

GENERAL PLAN UPDATE

Case No. PHG 09-0020

April 28, 2010

Review Draft General Plan Land Use Study Areas
Direct Preparation of Alternative Scenarios

Item #14

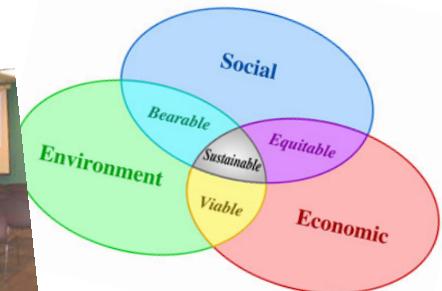
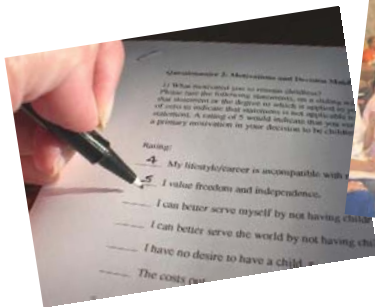
Basis for Proposed Land Use Study Areas

■ Input from:

- Public Workshops
- Citizen Comments & Surveys
- Student Comments
- GP Issues Committee
- Planning Commission
- City Council

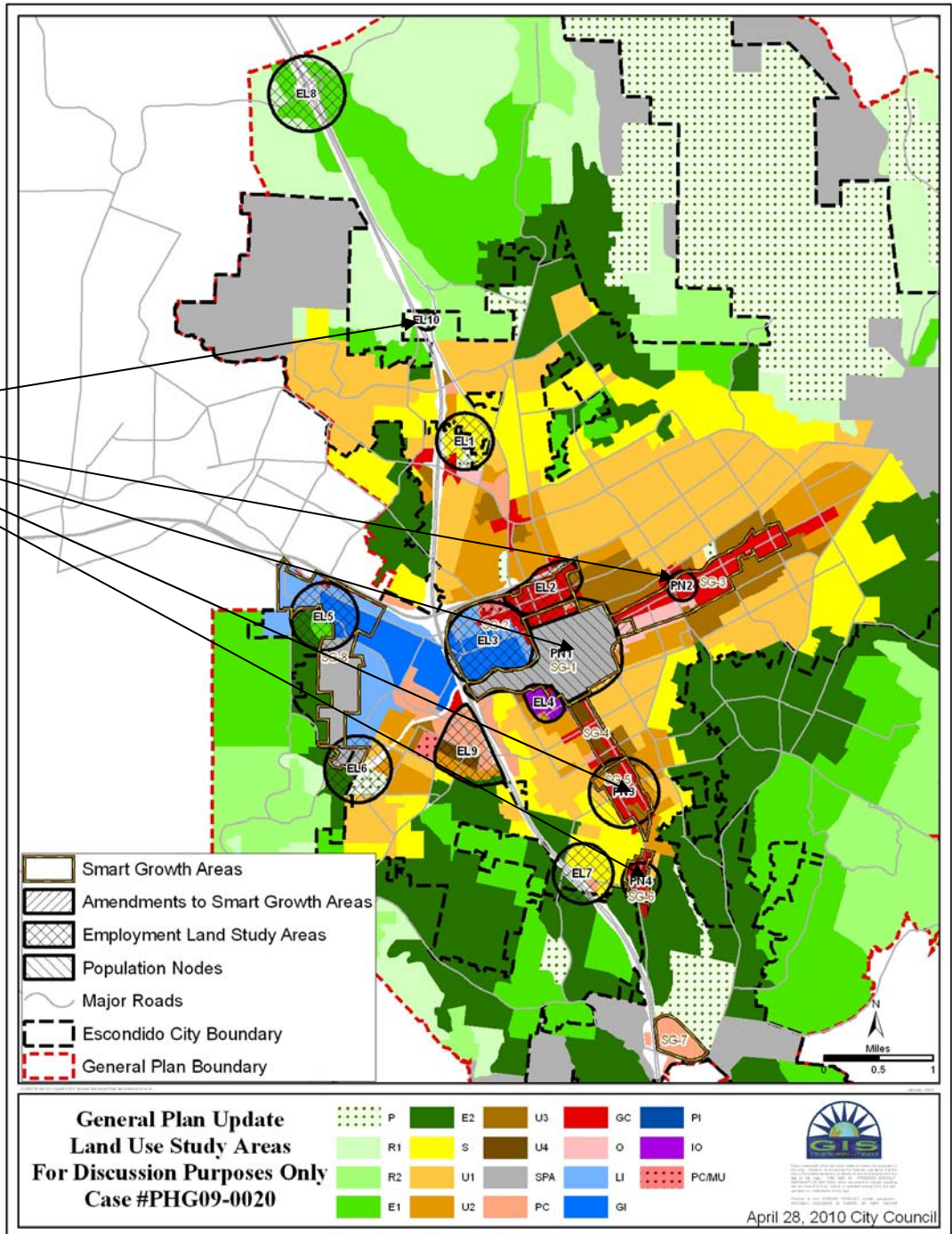
■ Criteria for Selection:

- Meets Overall Vision
- Maintains/Improves QOL
- Promotes Sustainability
- Preserves Resources
- Enhances Efficiencies
- Improves Aesthetics



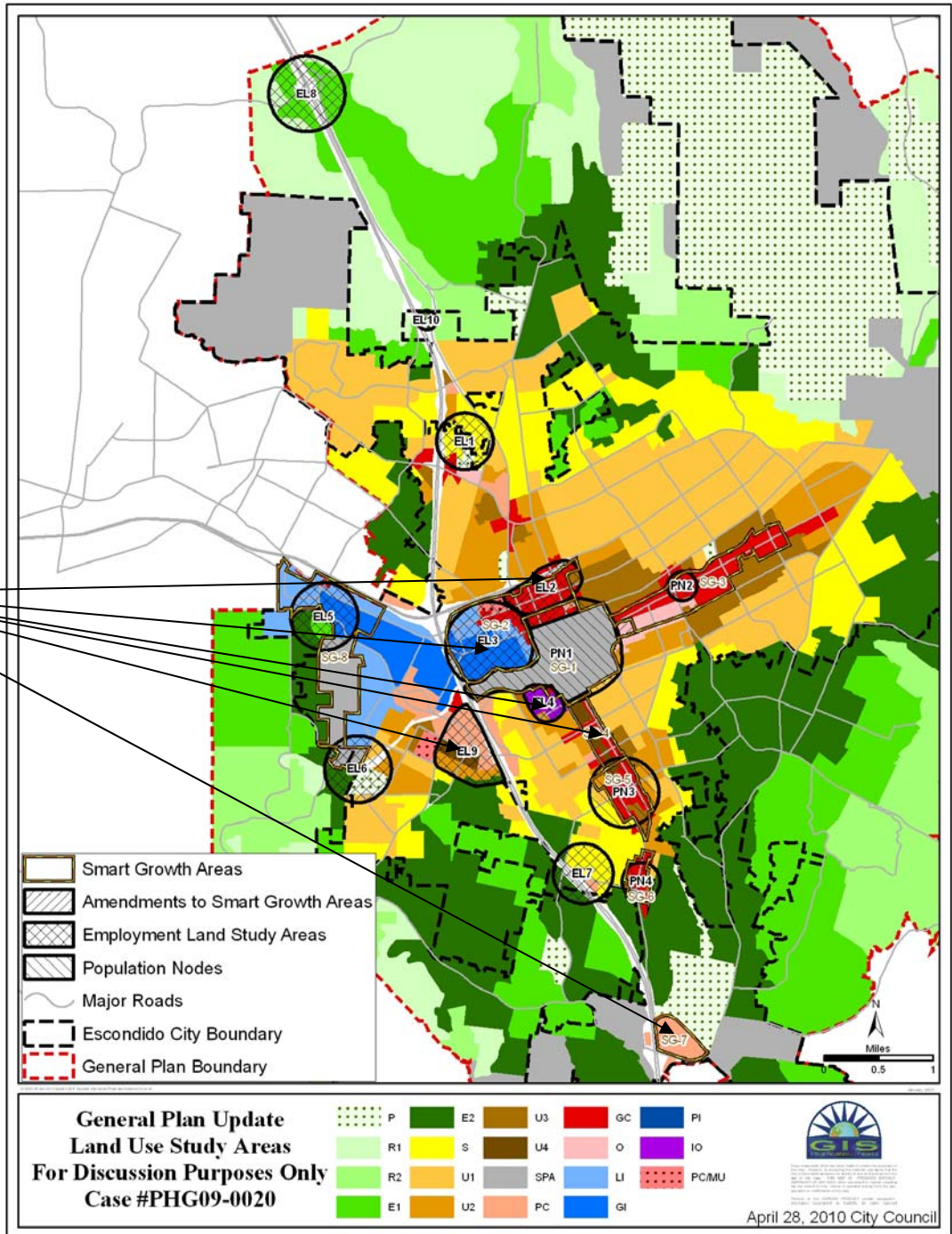
General Plan Amendment Study Areas

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



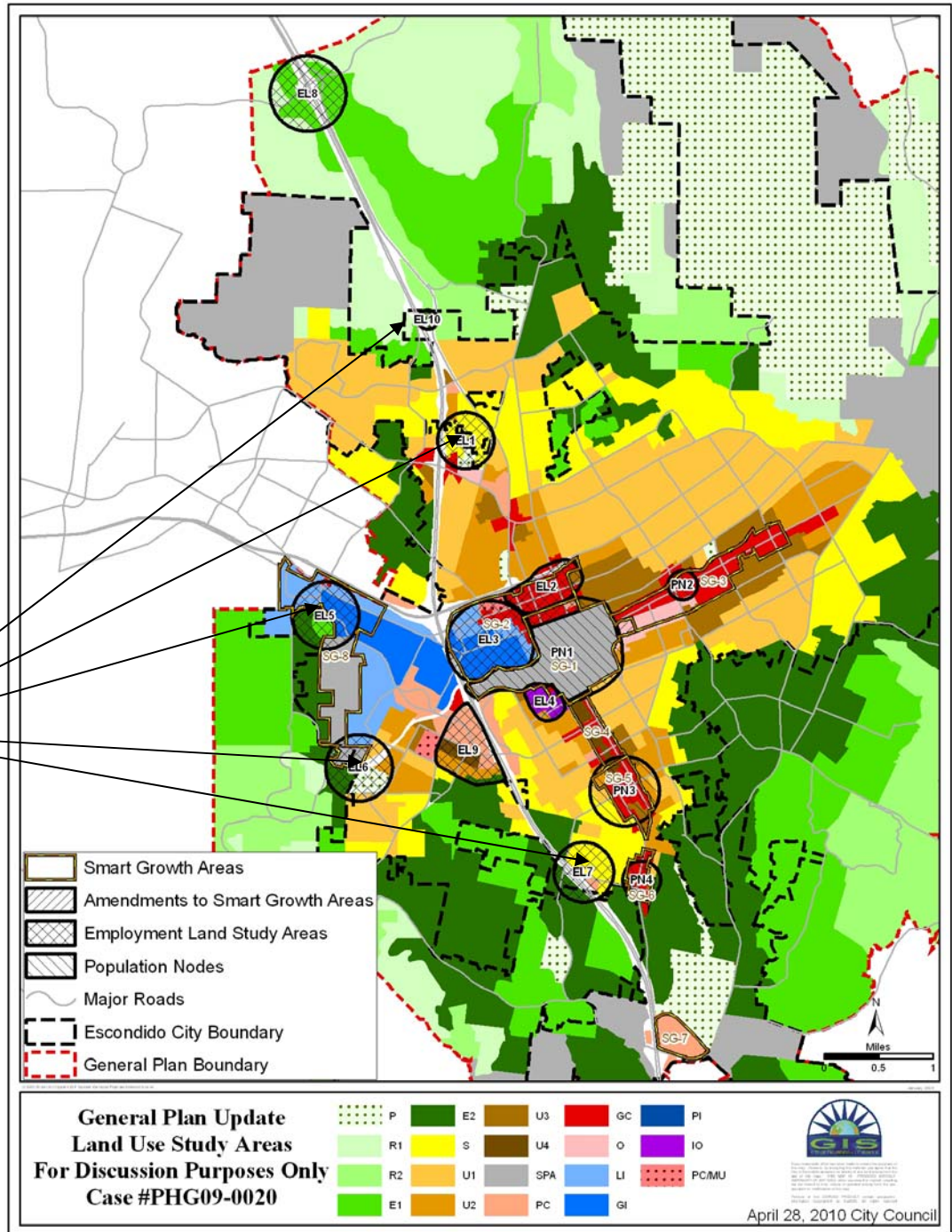
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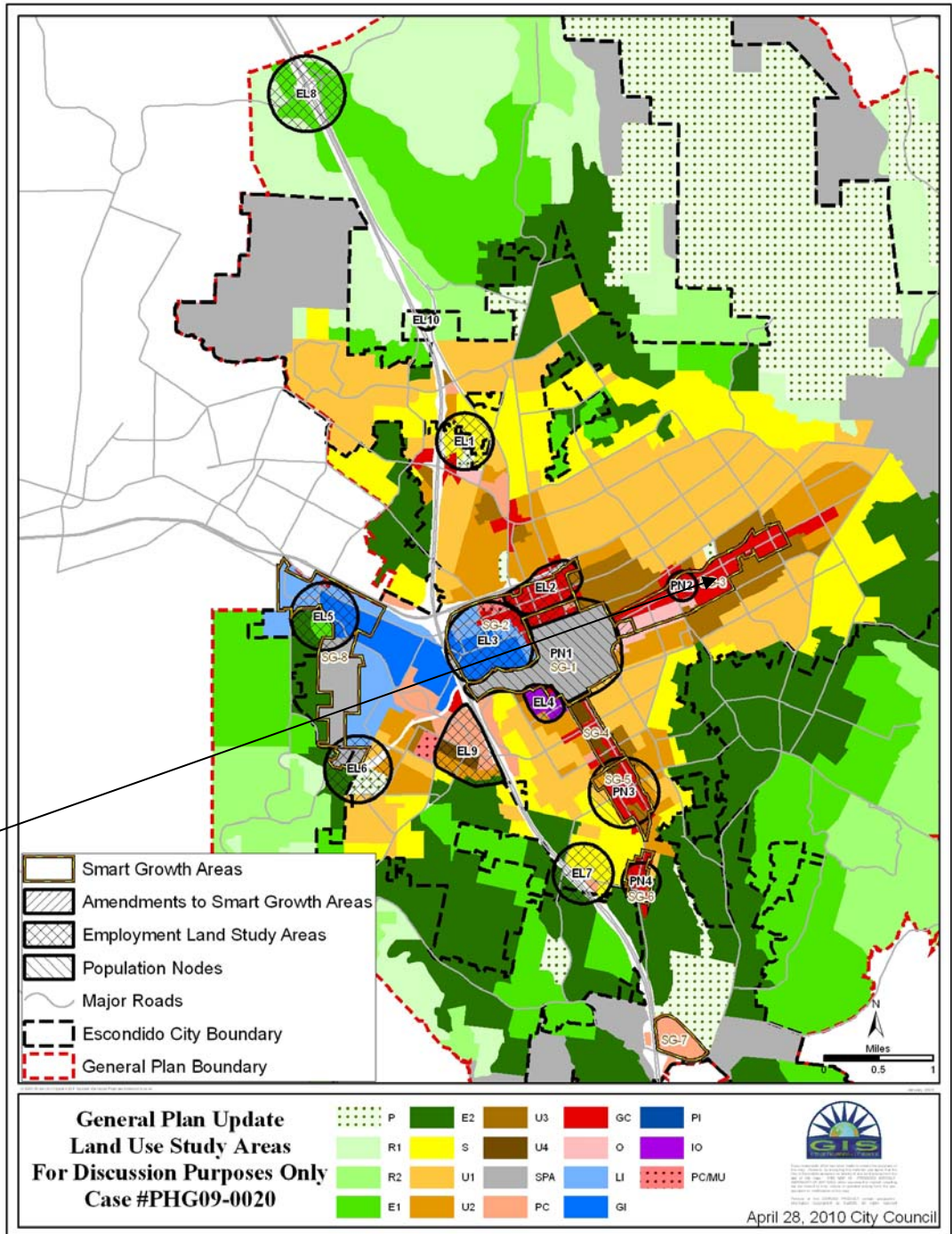
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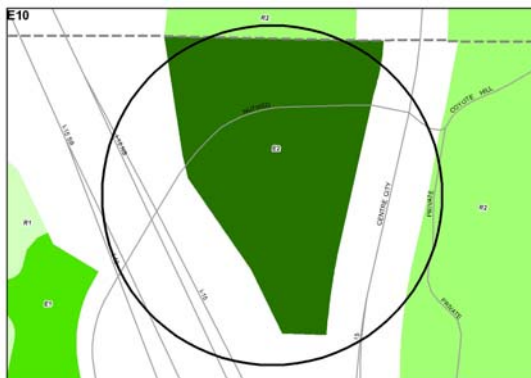
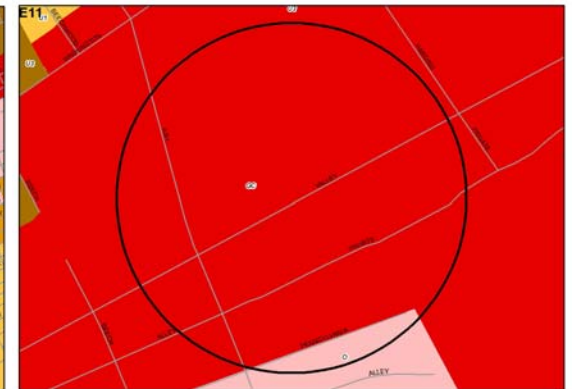
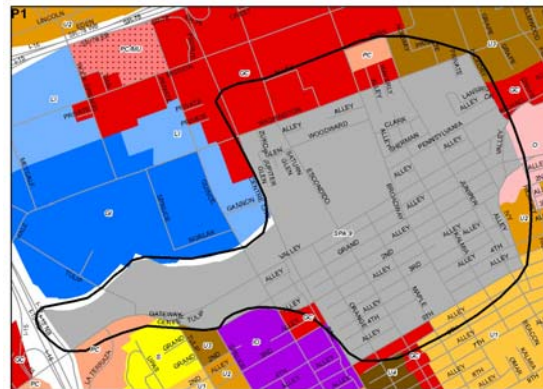
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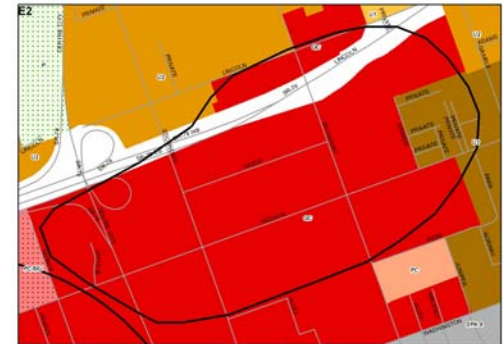
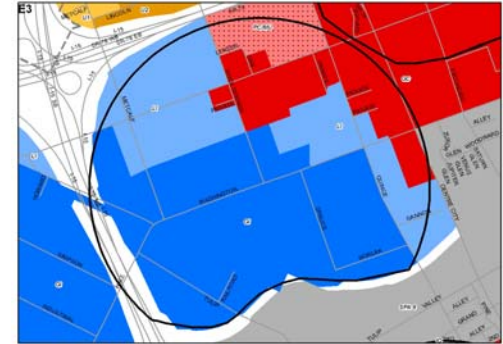
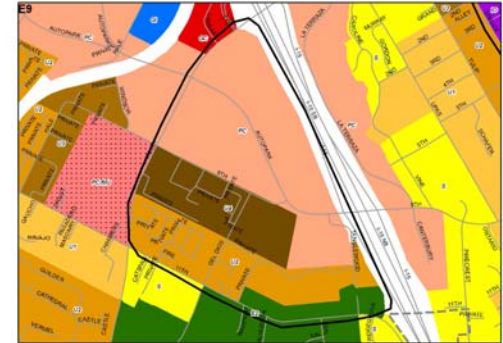
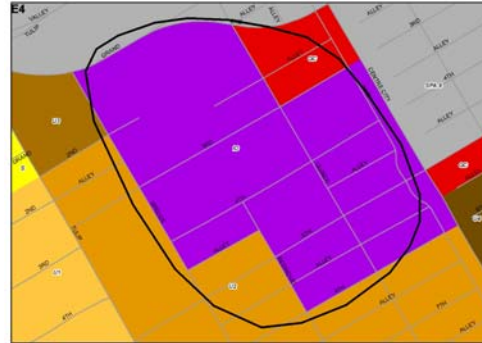
Potential Population Nodes

- Up to 3,000 residential & mixed use development focused Downtown, adjacent to transportation corridors, and in areas planned for enhanced transit facilities



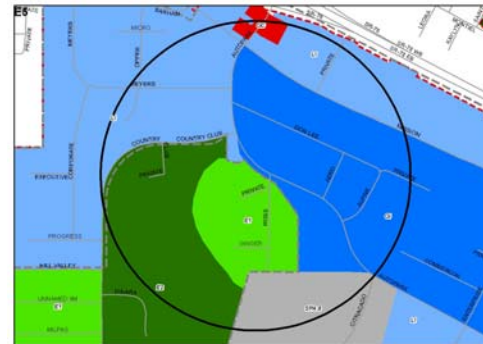
Potential Employment Focus

- Approx 700 acres
- Increase jobs per acre intensities
- Promote high quality, high paying jobs
- Evaluate mixed-use opportunities in certain areas



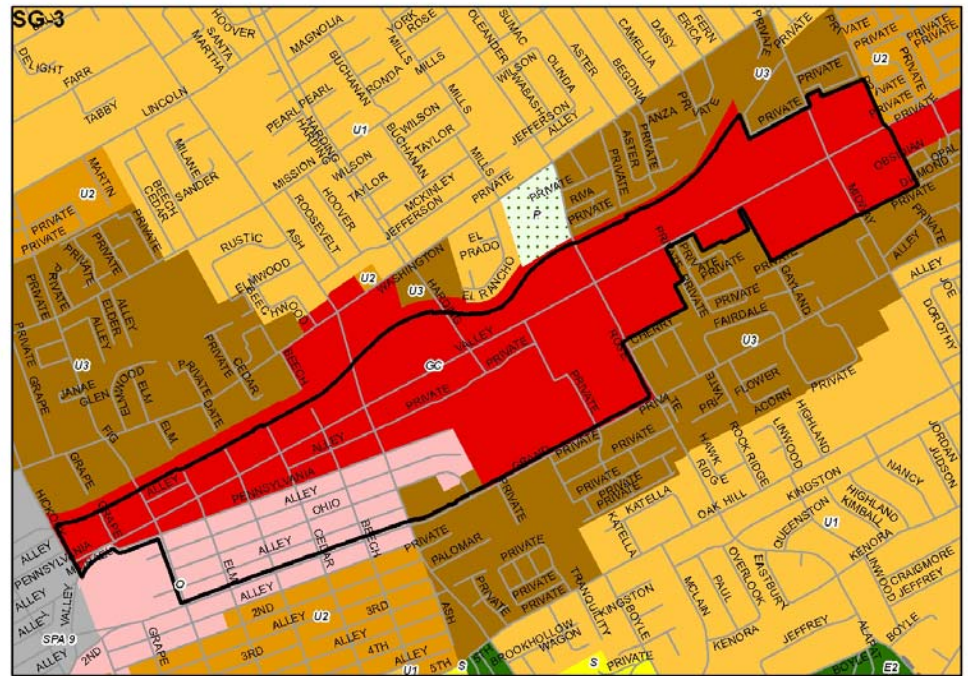
Potential Employment Redesignated

- Approx 300 acres
- Re-designate from residential to employment
- Promote high quality, high paying jobs



Potential Education Corridor

- Approx 300 acres
- Policies promoting more collaboration between education, government, and business for training a high quality workforce
 - Incentives for post-secondary education and job training facilities
- Evaluate criteria for locating educational facilities



Other GP Update Study Items

- Increased Land Use Flexibility for Westfield's Shopping Town
- Re-configuring all or a portion of the Downtown couplet to two-way travel
- Public Lands Categories
- Clean up / Corrective Amendments



Anticipated Schedule

- May 2010 - Convene Citizen Issues Committee to comment on Employment Amendment Areas, prepare EIR Notice of Preparation,
- June 2010 - Interview EIR Consultants
- July 2010 - Complete Public Workshops
- Aug. 2010 - Council selects land use plans for study, 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

- Review & Comment on recommended study areas
- Include additional analysis in GP Update
 - Downtown Couplet
 - Increased land use flexibility at Westfields
- Direct staff to formulate alternative Land Use maps for General Plan Issues Committee input

