

GENERAL PLAN UPDATE

September 22, 2010

Case No. PHG 09-0020

Agenda Item #14

1. Provide Direction on General Plan Alternatives
2. Consider comments from public workshops
3. Consider General Plan Amendment requests
4. Direct Staff & Consultant to prepare scope of services

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
- Facilitate Appropriate Annexations
- Promote Recreational & Cultural Amenities to Foster Healthy Lifestyles



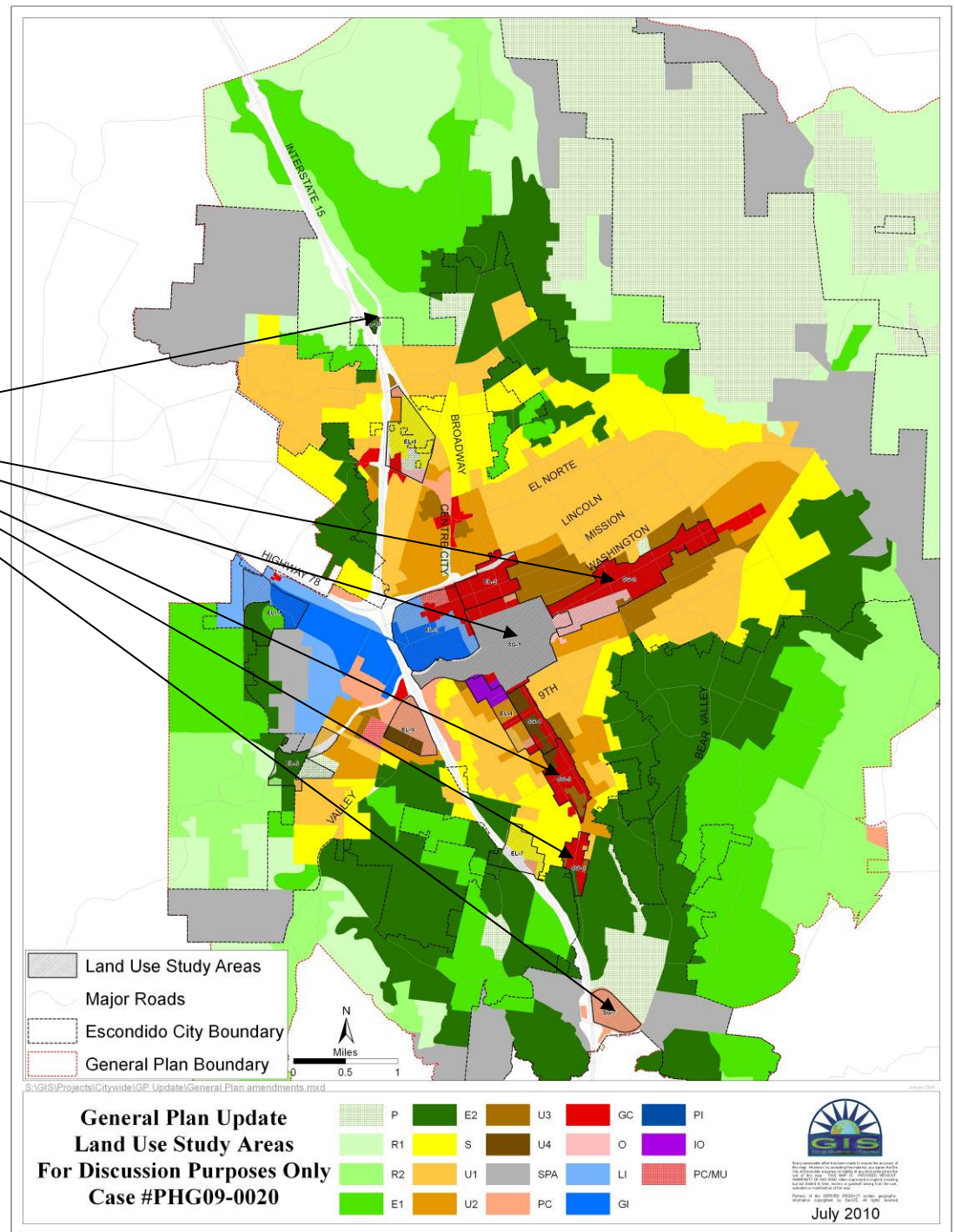
General Plan Land Use Alternatives

- 15 Land Use Study Areas Focused in Urban Core
 - Preserves / enhances single family neighborhoods
 - Transitions 450 new acres from residential to employment land
 - Intensifies 800 existing acres of employment land
 - Creates/intensifies transit-oriented nodes
 - Establishes East Valley Parkway Education Corridor
 - Includes regional attraction with ancillary mixed-use development
 - Residential scenarios range from 1,550 – 4,025 new units



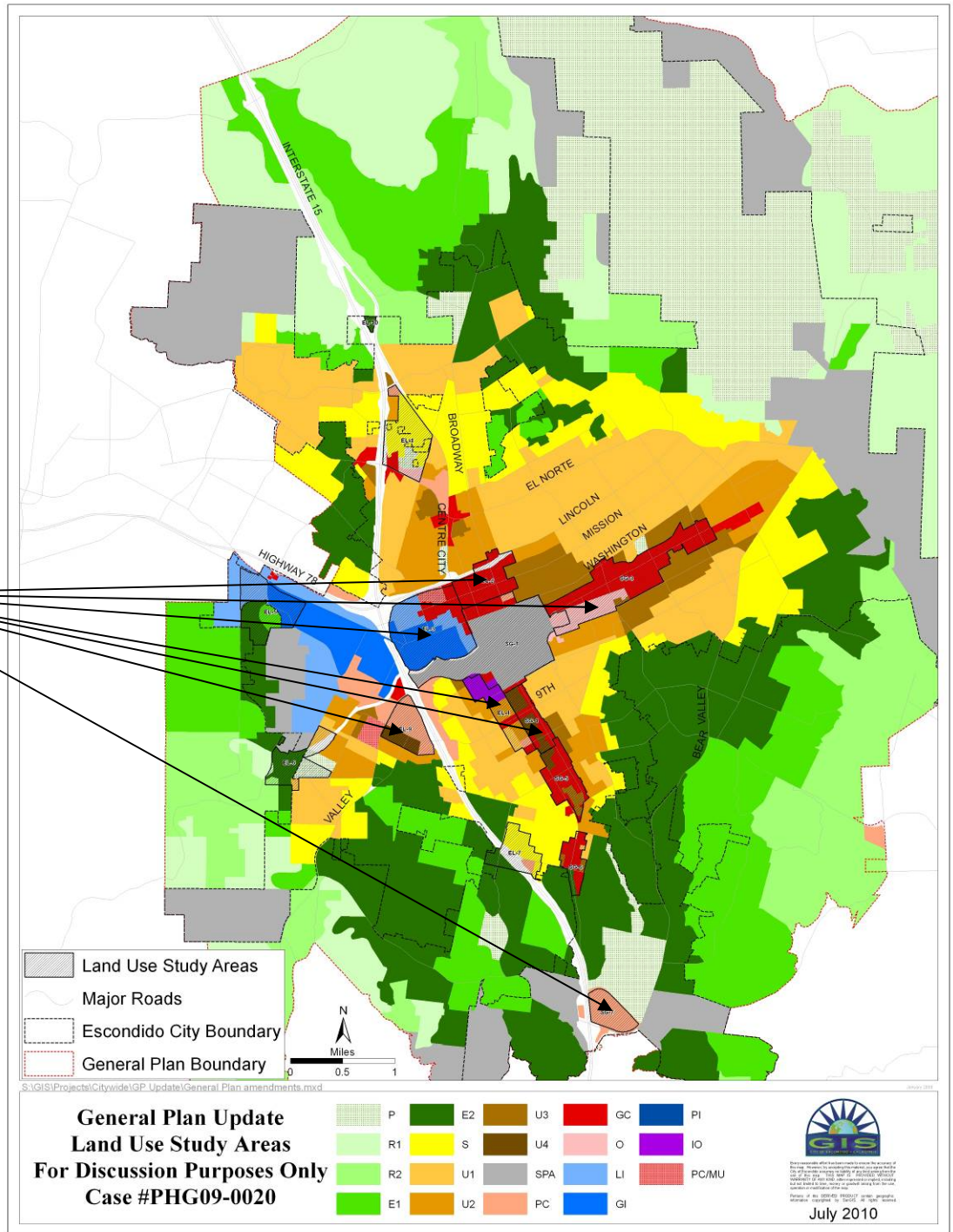
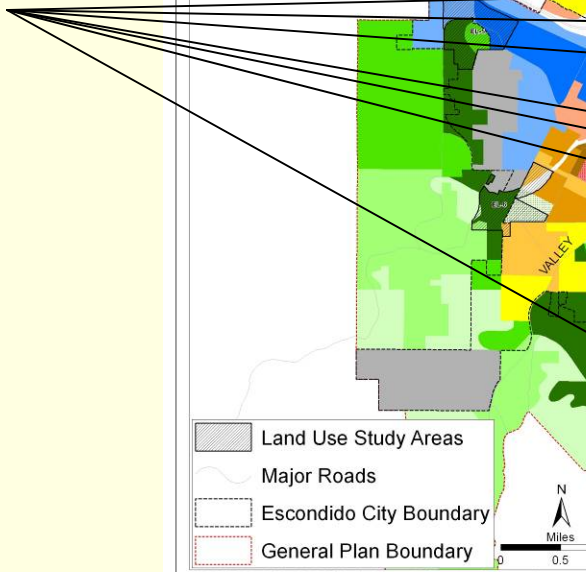
General Plan Amendment Study Areas

- Population Nodes
- Employment Focus
- Employment Redesignated
- Education Corridor



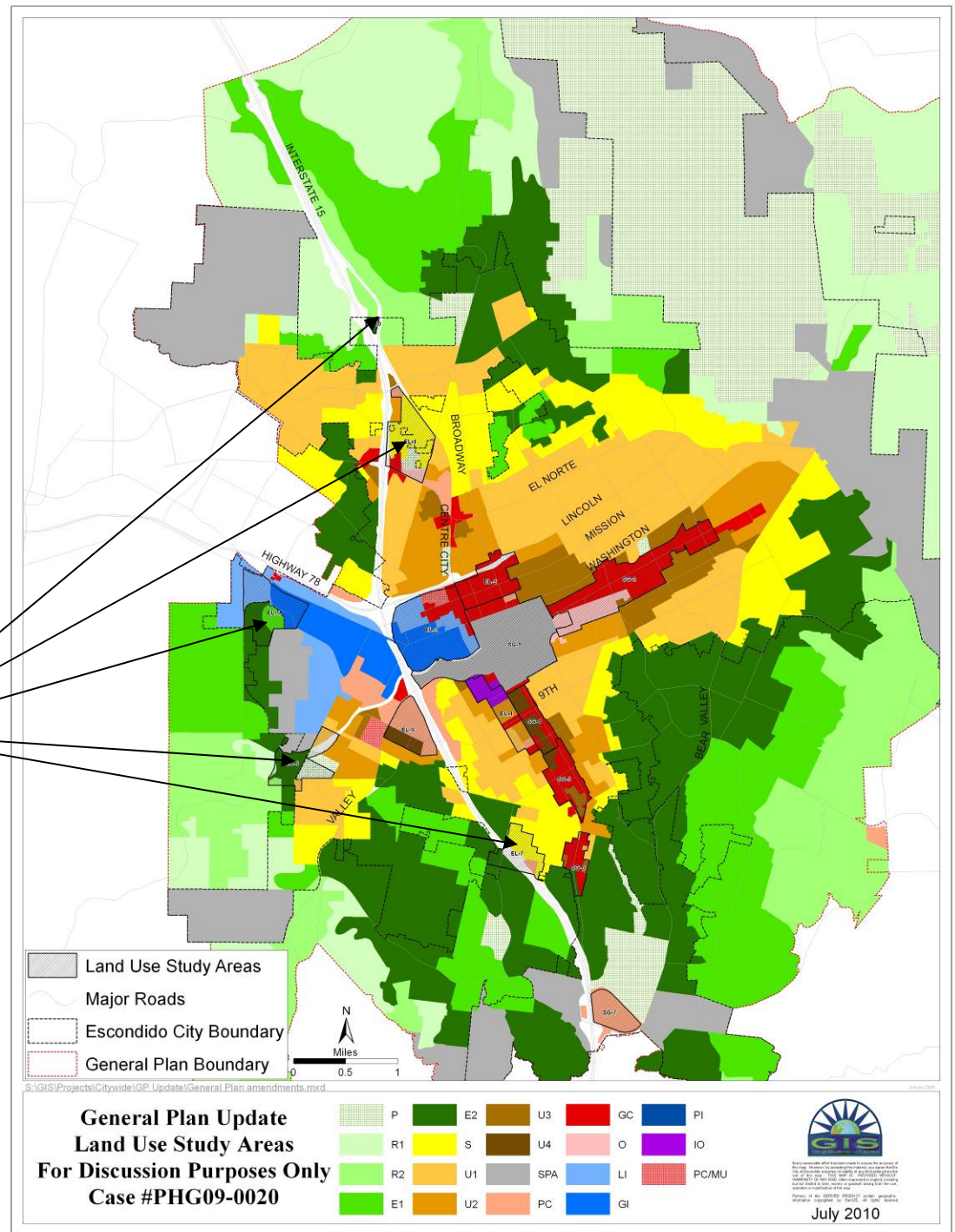
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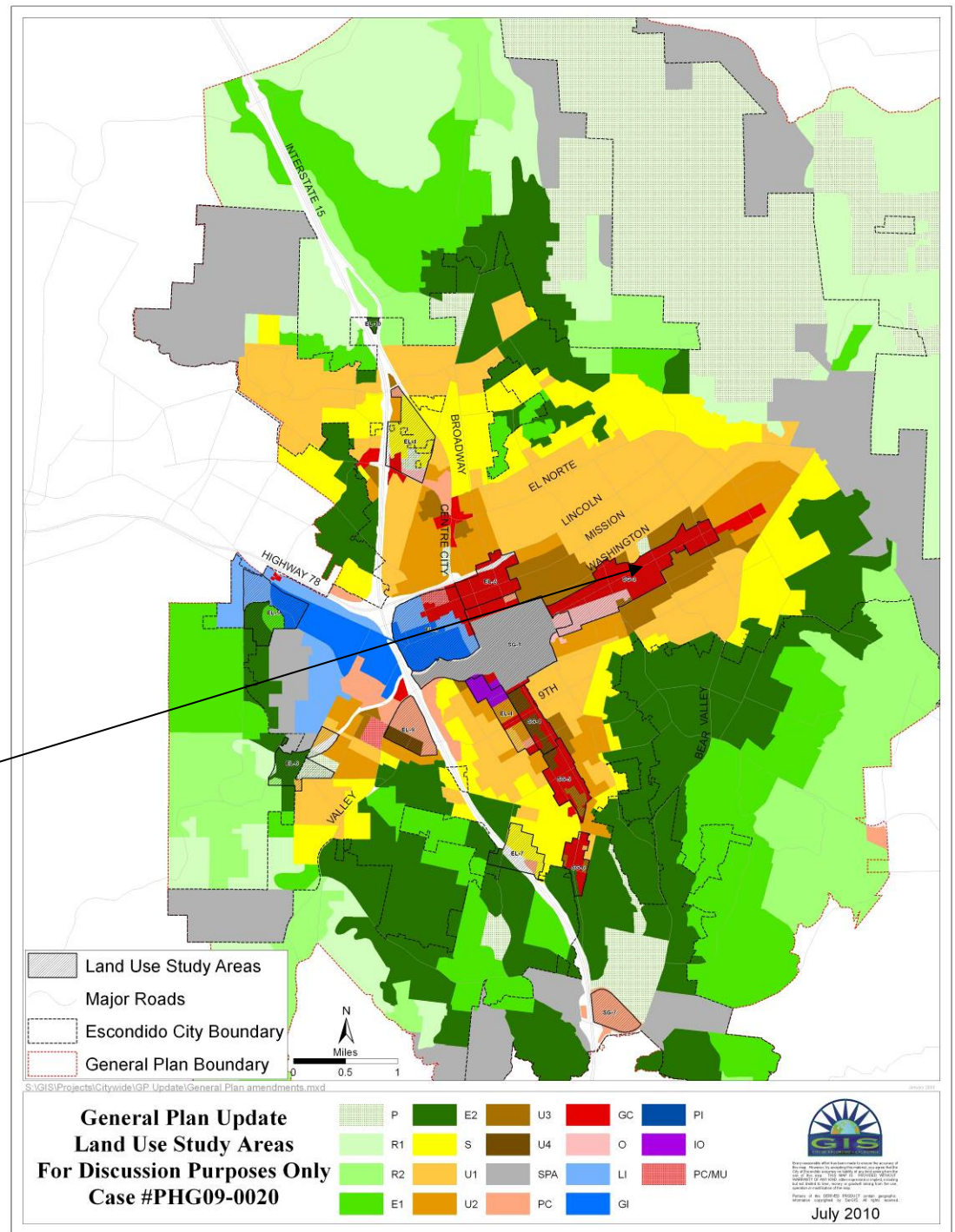
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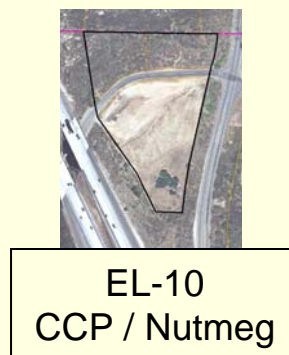
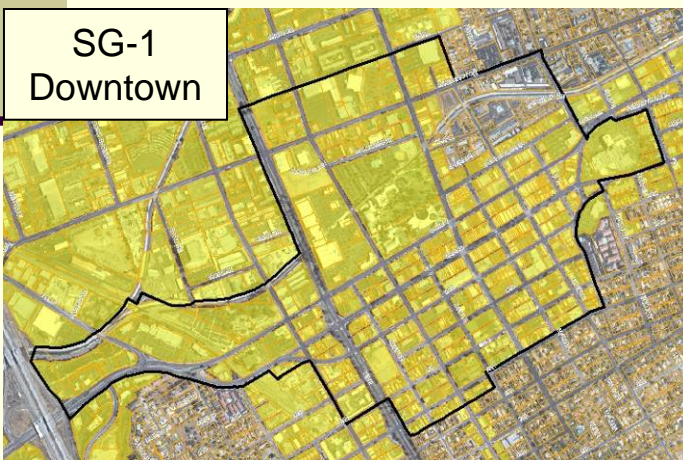
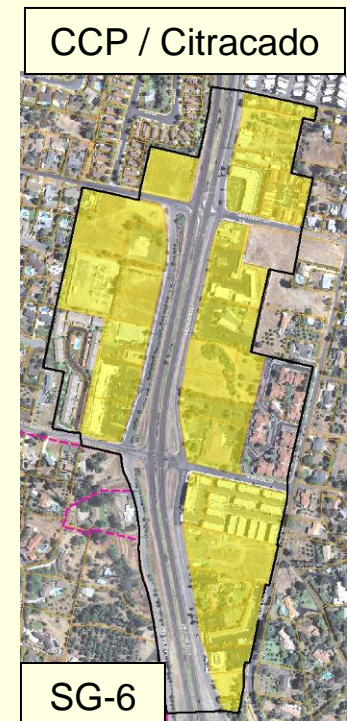
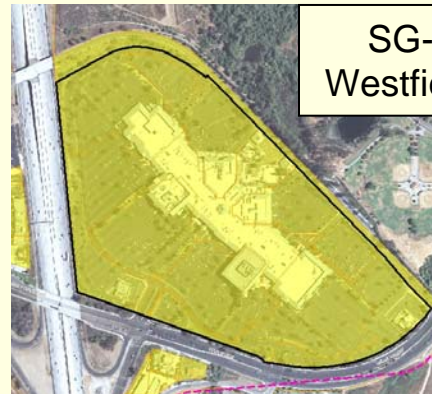
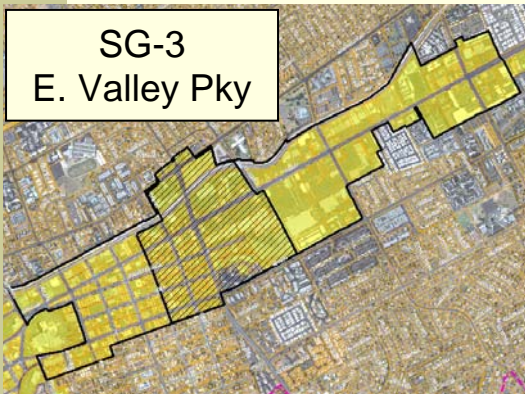
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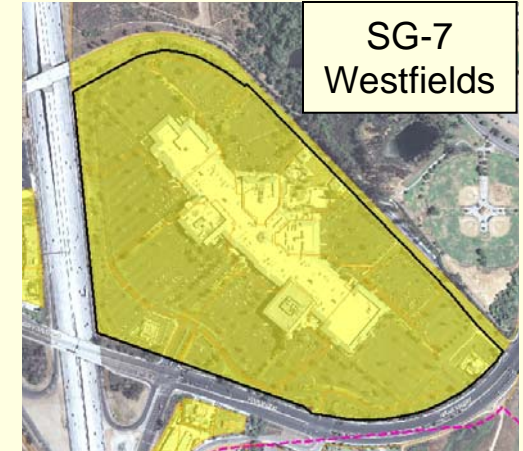
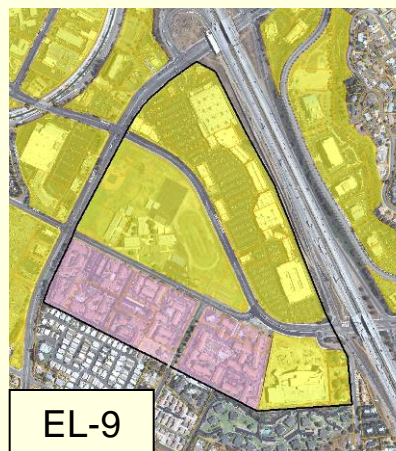
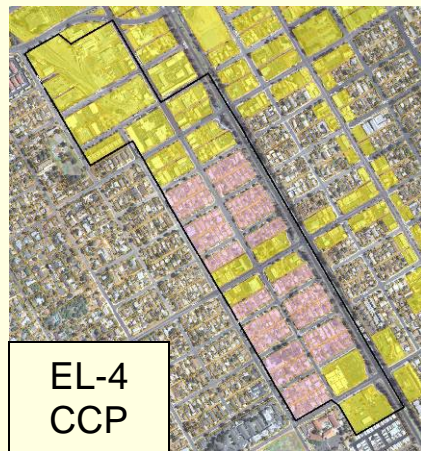
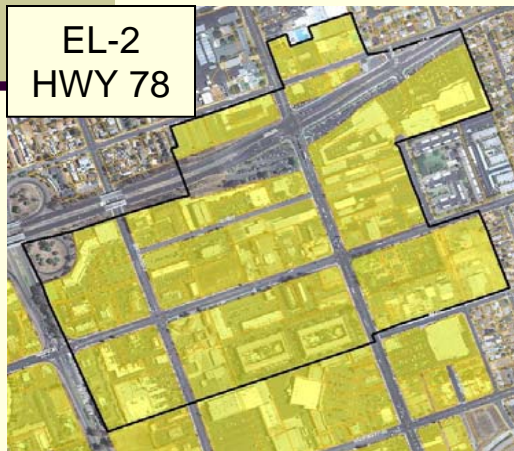
Potential Population Nodes

Population alternatives will evaluate 1,550 - 4,025 new residential & mixed use development focused Downtown, adjacent to transportation corridors, and in areas planned for enhanced transit facilities.



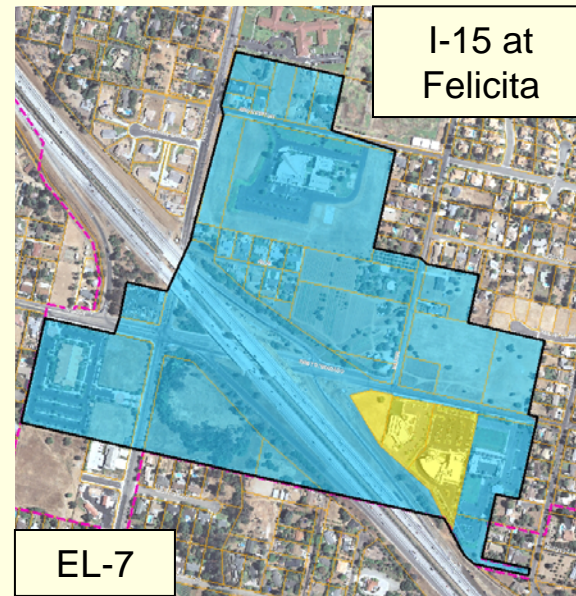
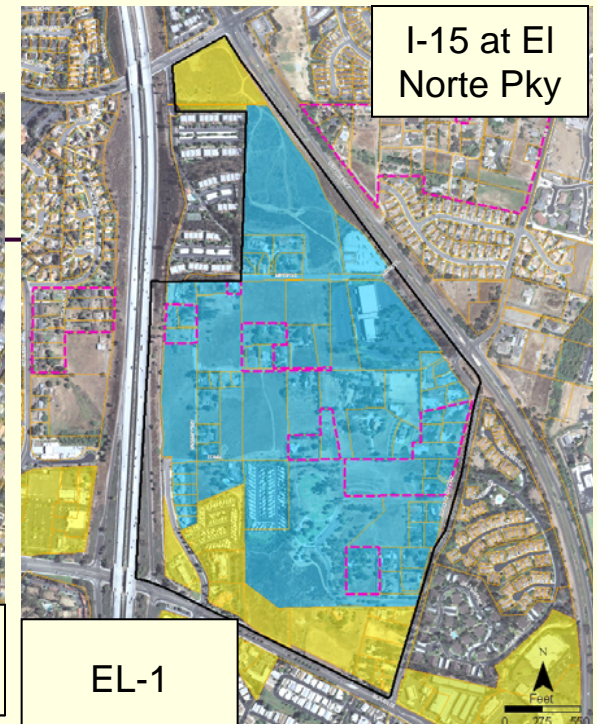
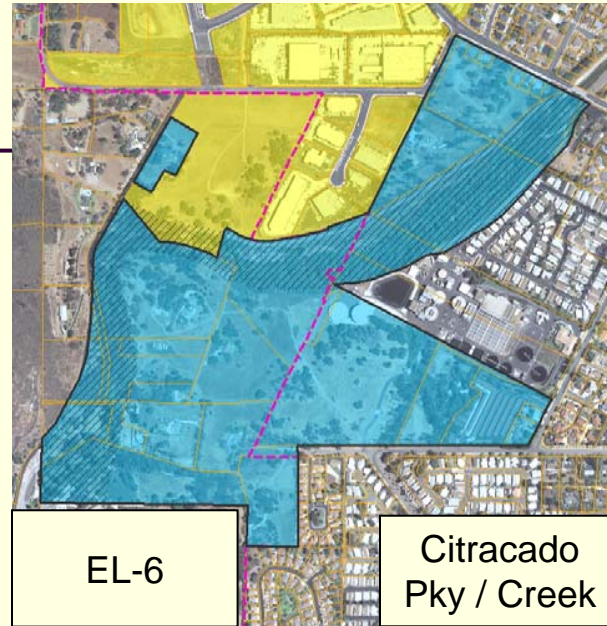
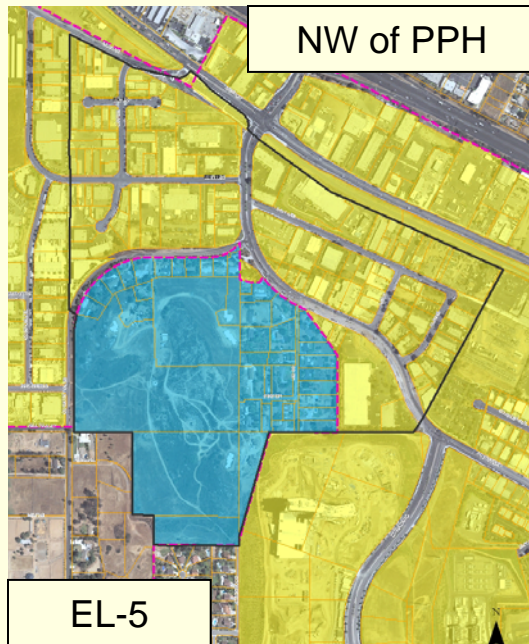
Employment Focus Study Areas

- Approx 800 existing acres
- Increase jobs per acre intensities
- Promote quality, high paying jobs
- Evaluate residential mixed-use in certain areas



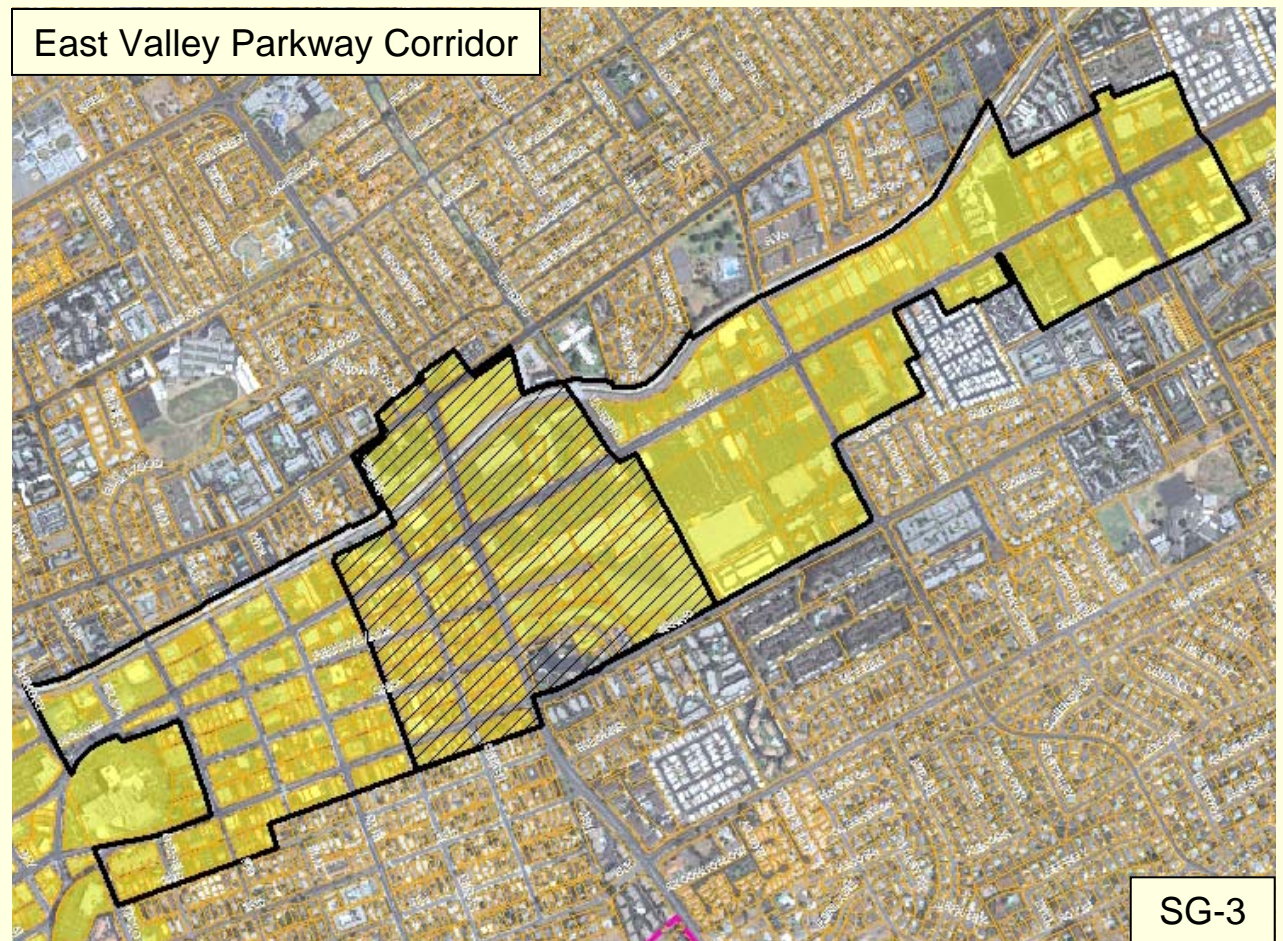
New Employment Land

- Approx 450 new acres employment from residential
- Promote high quality, high paying jobs



Urban Village / Education Corridor

- Approx 300 acres
- Education, business and government collaboration for training a high quality workforce
- Incentives for post-secondary education and job training facilities
- Mixed-use urban node at E. Valley Parkway & Ash St.



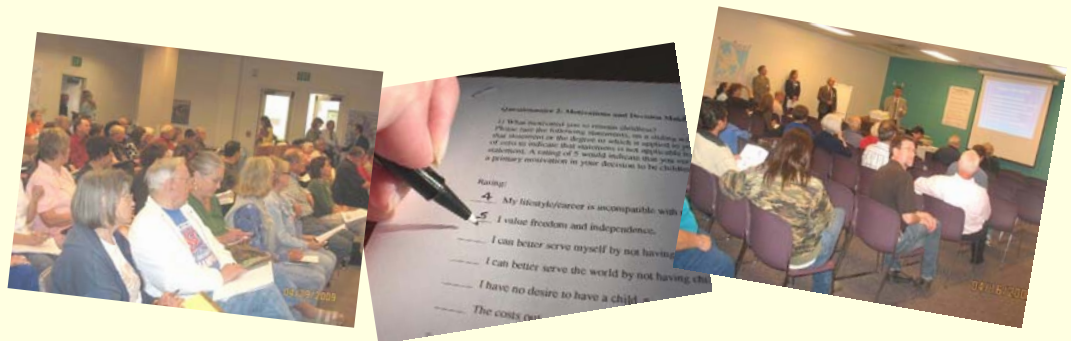
Other GP Update Focus Areas

- Circulation Element
 - Evaluating Downtown couplet
 - Assessing street capacities and levels of service
- Downtown Specific Plan
- Grape Day Park / Creek Path
- High Speed Rail / NCTD Rail
- Municipal Services / Technical Studies Evaluation
- Simplifying Growth Management
- Climate Action Plan



Public Workshop Comments

- Non-conforming status / condemnation concerns for properties designated for other uses
- Areas transitioning to employment must be compatible with adjacent residential uses
- Limits on resources and infrastructure may impact existing and planned development
- General Plan Issues Committee's focus on business rather than residents' needs
- More attention should be give to address blighted areas
- Preserve rural/agricultural character surrounding the community
- Densities in urban core are too intense
- Support for long term vision and allocating growth to urban core
- Support for expanding employment opportunities
- County residents should have opportunity to vote on the Plan



Individual GPA Request

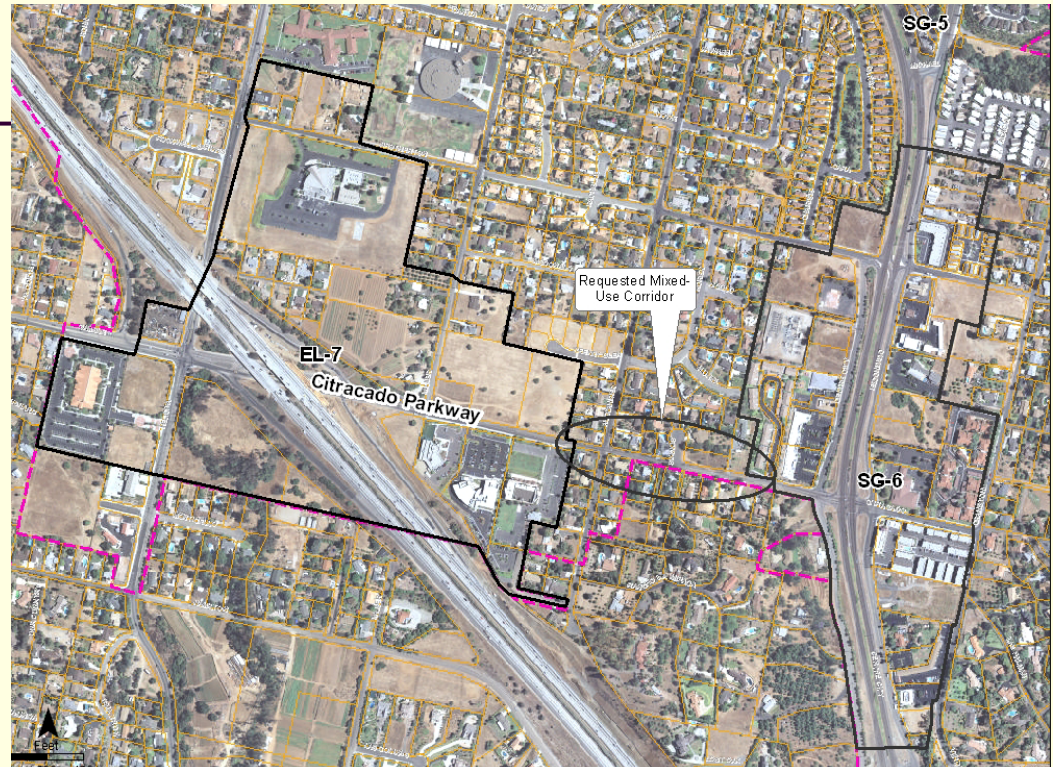
Request:

Establish a mixed-use corridor linking Study Areas EL-7 and SG-6

Staff

Recommendation:

Deny



Westbound
Citracado
Parkway



Eastbound
Citracado
Parkway



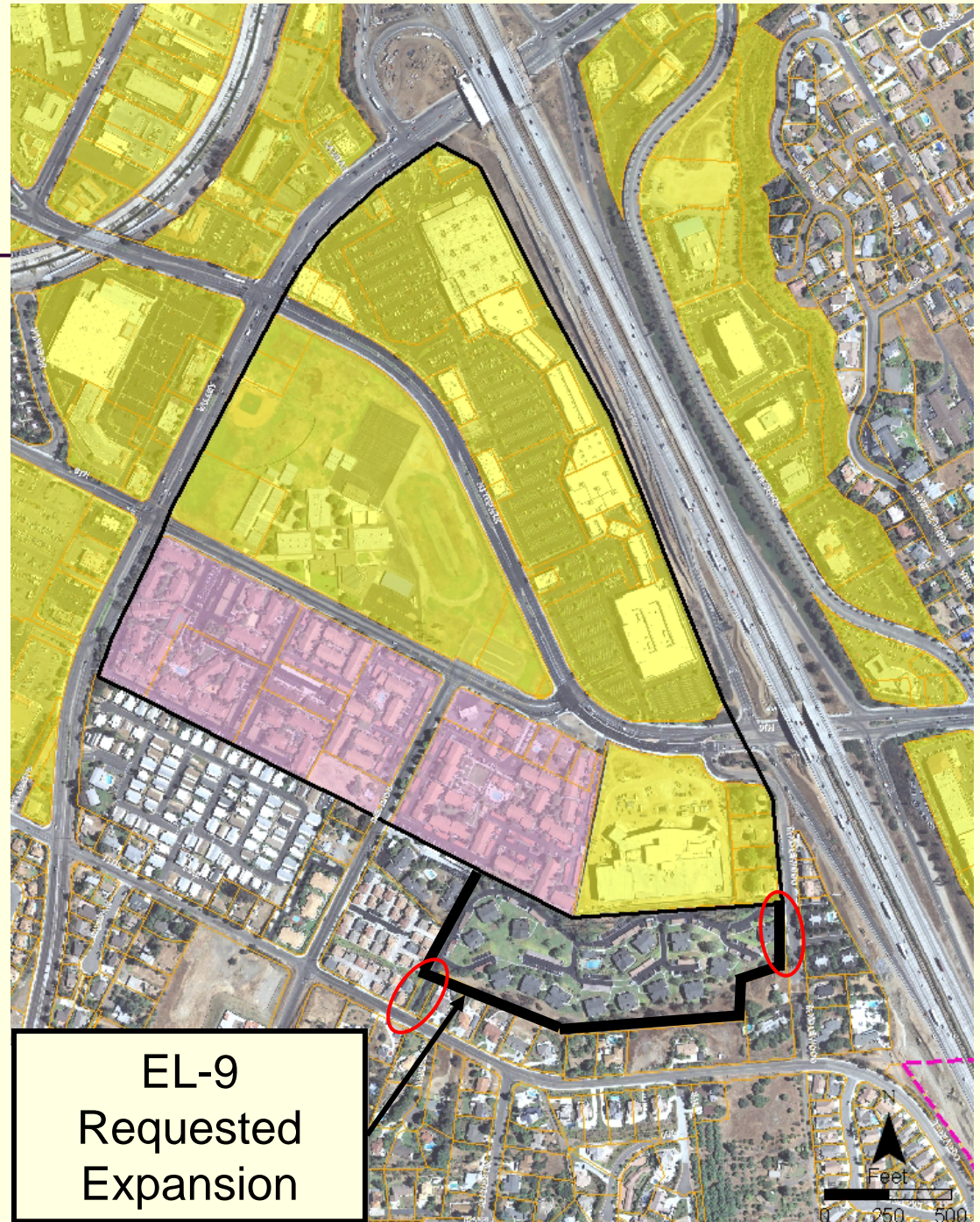
Individual GPA Request

Request:

Expand EL-9 to include additional property under same ownership on separate parcel

Recommendation:

Deny



Individual GPA Request

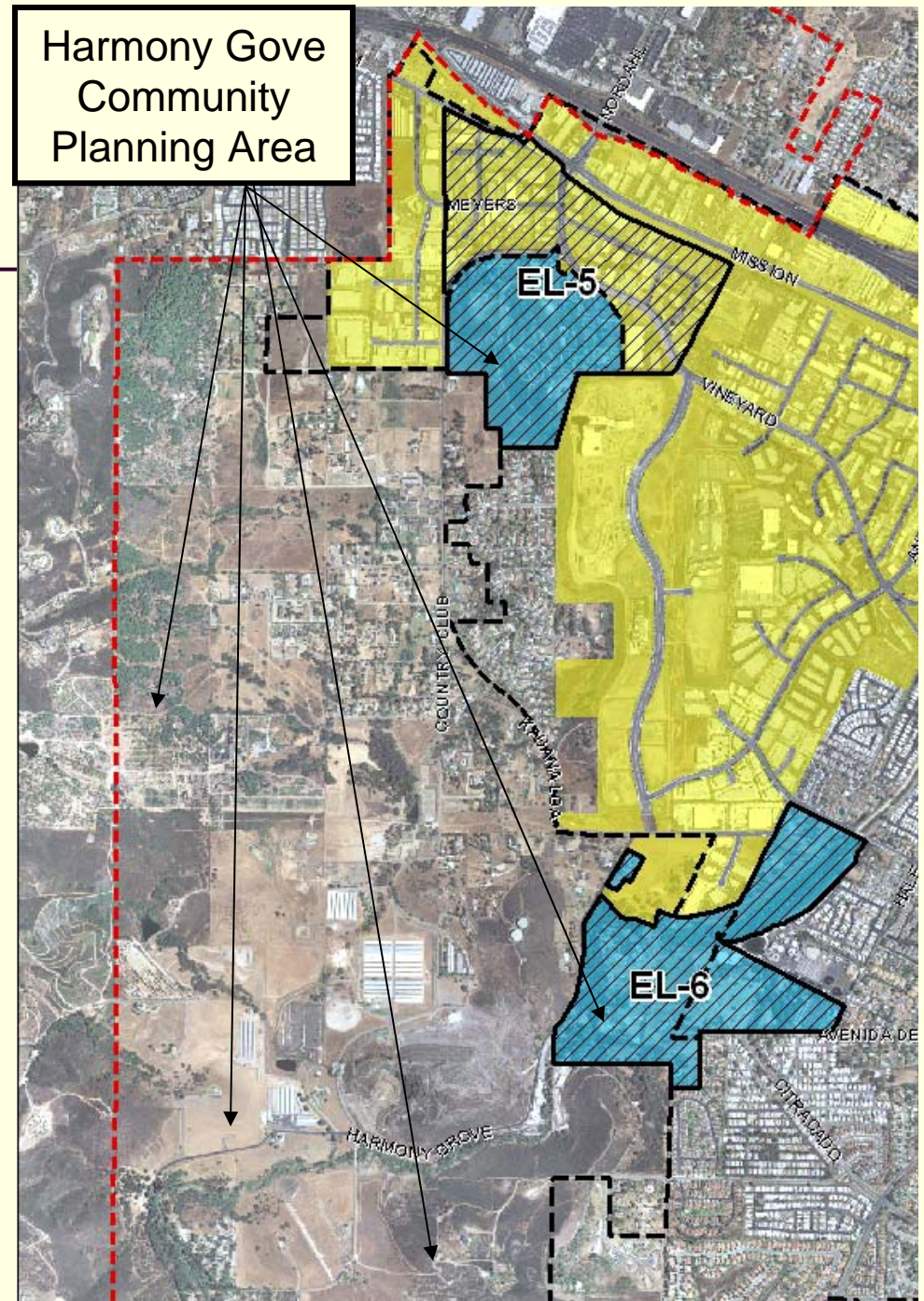
Request:

Include General Plan Policies reflecting the Harmony Grove / Eden Valley Community Plan

Staff

Recommendation:

Approve for areas outside EL-5 and EL-6



Anticipated Schedule

- Oct. 2010 - Execute Consultant Contracts
- Apr. 2011 - Screencheck EIR completion
- July 2011 – Public Workshops
- 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

- Develop Alternative Land Use Plans with ranges of development intensities
- Include residential ranges from 1,550 – 4,025 units with 3,425 as “preferred alternative”
- Approve staff recommendations for GPA requests
- Prepare scope of services with consultant / commence EIR Technical studies

