

GEARHART COMPREHENSIVE PLAN

Commercial Development Policies.

1. The City will limit commercial activity in the City, in terms of both land devoted to commercial uses and the types of uses permitted in commercial zones, to a level that is compatible with Gearhart's residential character.
2. The City will prevent the City from becoming a tourist destination. To achieve this policy the City, through its land-use designations, shall seek to accommodate only a limited level of tourist development.
3. The City will work to achieve a level of commercial development that supports the needs of the residents of Gearhart, rather than serving a regional commercial center role, or providing for major tourist destination facilities.
4. The City shall not designate additional property for commercial development.
5. The City shall not redesignate areas presently zoned C-2 to C-3.
6. The City will maintain a commercial Zone in the center of the City that provides for the needs of residents.
7. The City will limit the number of business uses in the C-1 zone so that the zone does not become a destination for tourists.
8. The City will achieve a compact town center in the vicinity of Pacific Way and Cottage Avenue.
9. The City will establish Zoning Ordinance standards to protect residential areas from adjacent commercial development.