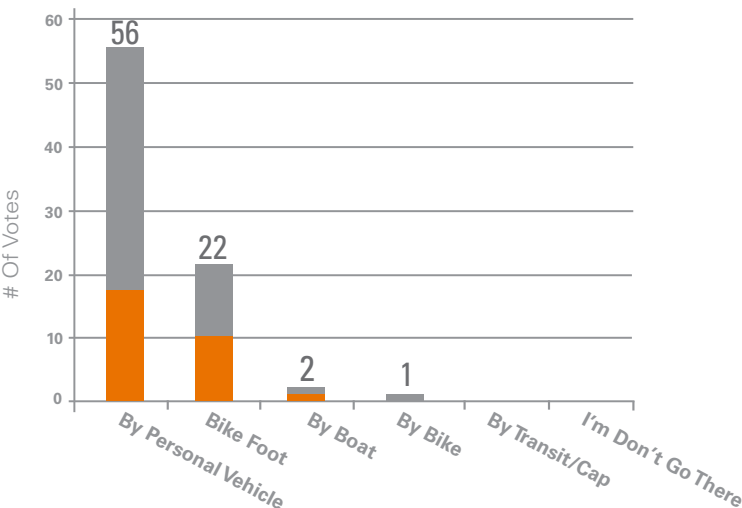
## HOW OFTEN DO YOU VISIT THE LAKEFRONT AREA?



## I USUALLY GO TO THE LAKEFRONT AREA TO... (CHECK ALL THAT APPLY)



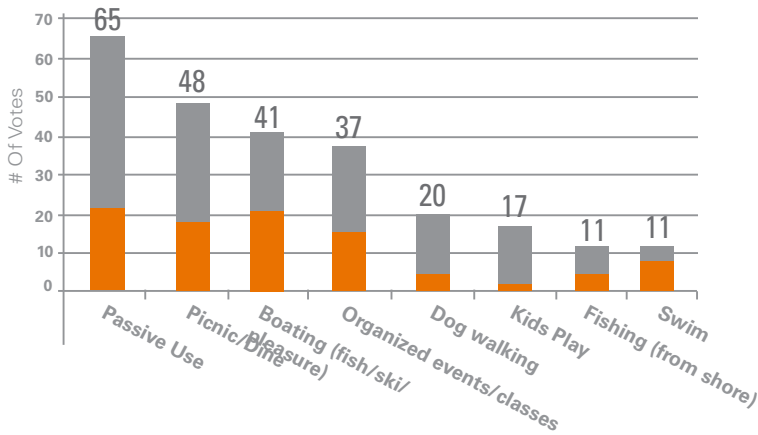
## HOW DID YOU ACCESS THE LAKEFRONT AREA?



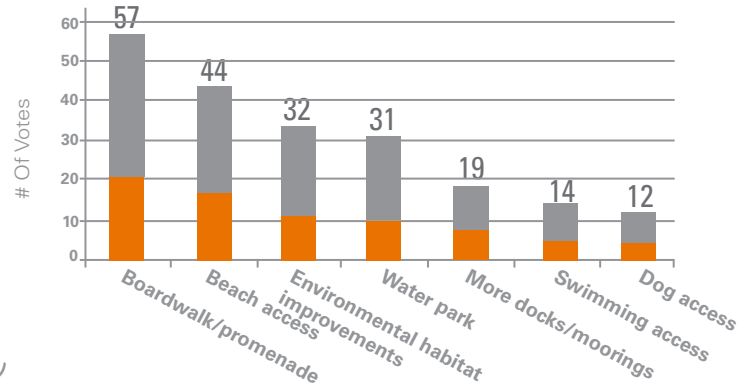


# PUBLIC FORUM #1 | PUBLIC MEETING SURVEY RESULTS

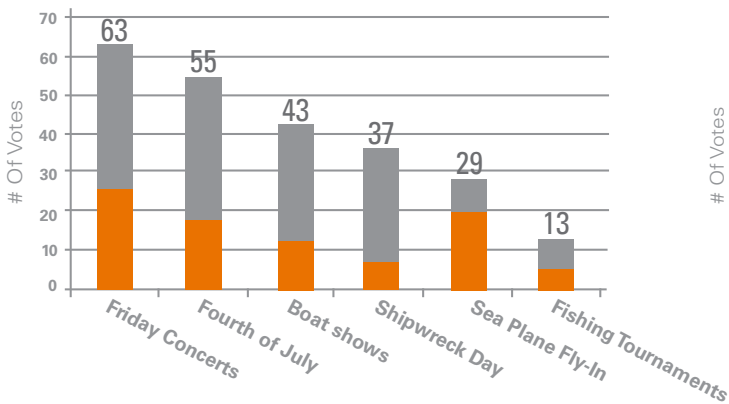
## WHEN YOU GO TO RECREATE AT THE LAKEFRONT, WHAT DO YOU DO? (CHECK ALL THAT APPLY)



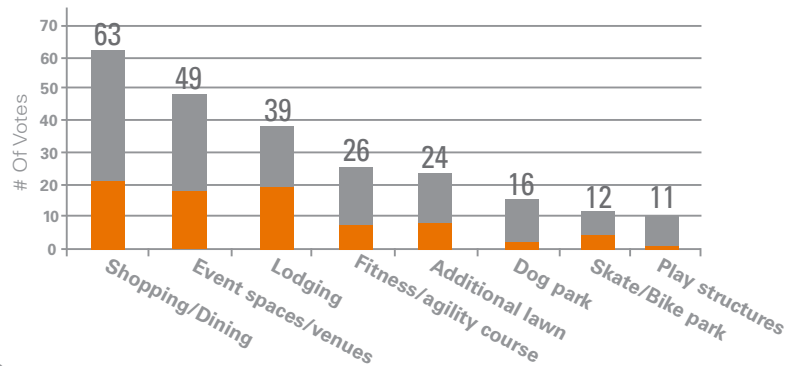
## WHAT FACILITIES ALONG THE SHORELINE WOULD ENHANCE THE LAKEFRONT AREA? (PICK 3)



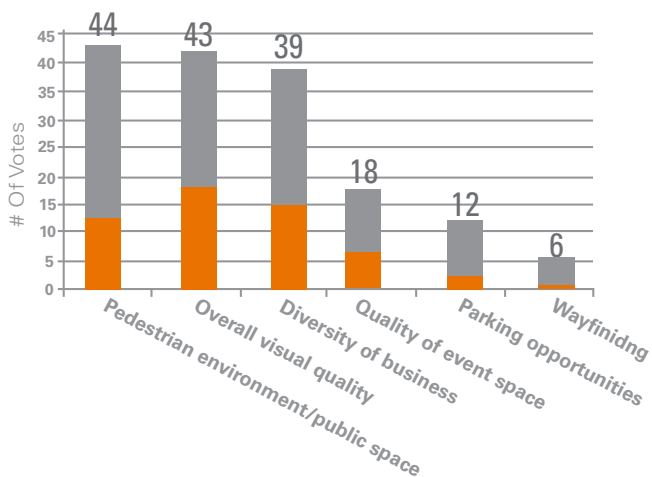
## WHAT EVENTS DO YOU ATTEND IN THE LAKEFRONT AREA(CHECK ALL THAT APPLY)



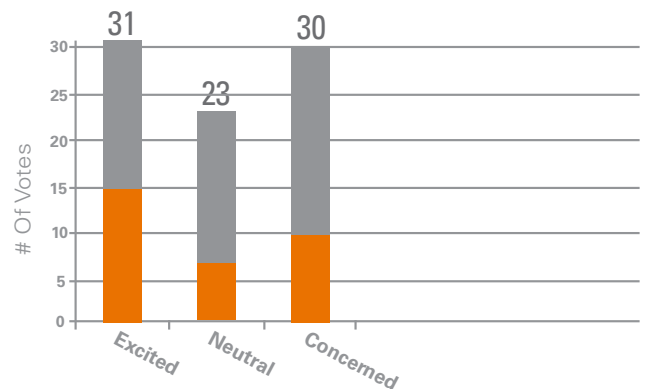
## WHAT FACILITIES ON LAND WOULD ENHANCE THE LAKEFRONT AREA? (PICK 3)



## WHAT DO YOU FEEL NEEDS IMPROVEMENT TO THE LAKEFRONT AREA?

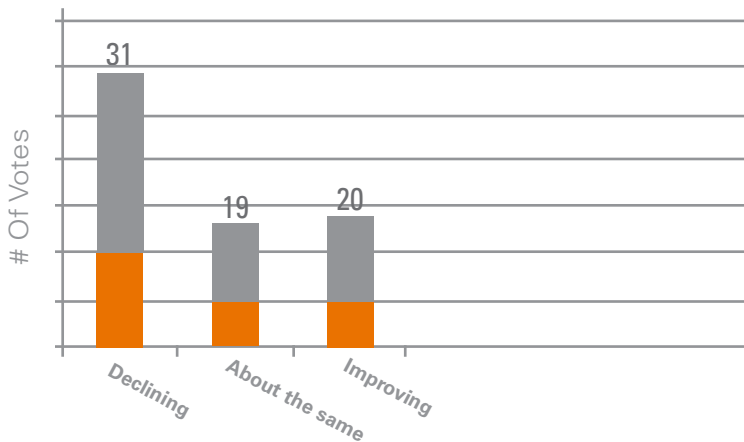


## MY FEELING TO WHERE THE COMMUNITY IS GOING IN THE FUTURE IS...



# PUBLIC FORUM #1 | PUBLIC MEETING SURVEY RESULTS

## MY SENSE OF THE ECONOMIC CONDITION IN LAKEPORT FROM THE LAST FEW YEARS IS..



## PUBLIC FORUM #1 - ADDITIONAL COMMENTS

### WHEN YOU GO TO RECREATE AT THE LAKEFRONT, WHAT DO YOU DO?

- Birdwatching
- Kayaking
- Bike riding
- Attend craft fairs

### WHAT EVENTS DO YOU ATTEND AT THE LAKE?

- Cardboard and duct tape boat races
- Car shows
- Pancake breakfast
- Wine/Beer tasting events

### WHAT FACILITIES ALONG THE SHORELINE WOULD ENHANCE THE LAKEFRONT AREA?

- Gasoline boat dock
- Mini-mart store

### WHAT FACILITIES ON LAND WOULD ENHANCE THE LAKEFRONT AREA?

- Low-rise multi-family homes
- Restrooms

### WHAT NEEDS WORK IN THE LAKEFRONT AREA?

- Dog park
- Waterfront access
- Lake clarity

### ADDITIONAL COMMENTS

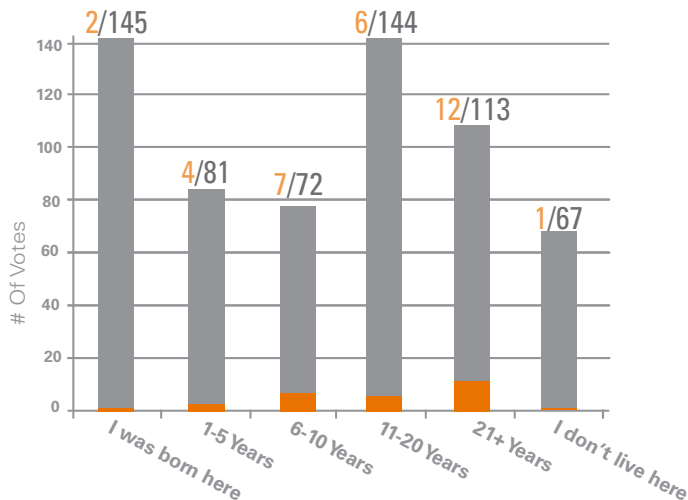
- Emphasis on nature tourism, including birdwatching.
- Golf would attract tourists to the area
- Public beach for swimming



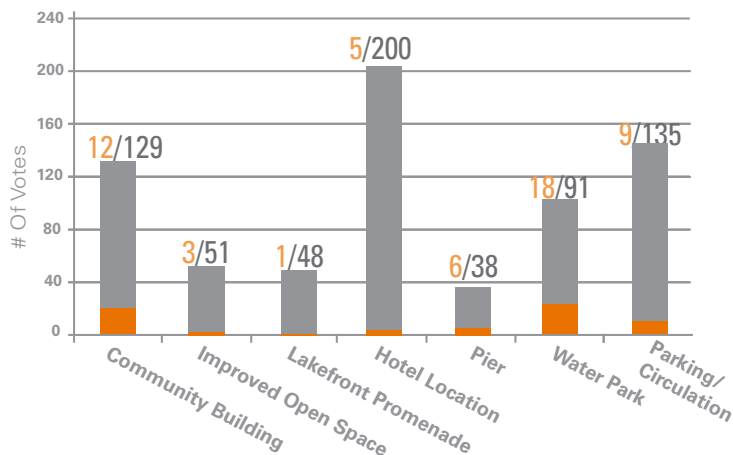
# PUBLIC FORUM #2 | SURVEY RESULTS

online survey  
public meeting

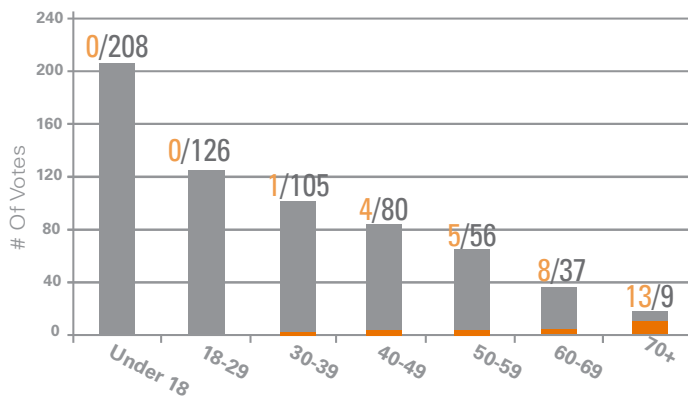
## HOW LONG HAVE YOU LIVED IN LAKEPORT?



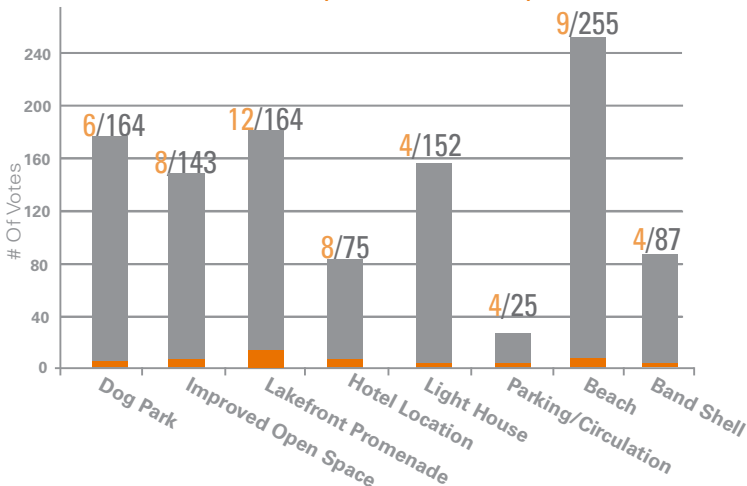
## WHAT DO YOU LIKE LEAST FROM ALTERNATIVE 1? (PICK UP TO 2)



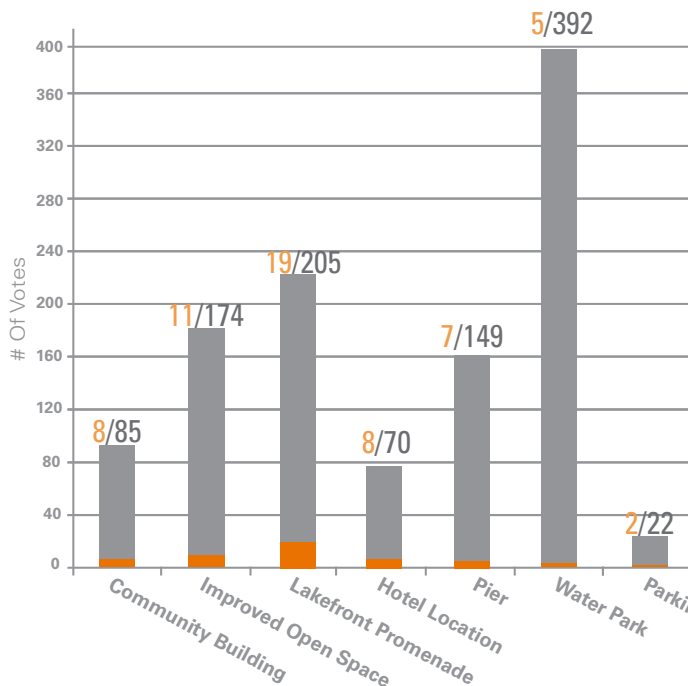
## HOW OLD ARE YOU?



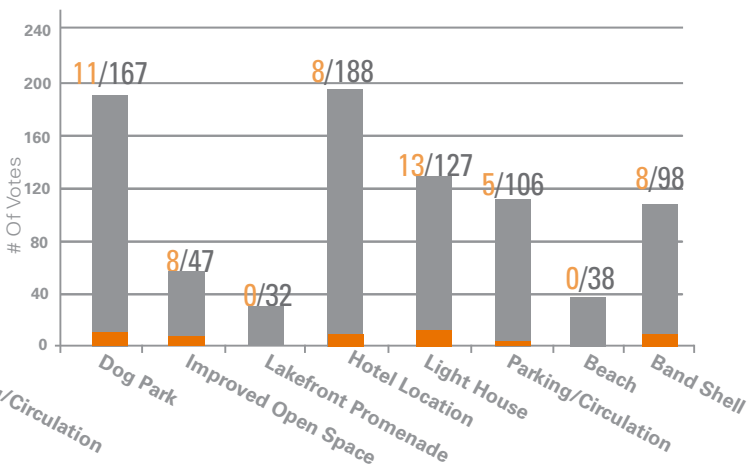
## WHAT DO YOU LIKE BEST FROM ALTERNATIVE 2? (PICK UP TO 2)



## WHAT DO YOU LIKE BEST FROM ALTERNATIVE 1? (PICK UP TO 2)

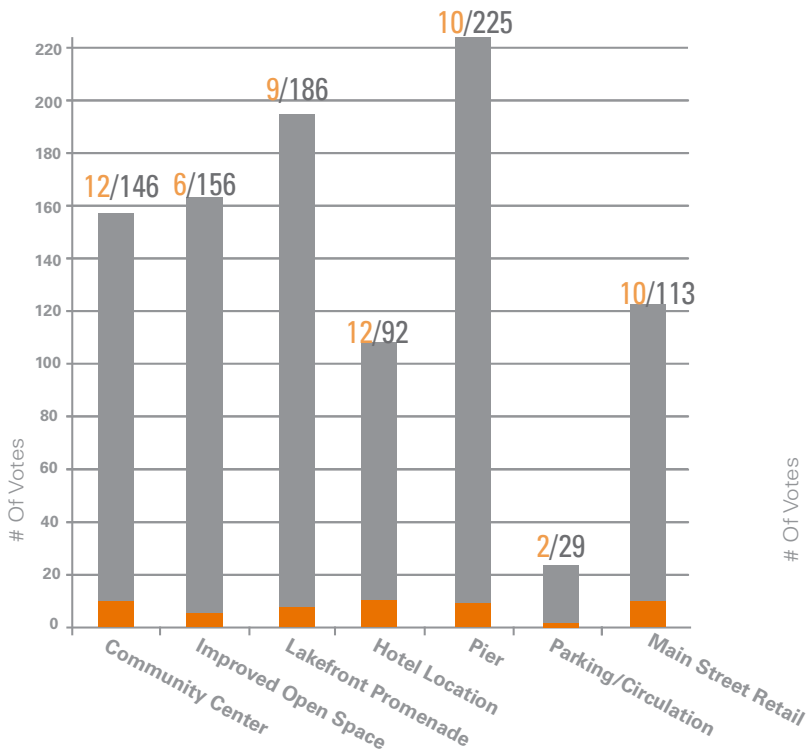


## WHAT DO YOU LIKE LEAST FROM ALTERNATIVE 2? (PICK UP TO 2)

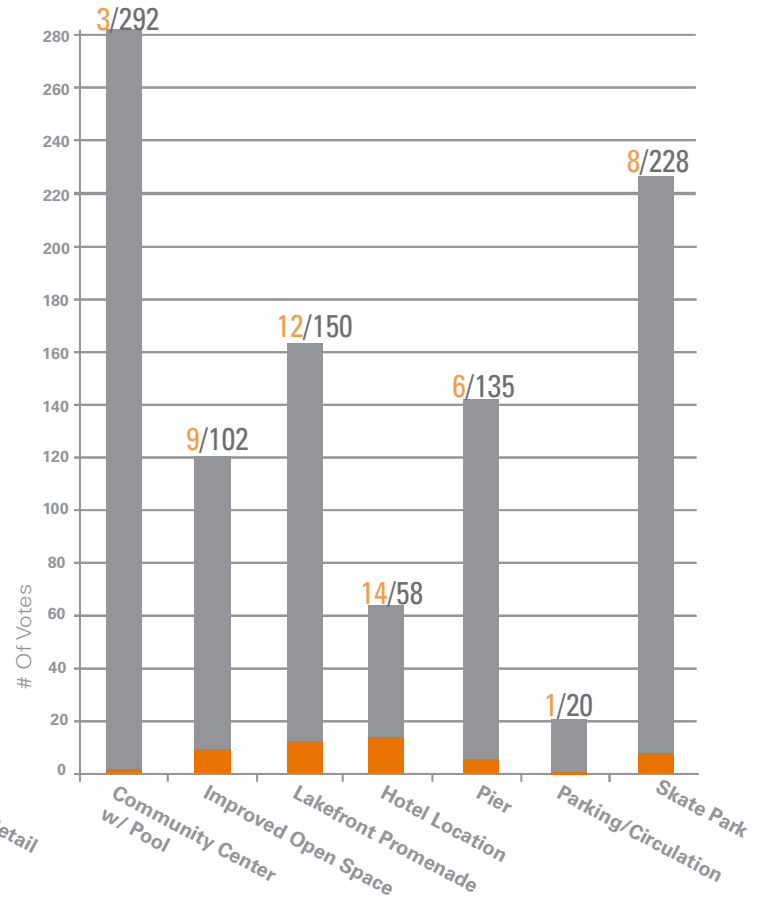


# PUBLIC FORUM #2 | SURVEY RESULTS

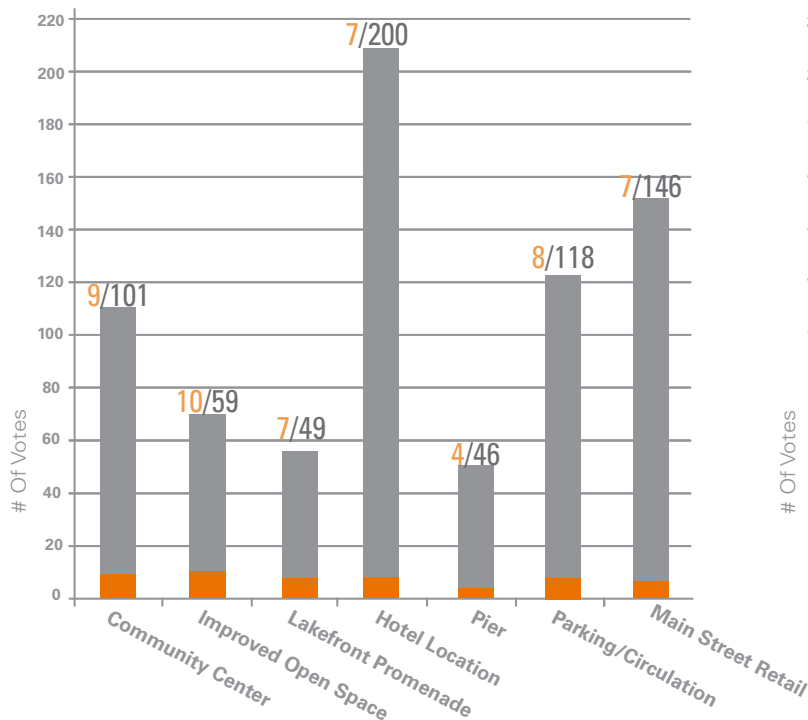
**WHAT DO YOU LIKE BEST FROM ALTERNATIVE 3? (PICK UP TO 2)**



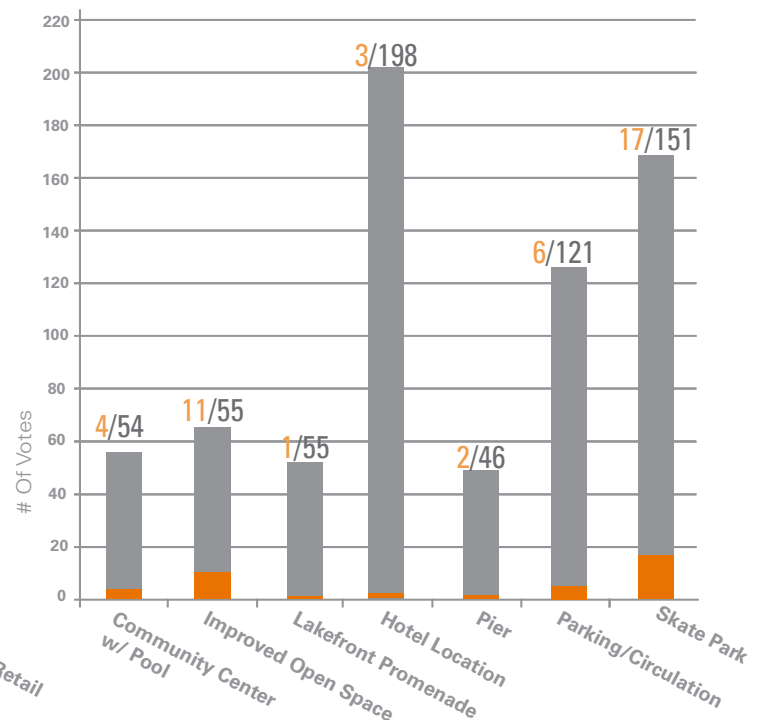
**WHAT DO YOU LIKE BEST FROM ALTERNATIVE 3A? (PICK UP TO 2)**



**WHAT DO YOU LIKE LEAST FROM ALTERNATIVE 3? (PICK UP TO 2)**



**WHAT DO YOU LIKE LEAST FROM ALTERNATIVE 3A? (PICK UP TO 2)**

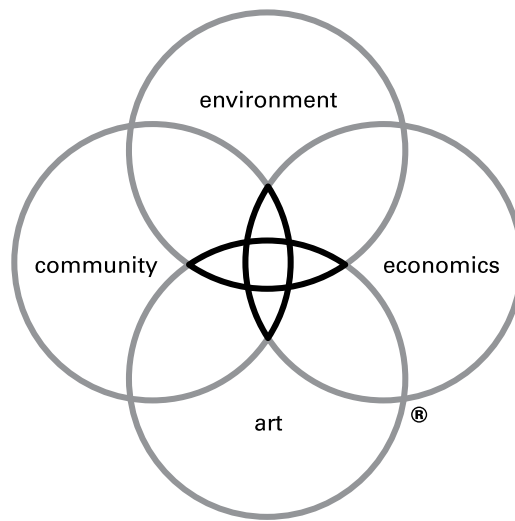




# PUBLIC FORUM #2 | SURVEY RESULTS

## ***Additional Comments***

- Concerned about water quality/CEQA issues
- Cut down on parking to encourage more walking
- Splash pad and play elements are important for young families
- Parking is needed
- Focus is on upscale features but locals could benefit from low-cost features such as a beach
- Love splash pad idea
- Need to consider attractions for winter time
- Would like to see more emphasis on pier feature - possibly multiple locations
- Venue feature needed in open space options
- Consider covered patio on the back of the library building leading to the pier sidewalk.
- Need to maintain as many views from Main Street to the lake as possible
- Would like to see environmental issues addressed
- I think which ever one we do, it should have a beach.
- Make it cool
- Try to keep things as simple as possible. Not too elaborate.
- I feel that something related to a snack shack or small restaurant located near this area would be beneficial.
- I like the idea of restaurants and shops being closer to the lake, creating a more outdoor vibe and emphasizing being outside
- There should be more alternatives for the youth in the county, to make space more useful instead of just for tourists.
- A park without water for just dry recreation
- Soccer field/ Basketball courts
- I think there should be more shops directed toward tourists or clothing. There should also be more restaurants with outdoor seating.
- I feel like our city should have local basketball courts. It is convenient to have the idea of having a court to go to when you have a need to play ball.
- The pier is a great idea. I would suggest putting fun restaurants on it or something inviting to people of all ages.
- I really believe that a waterpark, and or a skatepark would be a great important addition to Lakeport. There is not much for our youth to do, and it would be a great activity for kids to be involved in.
- The more attractions we can provide for our community the more our community thrives. I feel the hotels, open spaces, water parks, adventure areas, boardwalk, piers, and a lighthouse are all great economic development attractions.
- Alternative one is the best alternative with the most usefulness. We could really use the hotel at the Willow point end, the promenade, open space and beach are awesome. And locals and tourists would enjoy a waterpark more than a dog park or skate park (higher use - serves more people)
- Easier access for kayakers to launch. The maps don't look like you can park close to where you can put kayak in water. You might have to walk a ways which is not easy with a kayak.
- Is the community center going to be big enough for events like fund-raisers or weddings? We really need that in Lakeport! If it is not, we need to make it an events center that can be rented out.
- I think a dog park should really be standard in all of these options. The closest decent one I'm aware of is in Ukiah, and my boyfriend and I both have dogs. Lake County claims to be dog friendly, but I don't see it.
- Reserved fishing area, stocked pond with fish
- I'd like there to be more noise about a boat house and rowing facility. Support Clear Lake Scullers!!
- City should build a cycling velodrome in the proposed area. It would be the only Velodrome in Northern California.
- I'm not sure of the cost but golf driving ranges can be fun on water front.
- I believe you are missing a huge opportunity to increase natural habitats along the shoreline and therefor increase the lakes quality.
- A place for the community youth such as an interactive rec hall for after school or an arcade.
- Small roller coaster like in Santa Monica.



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