

**ATTACHMENT 5**

**APPLICABLE GENERAL PLAN POLICIES**

## Applicable General Plan Policies

- **Policy LU 5.8 Encroachment of Incompatible Land Uses.** Protect residential neighborhoods from the encroachment of incompatible nonresidential uses and disruptive traffic, to the extent possible. Zoning and design review should assure that compatibility issues are fully addressed when nonresidential development is proposed near or within residential areas.
- **Policy LU 12.1 Functional and Operational Compatibility.** Require that retail, office, entertainment and other businesses abutting residential neighborhoods be managed to assure that businesses do not create an unreasonable and detrimental impact on neighborhoods with respect to safety, privacy, noise, and quality of life by regulating hours of operation, truck deliveries, internal noise, staff parking and on-site loitering, trash storage and pick-up and other similar business activities.
- **Policy LU 15.1. Economic Vitality and Business Revenue.** Sustain a vigorous economy by supporting businesses that contribute revenue, quality services and high-paying jobs.
- **Policy ES 1.5. Attract New Businesses and Industries.** Consistent with future economic sustainability plans, encourage and attract new businesses in existing industries and new industries to locate and expand within the City in order to ensure a diverse, leading-edge business community.
- **Policy CIR 4.10. Parking Strategies.** Examine a variety of parking strategies to maximize City resources, promote economic development, and encourage alternative modes of travel within the City, including congestion pricing programs, Parking Assessment Districts, extension of the in-lieu fee program to commercial districts throughout the City, demand management studies, parking registration and reporting programs, and programs for public education regarding parking programs.