

■ Commercial & Office Service Land Use Plan ■

Far and away the best prize that life offers is the chance to work hard at work worth doing.

-President Theodore Roosevelt

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The Village of Lake Isabella has seen a steady growth in the commercial zones since incorporation. While the dominate feature and character of the Village is residential, consideration has to be given to the commercial zones as to the structures and type of uses that are allowed in the Village. With a rural setting surrounding the Village large scale retail development is not expected to occur in the Village. The likely development will be that of smaller service type businesses with very limited retail activities.

The Master Plan Survey listed the following possible types of commercial development as the most desired:

|    |                           |        |
|----|---------------------------|--------|
| 1. | Restaurants               | 58.33% |
| 2. | Marina & Boat Services    | 58.01% |
| 3. | Medical Offices           | 49.51% |
| 4. | Car Wash                  | 44.28% |
| 5. | Bank & Financial Services | 44.12% |

Based on the information in the survey, the desired type of commercial growth is for businesses that are service oriented, services that currently residents have to drive to Weidman, Mount Pleasant or beyond to have. Service type businesses also fit in well with the residential nature of the Village, as typically these businesses can be located in residential style structures that do not generate nuisances on a large scale such as trash, noise or traffic. In 2004, the Village created an Office Service district to the zoning map and in doing so has laid the groundwork on providing guidelines on development that fit the character of the community.

The types of commercial development that was most soundly rejected in the Master Plan Survey were the following:

|    |                    |        |
|----|--------------------|--------|
| 1. | Auto Dealership    | 91.83% |
| 2. | Large Scale Retail | 87.42% |
| 3. | Strip Malls        | 85.13% |
| 4. | Hotels             | 77.94% |

These results indicate a desire for development that is unique and enhances the small town charm of the Village.

### ► Goals

1. A complete reevaluation of the district standards and allowed uses for the Commercial and Officer Service district.
2. Through Site Plan reviews with consideration given to landscaping, exterior appearance of the structure, and signs to ensure a harmonious character in the Village.
3. Pursue service type business to locate in the Village.
4. To maintain an attractive appearance in the commercial area of the Village via new street signs, and the condition of roads.
5. To work with the business community to form a Lake Isabella Chamber of Commerce or Business Bureau.