



## **MASTER PLAN GOALS AND OBJECTIVES**

The Master Plan establishes a foundation for appropriate growth within economic and environmental parameters. The Plan seeks to assure that new development and change to existing developments occur in a manner that is compatible with the community's vision.

This section of the plan sets goals and objectives to guide land use planning efforts, revitalization plans and for the review of new private development proposals. These statements are guidelines for decision making and indicate direction, priorities and the vision for the future.

The Master Plan has four key goals and various objectives that provide the policy framework for the Plan. The Goals are general statements that promote the vision. Objectives provide specific direction for accomplishing the goal. These objectives were defined in the community workshops and have been refined by the City decision makers in their public hearings:

### **GOAL 1 - ENHANCE THE AESTHETICS OF THE LAS VIRGENES GATEWAY AREA AND PROMOTE THE COMMUNITY'S RURAL CHARACTER.**

Objective 1.1 - Provide a unified rural vision and theme for the architecture of private development and for private property landscaping.

Objective 1.2 - Provide design standards for private property to carry out and enforce the community's rural vision and theme.

Objective 1.3 - Integrate the design elements with the Las Virgenes Corridor Plan, the General Plan and the Scenic Corridor Ordinance.

Objective 1.4 - Provide a plan for "gateway" Monumentation.

Objective 1.5 - Provide sign standards consistent with the rural theme to control signage and create an aesthetic gateway.

Objective 1.6 - Provide for the removal of existing non-conforming freeway-oriented pole signs.

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Objective 1.7 - Require a component of new development on the former auto dealership property to orient to the creek. Wood decking with seating, a plaza area and pedestrian paths should be included in the development plans.

**GOAL 2 - PRESERVE THE ENVIRONMENTAL INTEGRITY OF NATURAL FEATURES AND PREVENT SIGNIFICANT ENVIRONMENTAL IMPACTS.**

Objective 2.1 - Provide special development standards to protect and enhance natural features including the hillsides and Malibu Creek.

Objective 2.2 - Integrate development standards of the General Plan, the Development Code and the Scenic Corridor Ordinance into Master Plan standards.

Objective 2.3 - Tailor established development standards for protection of hillside view corridors to meet Las Virgenes Gateway needs.

Objective 2.4 - Provide a plan for safe and efficient vehicle access and parking.

Objective 2.5 - Provide a plan for enhanced pedestrian access.

Objective 2.6 - provide a plan for restoring Malibu Creek to a more natural form.

**GOAL 3 - PROVIDE A LAND USE PLAN THAT MAINTAINS A BALANCE OF USES, COMPATIBLE WITH THE EXISTING SURROUNDING NEIGHBORHOODS.**

Objective 3.1 - Address the appropriate land use for parcels with approved or pending projects that have conflicts with the General Plan, Zoning or adjacent land uses.

Objective 3.2 - Establish specialized land uses designations and development standards to address hillside lands.

Objective 3.3 - Establish specialized land uses designations and development standards for a neighborhood serving village center.

Objective 3.4 - Establish specialized land uses designations and development standards to address highway-oriented land uses.

Objective 3.5 - If the neighborhood serving commercial center has not developed within five years of Plan adoption, the City should perform an economic/marketing study for the area. The findings of this study should be considered for determining if modifications to the land use plan and development standards are appropriate.

**GOAL 4 - PROVIDE AN IMPLEMENTATION PLAN TO CARRY OUT THE LAND USE PLAN, THE DESIGN STANDARDS AND THE PUBLIC IMPROVEMENTS.**

Objective 4.1 - Implement the General Plan Amendments and Zoning changes to carry out the Master Plan.

Objective 4.2 - Develop the Master Plan as a marketing tool to encourage appropriate new development such as a neighborhood serving commercial center.

Objective 4.3 - Develop a creek restoration plan that can be used to secure grants for creek enhancements or other environmental and/or recreational funding opportunities.

Objective 4.4 - Develop a plan for streetscape improvements consistent with the Las Virgenes Corridor Plan.

Objective 4.5 - Address methods to provide landscaping along freeway edges.

Objective 4.6 - Develop and adopt architectural and landscape design standards for use in the development review process.

Objective 4.7 - Develop and adopt sign standards for use in the development review process