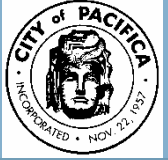


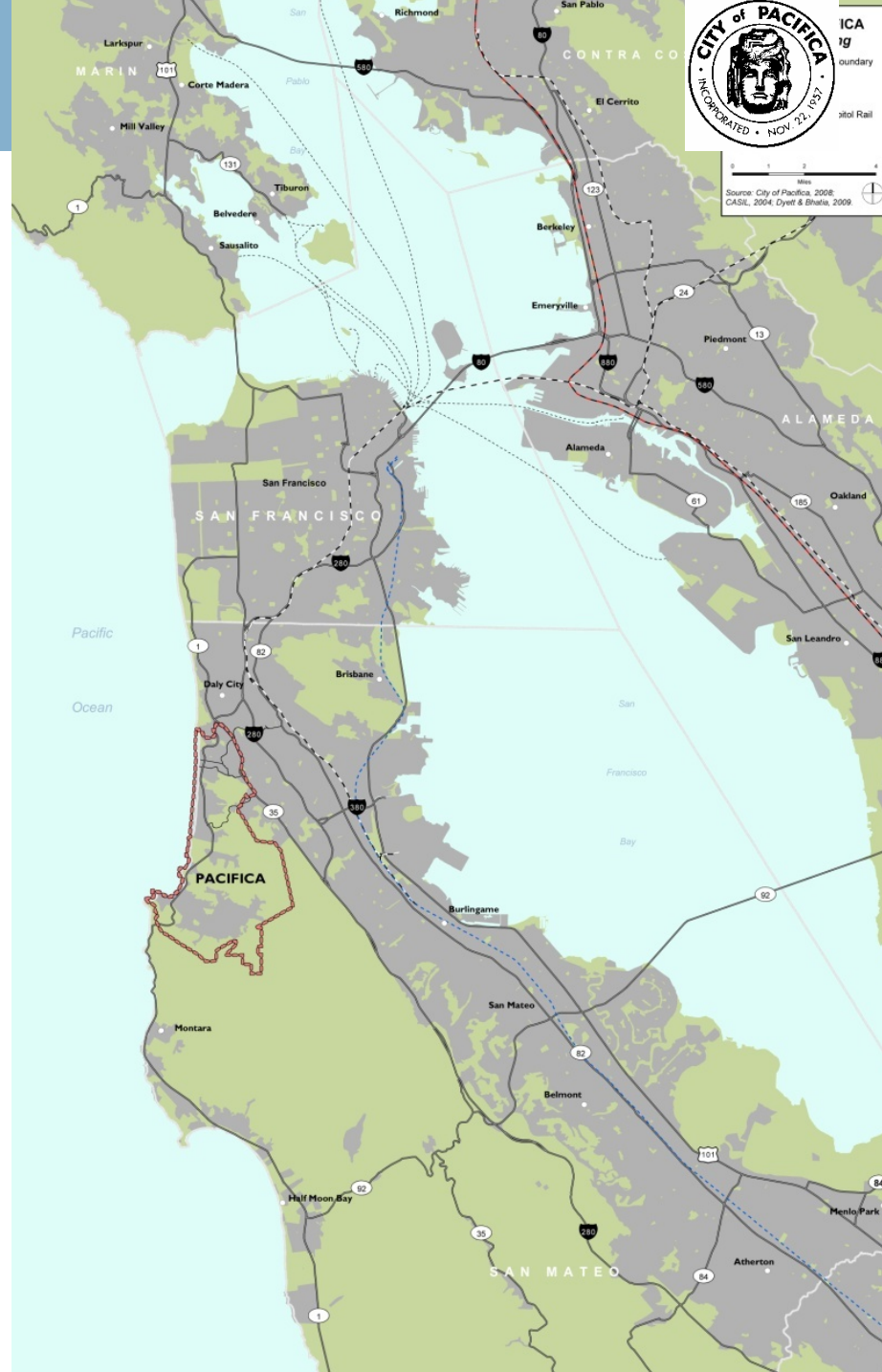
City of Pacifica

GENERAL PLAN UPDATE



General Plan Project

- General Plan/Local Coastal Plan
- Environmental Impact Report
- Housing Element



Introductions

- Name
- Any affiliations
- Why you wanted to be on the General Plan Outreach Committee and involved in the General Plan.



Subjects of the General Plan

- Land Use and Community Development
- Parks and Recreation
- Coastal Plan and Access
- Circulation
- Housing
- Conservation and Environmental Protection
- Noise
- Economic Development
- Hazards Protection

Examples of General Plan Issues

- Commercial Services in the community – stores, restaurants, personal services.
- Bluffs and Hillsides – Development, Open Space, Public Access
- Roadway Improvements
- Trail System
- Coastal Access
- Public Facilities Needed
- Sustainability Policies



Approach to the General Plan

- Build consensus about community goals
- Provide data to guide policies, e.g.
 - Biological Resources
 - Potential Retail Sites
- Establish policies that can guide decisions
- State what the City plans to do
 - Zoning and Development Regulations
 - Capital Improvements
 - Economic Development Programs
 - Joint Initiatives with Other Agencies

City of Pacifica

GENERAL PLAN UPDATE

Pacifica Aerial Photo



April 2, 2009

City of Pacifica

GENERAL PLAN UPDATE

Pacifica Coast



Residential Neighborhoods



Stores and Services



Environmental Resources and Open Space



Public Services and Public Facilities



Sustainability

- Land Use and Transportation
- Green Buildings
- City as a Model – e.g. Transportation Fleet, Solar Energy, Construction Practices
- Energy Efficiency
- Recycled Water



Recent Home Remodels



Larger Residential Development Sites Limited



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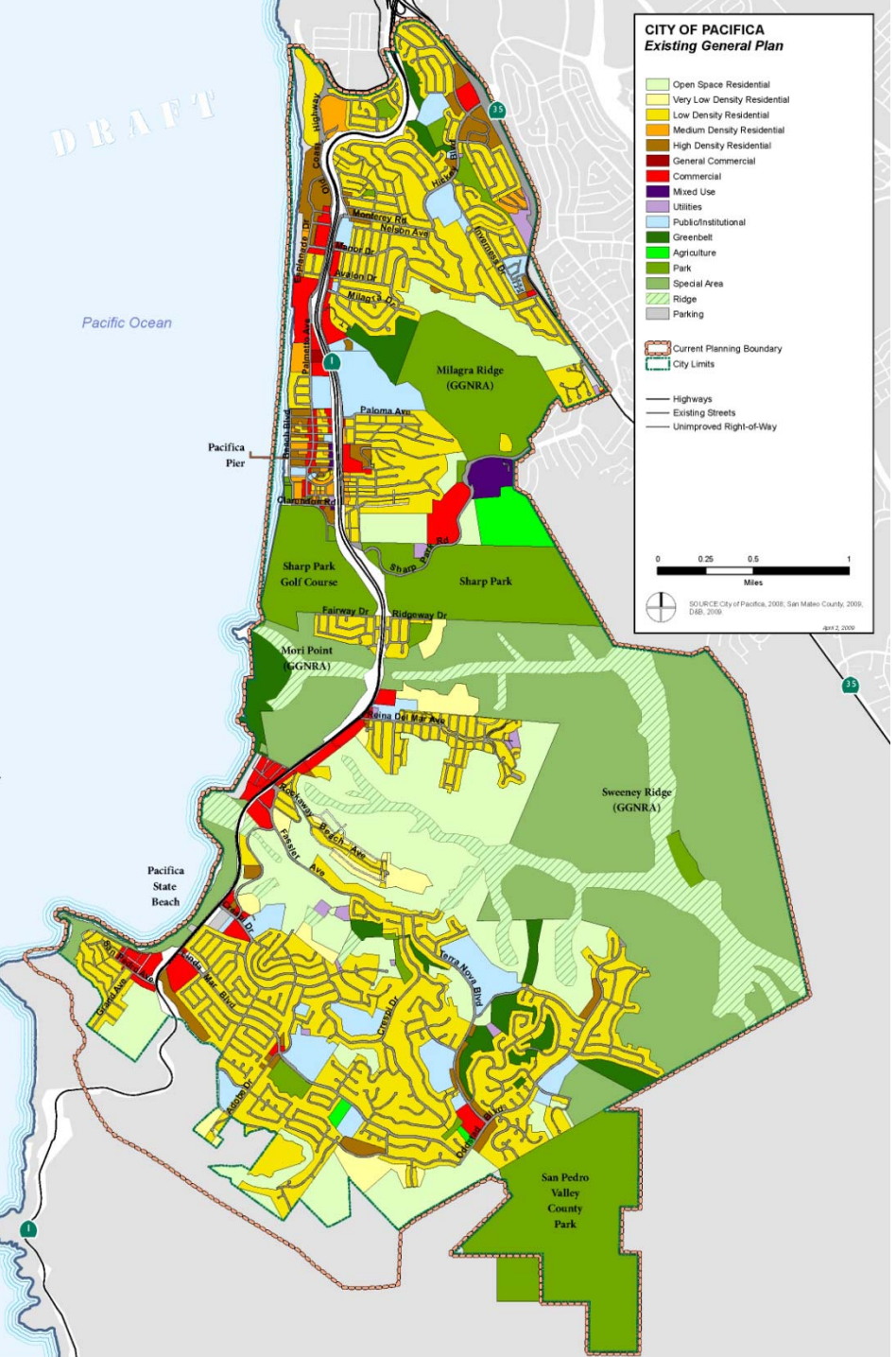
CITY OF PACIFICA Existing General Plan

- Open Space Residential
- Very Low Density Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- General Commercial
- Commercial
- Mixed Use
- Utilities
- Public/Institutional
- Greenbelt
- Agriculture
- Park
- Special Area
- Ridge
- Parking

Current Planning Boundary
 City Limits
 Highways
 Existing Streets
 Unimproved Right-of-Way

0 0.25 0.5 1 Miles

SOURCE: City of Pacifica, 2008; San Mateo County, 2009; DAB, 2009
April 7, 2009



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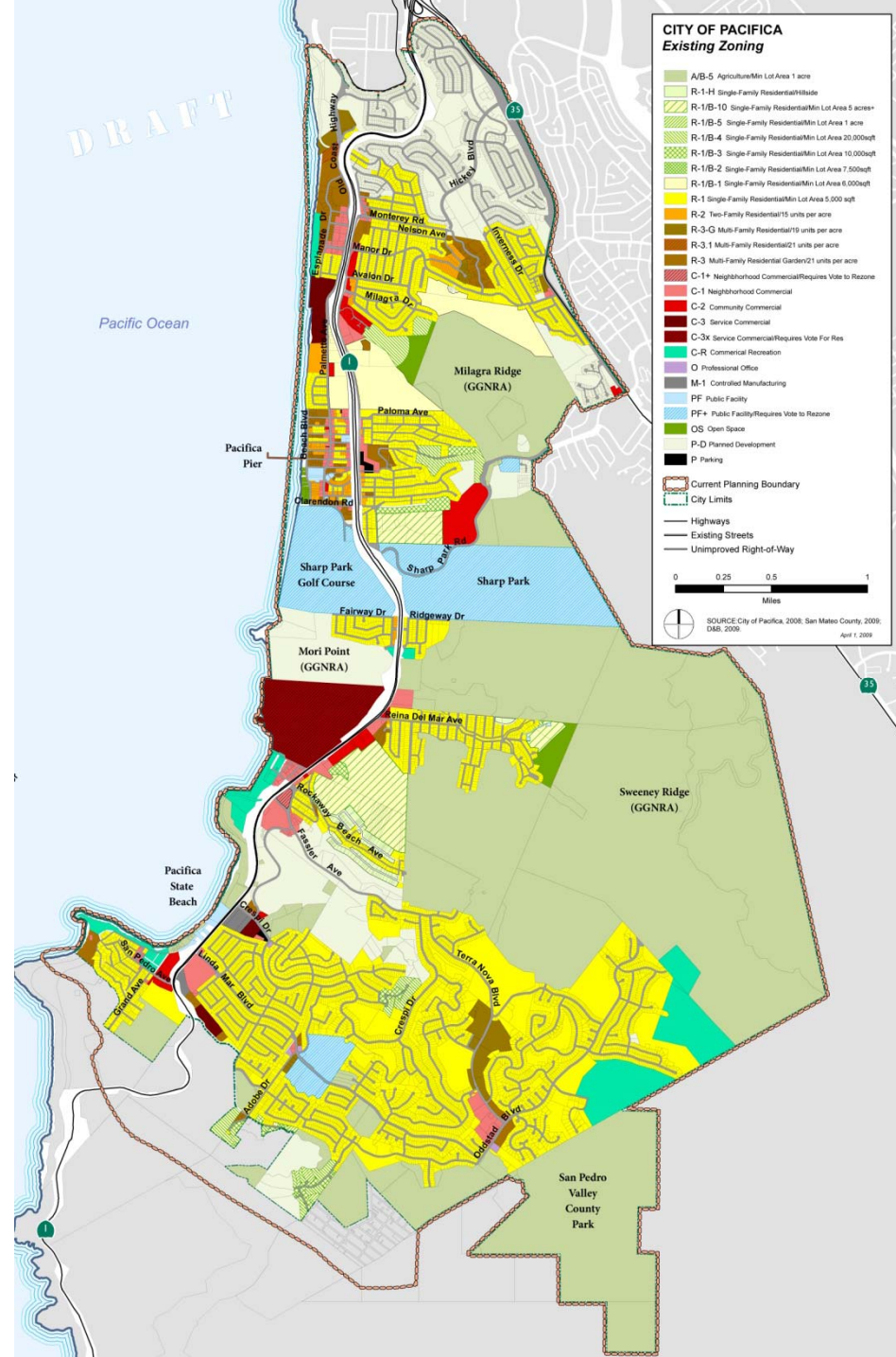
CITY OF PACIFICA Existing Zoning

- AJB-5 Agriculture/Min Lot Area 1 acre
- R-1-H Single-Family Residential/Min Lot Area 5 acres+
- R-1/B-10 Single-Family Residential/Min Lot Area 5 acres+
- R-1/B-5 Single-Family Residential/Min Lot Area 1 acre
- R-1/B-4 Single-Family Residential/Min Lot Area 20,000sqft
- R-1/B-3 Single-Family Residential/Min Lot Area 10,000sqft
- R-1/B-2 Single-Family Residential/Min Lot Area 7,500sqft
- R-1/B-1 Single-Family Residential/Min Lot Area 6,000sqft
- R-1 Single-Family Residential/Min Lot Area 5,000 sqft
- R-2 Two-Family Residential/15 units per acre
- R-3-G Multi-Family Residential/15 units per acre
- R-3-1 Multi-Family Residential/21 units per acre
- R-3 Multi-Family Residential Garden/21 units per acre
- C-1+ Neighborhood Commercial/Requires Vote to Rezone
- C-2 Community Commercial
- C-3 Service Commercial
- C-3x Service Commercial/Requires Vote For Res
- C-R Commercial Recreation
- O Professional Office
- M-1 Controlled Manufacturing
- PF Public Facility
- PF+ Public Facility/Requires Vote to Rezone
- OS Open Space
- P-D Planned Development
- P Parking

Current Planning Boundary
 City Limits
 Highways
 Existing Streets
 Unimproved Right-of-Way

0 0.25 0.5 1 Miles

SOURCE: City of Pacifica, 2008; San Mateo County, 2009; DAB, 2009
April 7, 2009



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CITY OF PACIFICA Existing Land Use

- Agriculture
- Single Family Residential
- Multi-Family
- Mobile Homes
- Commercial
- Auto Services
- Hotels
- Office
- Mixed Use
- Utilities
- Industrial
- Schools
- Church
- Other Public or Community Uses
- Open Space
- Parks/Rec
- Beach
- Parking
- Vacant/Undeveloped

Current Planning Boundary
 City Limits

Highways
 Existing Streets
 Unimproved Right-of-Way

0 0.25 0.5 1
Miles

SOURCE: City of Pacifica, 2008; San Mateo County, 2009; DAB, 2009. April 1, 2009



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CITY OF PACIFICA Public Land Ownership

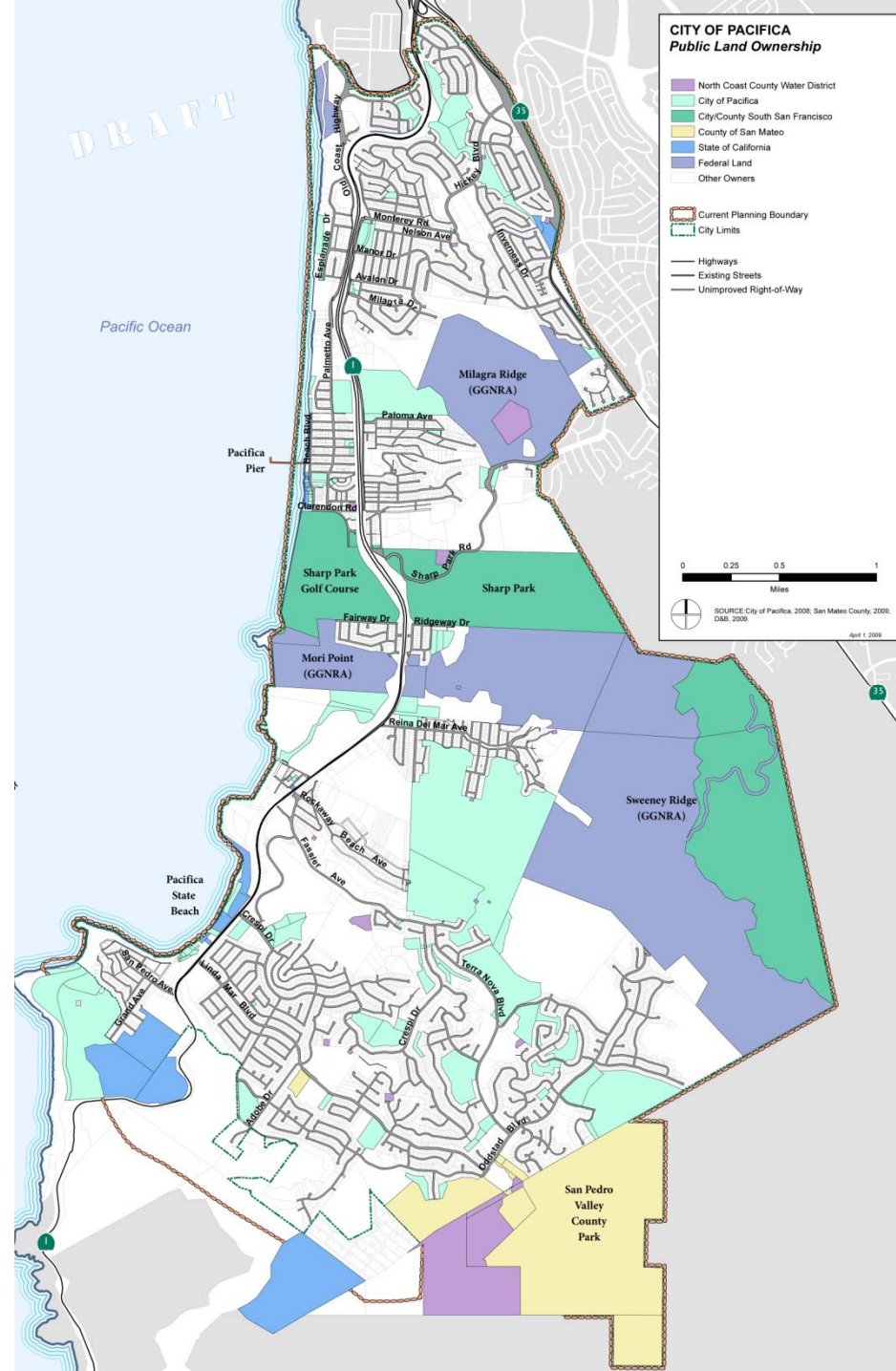
- North Coast County Water District
- City of Pacifica
- City/County South San Francisco
- County of San Mateo
- State of California
- Federal Land
- Other Owners

Current Planning Boundary
 City Limits

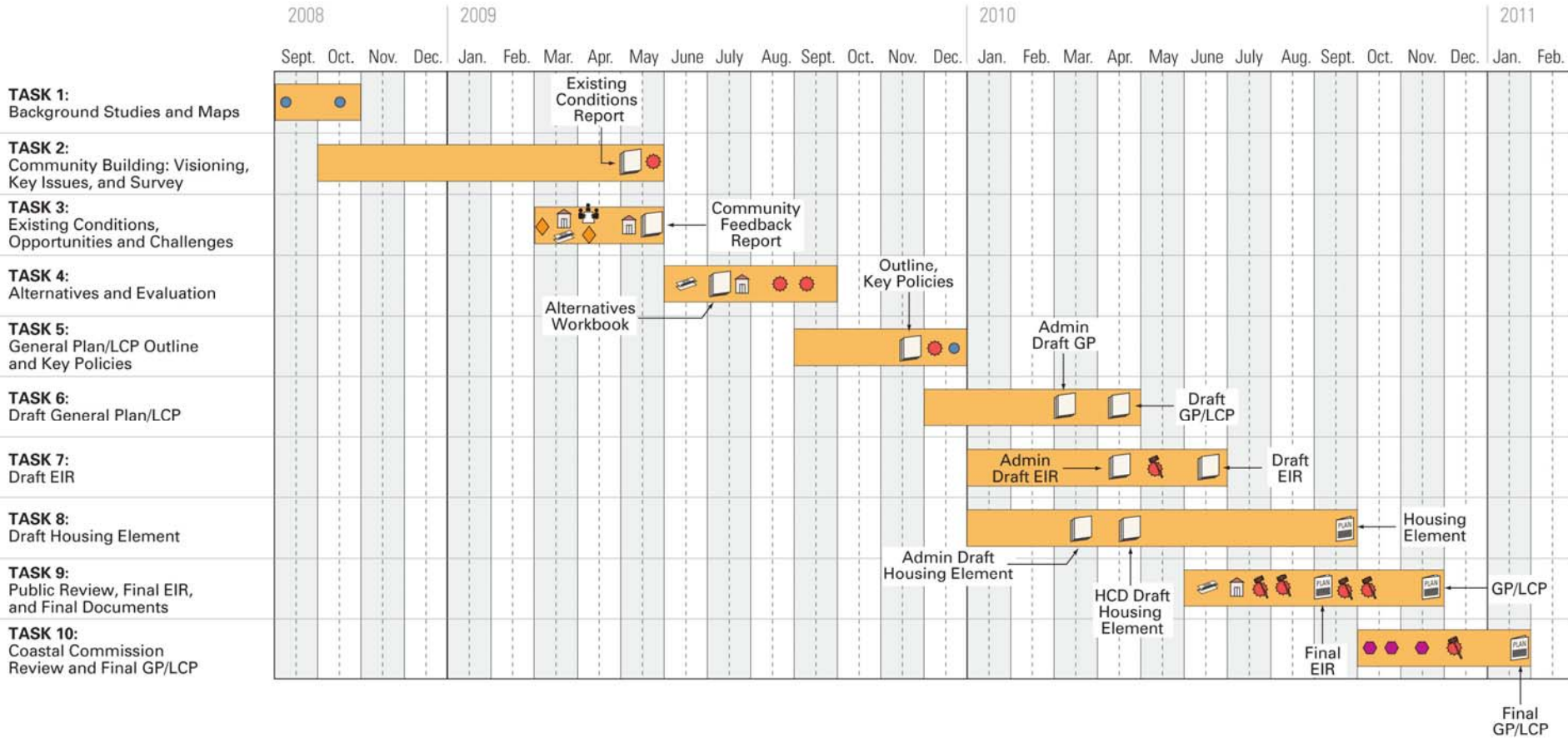
Highways
 Existing Streets
 Unimproved Right-of-Way

0 0.25 0.5 1
Miles

SOURCE: City of Pacifica, 2008; San Mateo County, 2009; DAB, 2009. April 1, 2009



City of Pacifica GENERAL PLAN UPDATE



- Interim Product
- Final Product
- Stakeholder Interviews
- Newsletters
- Community Meeting/Workshops
- Planning Commission/City Council Meeting
- Public Hearing
- City Staff Meeting
- GPOC Meeting
- Coastal Commission Meeting



Process and Schedule of the General Plan Effort

- Community Vision and Identification of Key Issues
- Analysis of Existing Conditions, Opportunities, and Challenges
- Evaluation of Alternatives
- General Plan Outline and Key Policies
- Draft General Plan and Draft EIR
- Draft Housing Element
- Public Review and Final EIR
- Coastal Commission Review and Final GP/LCP



Roles and Responsibilities of the General Plan Outreach Committee

1. Bringing members of the community to the Community Forums
2. Helping to plan the first two Community Forums
3. Attending all five community workshops
4. Raising awareness in the community about the Forums and the General Plan process



Process and Schedule of the General Plan Effort

- Community Vision and Identification of Key Issues
- Analysis of Existing Conditions, Opportunities, and Challenges
- Evaluation of Alternatives
- General Plan Outline and Key Policies
- Draft General Plan and Draft EIR
- Draft Housing Element
- Public Review and Final EIR
- Coastal Commission Review and Final GP/LCP

Community Outreach for the General Plan Effort

- Newsletters
- Community Survey
- Media and Press Releases
- Website Information and Updates
- Community Forums (2)
- Community Interviews
- Planning Commission/City Council Sessions (2)
- Community Workshops
- Public Hearings (PC and City Council)
- Public Hearings (Coastal Commission)

Community Interviews

- Small groups
- Informal, Candid Discussion
- Quickly assess perspectives and get feedback

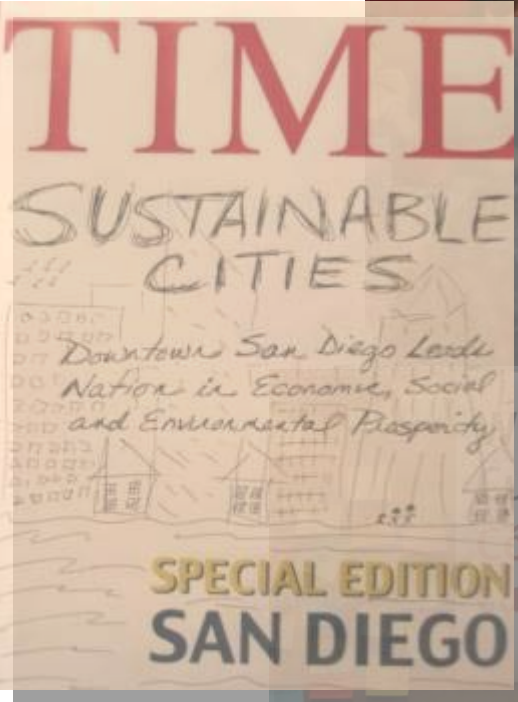


General Plan Outreach Committee

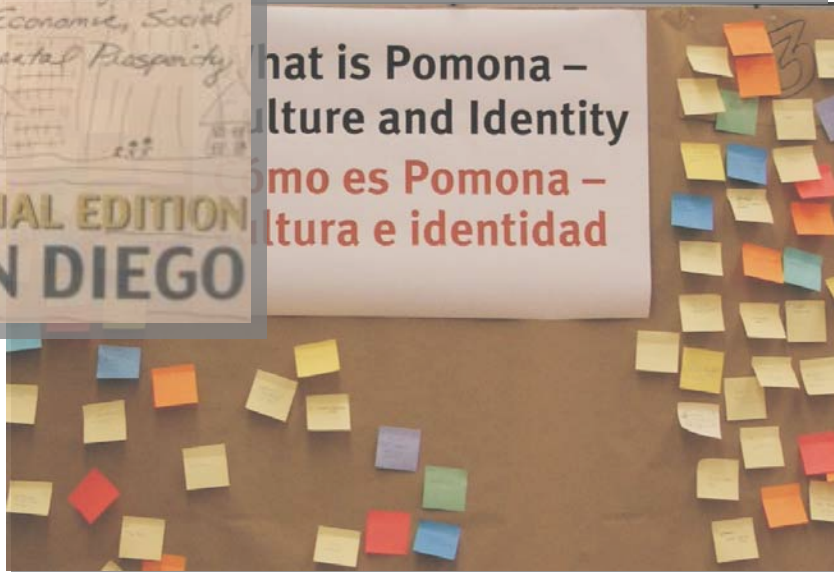
- Community Outreach
- Attend community meetings and facilitate small group discussions
- Help build consensus within the community



Engaging Public Workshops



What is Pomona –
Culture and Identity
Como es Pomona –
Cultura e identidad



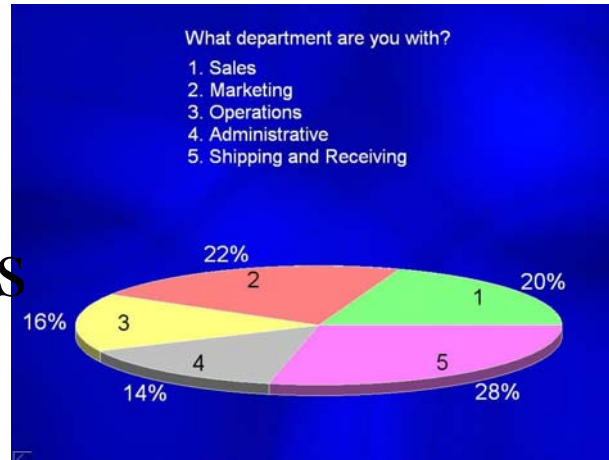
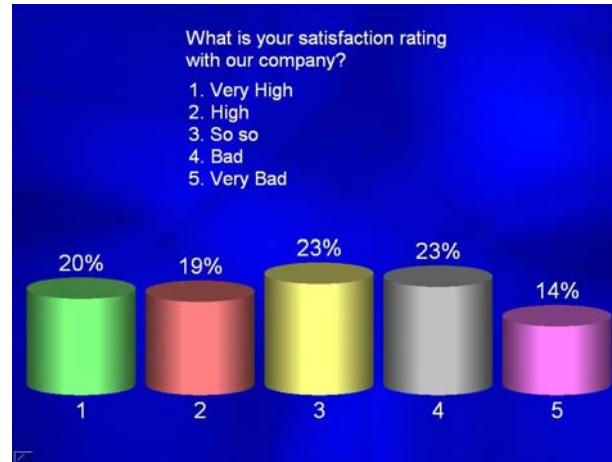
- *Structured to engage the community and obtain meaningful feedback that moves the process forward*

Getting Beyond Divisive Debates



Electronic Polling

- CSI Conference Systems
- Multiple Keypads
- Technician
- Projection of Results
- Printout of Results



City Council and Planning Commission



- Four Study Sessions
- Four Public Hearings

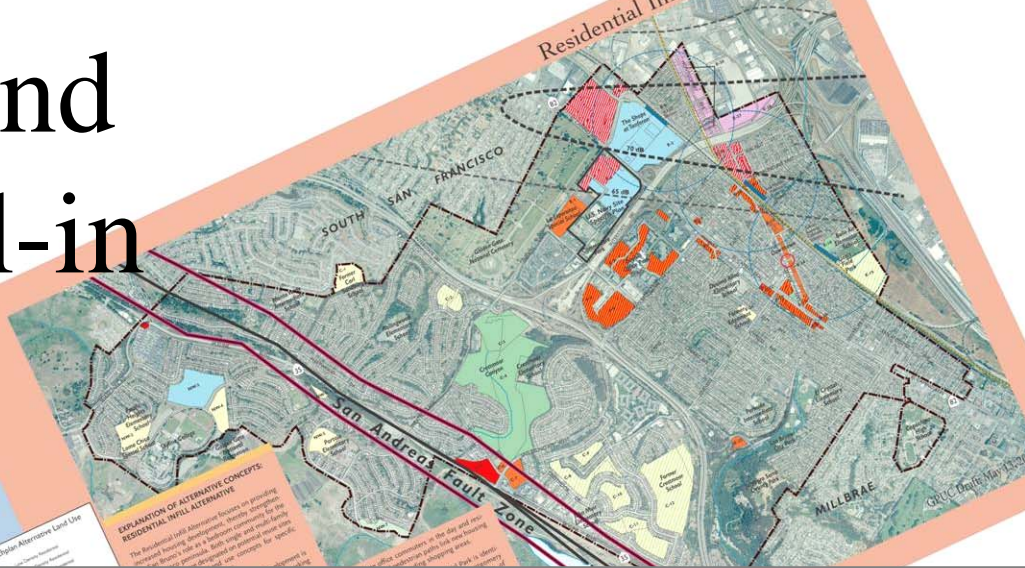
City Website

The screenshot shows the website for the San Diego Downtown Community Plan Update. The address bar displays <http://www.cdcc.com/planupdate/>. The navigation menu includes: PROJECT, STEERING COMMITTEE & TEAM, LATEST NEWS, WORKING DOCUMENTS, and PARTICIPATE. The main heading reads "San Diego DOWNTOWN COMMUNITY PLAN UPDATE". Below the heading is a row of five small images showing various urban scenes. At the bottom, there is a large graphic with the text "The Preferred Plan is here!" and several maps and diagrams illustrating the plan's details.

The screenshot shows the website for the Santa Clara Station Area Plan. The browser title is "Santa Clara Station Area Plan - Mozilla Firefox" and the address bar shows <http://santaclearaap.com/>. The navigation menu includes: ABOUT THE PROJECT, WORKING DOCUMENTS, HOW TO PARTICIPATE, and LINES & RESOURCES. The main heading is "SANTA CLARA STATION AREA PLAN". Below the heading is a "PROJECT DESCRIPTION" section with the text: "Welcome to the home of the Santa Clara Station Area Plan project! This website provides up-to-date project information, including a description of the project, study area, schedule, drawings and studies completed so far, ways to participate, and contact information. We will also keep you informed of new developments in our Announcements section. To explore the project in greater detail, simply click on an area of interest, and go!" Below the text is a map of the station area. The browser title for the bottom window is "City of Santa Monica - Shape the Future 2025 Level Use Element & Zoning Ordinance".

The screenshot shows the website for the City of Santa Monica. The browser title is "City of Santa Monica - Shape the Future 2025 Level Use Element & Zoning Ordinance". The main heading is "CITY OF SANTA MONICA SHAPE THE FUTURE 2025 Level Use Element & Zoning Ordinance". Below the heading is a navigation menu with: PROJECT, HOW TO PARTICIPATE, WORKING DOCUMENTS, CONTACT, and LINES & RESOURCES. The main content area features a "START THE JOURNEY" section with a "VIEW THE REPORT" link and a "VIEW THE REPORT" link. There is also a "The Latest" section with a list of recent news items.

Newsletters and Citywide Mail-in Survey



San Bruno General Plan Update



INTRODUCTION TO THE GENERAL PLAN UPDATE

The State of California requires every city and county to have a comprehensive General Plan. The General Plan addresses land use, housing, transportation, public services, environmental quality, and economic viability. Perhaps most importantly, the General Plan guides decisions about land development over the long term (typically 20 years). Preparation of the plan is not just a legal formality – it is an opportunity to shape the City's future!

As part of the General Plan update, the City is considering different land development concepts for specific areas identified as having potential for future reuse or intensification. This newsletter contains two different Alternative plans for consideration by San Bruno residents and businesses. A vast majority of land in the City is devoted to single family neighborhoods, and these areas are not expected to change under the General Plan Update.

However, there are opportunities for reuse and intensification on selected sites identified and evaluated in the Existing Conditions and Planning Issues Report (March 2002). These sites proposed for change constitute only 12 percent of the City's total land area (430 acres of City's total 3,600 acres). Actual changes in land use or intensity at these sites will most likely result from initiatives by property owners. Changes are expected to occur slowly over time, and buildout projections assume that some designated sites won't change at all within the 20-year General Plan timeframe.

In 2001, an 11-person General Plan Update Committee (GPUC) was appointed by the Planning Commission, with City Council authorization. The GPUC—comprised of residents, business-owners, and Planning Commissioners—is intended to guide the General Plan update process. The GPUC contributed to the identification of issues and opportunities in the Existing

Conditions and Planning Issues Report (March 2002) and recommend a Preferred Plan to the Planning Commission and City Council.

On Monday August 5th, the GPUC will host a community meeting where responses from this newsletter will be presented. Please **fill out and mail the enclosed response form by Friday, August 4th** so that feedback from the community, a Preferred Plan can be developed. This Preferred Plan will likely reflect a combination of Alternatives as specific opportunities available for consideration. The Preferred Plan will later become the General Plan Use Diagram.

GENERAL PLAN UPDATE COMMITTEE (GPUC) MEMBERS

- Gary Fleming
- Robert George
- Ernie Gomes
- Ed Hoff
- Emile Hoos
- Peter Jallie
- Mary Lou Johnson, Planning Commission
- Judy Rukavina
- Mark Tobin, Planning Commission
- Fran White
- Randy Wong, Chamber of Commerce

Please answer the following questions. Provided answers are based on the Alternative plans in the newsletter. More than one box may be checked for any question.

1. Which of the following development concepts do you support for San Bruno?

- Infill housing
- Jobs/housing balance
- Other _____

Please identify what type of new development you would prefer in the following areas of San Bruno:

2. Downtown

- Multi-family apartments
- Shopping, restaurants & offices
- Mixed housing and retail
- Other _____

3. BART & Caltrain station areas

- Regional shopping (Tanforan)
- Office development
- Hotels and visitor-serving uses

- Mixed commercial, office & hotel
- Multi-family apartments
- Other _____

4. Bayhill Office Park

- More office development
- Multi-family apartments
- Mixed commercial, office & hotel
- Mixed housing and retail
- Other _____

5. Montgomery Avenue

- Industrial park
- Mixed commercial, office & hotel
- Other _____

6. El Camino Real

- Shopping, restaurants & offices
- Auto sales and services
- Mixed housing and retail
- Other _____

7. Housing Infill Sites

- Single family neighborhoods
- Multi-family apartments
- Mixed single family/open space
- Other _____

8. Crestmoor Canyon

- Recreation, with trails and playgrounds
- Open space
- Other _____

Thank you for taking the time to fill out and mail this response form. Your input to the General Plan Update is very important – we are shaping San Bruno's future!

Please fill out and mail this response form by July 19th. Responses will be presented at a GPUC workshop on August 5th.

Please contact the Community Development Department with any questions or concern about the General Plan Update:

Grant Wilson (650) 616-7074
gwilson@ci.sanbruno.ca.us

Do you have any other comments or suggestions for the General Plan Update?

Community Outreach for the General Plan Effort

- Newsletters
- Community Survey
- Media and Press Releases
- Website Information and Updates
- Community Forums (2)
- Community Interviews
- Planning Commission/City Council Sessions (2)
- Community Workshops
- Public Hearings (PC and City Council)
- Public Hearings (Coastal Commission)

GPOC Discussion: Community Outreach Program

- Best techniques for community outreach
- Best ways to encourage participation
- Best ways to structure the community workshops
- Best ways to achieve consensus
- Best ways to avoid logjams

General Plan Newsletter



How Can I Be Involved?

A general plan is only successful when it reflects the priorities and values of the community. What do you like about the city? What needs improvement? This is your opportunity to say how Pacifica should develop over the next 20 years!

- Come to the first Community Forum (Community Vision), which will be held on Saturday, April 25, from 11am to 1pm at the Pacifica Community Center, 540 Crespi Drive.
- Come to the second Community Forum (Ideas and Priorities), which will be held on Saturday, May 30, from 11am to 11pm, location TBD.
- Participate in the upcoming community survey. In summer 2009, a survey will be sent to ascertain residents' preferences regarding the future character of Pacifica.

GENERAL PLAN UPDATE PROGRAM

City of Pacifica Planning Department

1800 Francisco Boulevard

Pacifica, CA 94044

Contact: Elizabeth Claycomb

claycomb@ci.pacifica.ca.us or (650) 738-7341

City of Pacifica
170 Santa Maria Avenue
Pacifica, CA 94044

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POSTAL ROUTE PATRON

APRIL 2009

Pacifica GENERAL PLAN UPDATE



PACIFICA LOOKS FORWARD

Pacifica today is a unique city in a breathtaking setting just outside San Francisco. With our 50-year anniversary just behind us, we are one of the Bay Area's newest cities, but our stretch of coast possesses a rich history that encapsulates California's.

Pacifica has grown only slightly since the 1960s, and this slow growth rate is expected to continue. Nevertheless, Pacifica's future character will be shaped by the location and form of development and the priorities we set for public investments. These are the subjects of the General Plan Update program.

Pacifica's current General Plan dates to 1980. In the years since, many of its goals have become successful projects: the creation of a citywide zoning code and map, with regulations to protect slopes and encourage open space preservation; public land acquisition and improvements at Pacifica State Beach; revitalization of Rockaway Beach; and a new wastewater treatment plant which *enhances* the local environment.

We need a new plan to set new goals, and address new opportunities, challenges, and approaches. What will the next 20 years hold for Pacifica? How will we retain its best qualities, and make it an even better place to live, work, and play? How can we help to lead the Bay Area to a sustainable and vital future?

GET INVOLVED!

A successful General Plan reflects the goals and values of the community. We encourage residents, workers, and business owners to participate at all stages of the update process: from initial visioning and exploration of plan alternatives to the selection of a preferred plan and review of the final document. The first opportunity to contribute your ideas is the upcoming community workshop on April 25th. We hope that you will attend!



Share your vision!

Help to plan for the future of Pacifica.

COMMUNITY FORUM #1

Community Vision

Saturday, April 25, from 11am to 1pm

Pacifica Community Center

540 Crespi Drive

Pacifica, CA 94044

- What do you treasure about Pacifica?
- What would you like to see change?
- What is your vision for Pacifica in 20 years?

COMMUNITY FORUM #2

Ideas and Priorities

Saturday, May 30, from 11am to 1pm

Location TBD

- Key issues
- Priorities
- Strategies for achieving vision

CONTACT INFORMATION

For more information, please contact Elizabeth Claycomb, Planning Department, at claycomb@ci.pacifica.ca.us or (650) 738-7341.



Community Forums

- Community Forum 1 –
Community Vision
Pacifica Community Center, or
Ingrid B. Lacy Middle School
Saturday April 25, 11am – 1pm
- Community Forum 2 –
Ideas and Priorities
School or Other Location TBD
Saturday May 30, 11am – 1pm



Community Forum Agenda

- **Discussion Question #1: Pacifica Today**
- What do you like most about Pacifica, and want to preserve as it is today?
- Group discussion to determine the top five items.
- What are key concerns and things you want to change? Be specific about places and locations. Look at the maps and photos on the wall.
- Group discussion to determine the top five items.

Community Forum Agenda

- **Discussion Question #2: Pacifica of the Future**
- Think about Pacifica 20 years from now, and what top five accomplishments you want to see in Pacifica in 2030. What would be the headline for a feature article about Pacifica 20 years from now?

GPOC Discussion: Community Forum

- Feedback on the community workshop
- Thoughts about attendance and size of venue needed

GPOC Assignments

- Distribute the General Plan newsletter (City will mail them to you.)
- Recruit at least five people to attend the Community Forum on April 25th.
- Raising awareness in the community about the forums and the General Plan process – friends, associations you are part of, co-workers, etc.
- Attend the Community Forums (April 25th and May 30th), and all other community workshops

Next Steps

- April 25th Community Forum
- Second GPOC Meeting April 30th – to plan the second community forum
- May 30th – Community Forum
- Future Community Workshops
 - Alternatives
 - Draft General Plan Policies
- Planning Commission and City Council Workshops
- Other GPOC Meetings if needed