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# 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

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- 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

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- 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

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



# Anticipated Schedule

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- 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

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- 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.

