
GENERAL PLAN UPDATE

March 24, 2010

Case No. PHG 09-0020

**Review Draft General Plan Introduction,
Direct staff to continue updating the General Plan
Item #28**

1990 General Plan Themes

- Quality, Managed Growth
- Improved Circulation
- Preserve / Enhance Neighborhoods
- Range of Housing
- High Quality Employment Opportunities
- Exciting Downtown Environment
- Aesthetically Pleasing, Culturally Diverse Community
- Preserve Natural and Scenic Resources
- Healthy Environment



General Plan Update Focus

- Incorporate Smart Growth Principles
- Preserve Opportunities for Growth Where Currently Allowed, Additional Growth Focused in Downtown & Urban Core
- Promote Transit & More Diversified Transportation Modes
- Diversify & Enhance Employment Opportunities
- Amend / Update Certain QOL Standards
- Incorporate Sustainability
- Simplify Growth Management
- Promote Recreational & Cultural Amenities to Foster Healthy Lifestyles



Comments Received to Date

- Ensure that normal growth can occur as identified in the Plan
- Provide adequate time for citizen input
- Display edited text



Anticipated Schedule

- Apr. 2010 - Additional text amendments, land use study areas for public comment, Prepare EIR Statement of Qualifications and Notice of Preparation
- May 2010 - Convene Citizen Issues Committee to comment on Employment Amendment Areas
- July 2010 - Complete Public Workshops
- Aug. 2010 - Council selects land use plans for study
- Sep. 2010 - Execute Consultant Contracts
- Mar. 2011 - Screencheck EIR completion
- Sep. 2011 - Final EIR completion
- Jan. 2012 - Commission Hearings
- Mar. 2012 - City Council Hearings
- Aug. 2012 - Transmit to County Clerk for November 2012 election



Staff Recommendation

- Maintain current direction to:
 - Identify land use study areas for Council, and public review in April.
 - Assemble Issues Committee as directed to comment on General Plan Employment and Amendment Areas.
 - Incorporate Committee & public input for developing land use plans for EIR analysis
 - Update City Council and General Plan website on regular basis.

