

INTRODUCTION

STRATEGIC GENERAL PLAN PROCESS

The General Plan is an adopted statement of policy for the physical development of Redwood city. As such, it represents the official policy regarding future character and quality of development. This Strategic General Plan represents Redwood City's assessment of the amount, type, and phasing of development needed to achieve the City's social, economic, and environmental goals. It was developed by the Planning Commission with participation of a broad-based citizens advisory committee. It is a plan which can be implemented because it is realistic and provides some flexibility. It is designed to be used by all members of the community as the policy framework for decision-making on both private development projects and City capital expenditures.

Strategic planning calls for an explicit process for determining Redwood City's long-range goals, the generation of alternative strategies for achieving these goals, the evaluation of these strategies, and a systematic procedure for monitoring results. Each of these steps of the planning process must be accompanied by an explicit procedure for gaining commitment.

Developing alternative strategies helps to clarify the goals. It also opens up channels in the organization for the exploration of innovative and cost-saving approaches to goal attainment. Strategies should include the following:

1. What tasks must be done.
2. Who is responsible for each task.
3. When each task must be started and completed.
4. The resources available for each task.
5. How the tasks relate to one another.

FORMAT FOR THE STRATEGIC GENERAL PLAN

This document is intended to provide useful information about Redwood City as it is now as well as what is planned for the future. The sections of the document found in Chapters 2 through 5 are intended for information purposes and are not the officially adopted Strategic General Plan. Chapters 6 through 12 are the State mandated general plan elements:

- Land Use
- Circulation
- Housing
- Open Space
- Conservation
- Noise
- Safety

In addition to the above mandated elements, Redwood City has adopted three "permissive" elements which are part of the Strategic General Plan. They are:

- Historic Resources
- Cultural
- Human Services

These ten elements are the Redwood City Strategic General Plan as adopted by the City Council. The remainder of the material is background information which was used in development of the plan and may be used for reference.

STRATEGIC GENERAL PLAN PROCESS

In June, 1986, a General Plan Committee was formed which had 19 members. The members of the committee represented a cross section of the community, including homeowners, property owners, and business operators. The formation of the General Plan Advisory Committee was the beginning of a long process in which as many members of the community as possible were brought into the discussions in order to determine the future of Redwood City.

The various steps from beginning through adoption are as follows:

REDWOOD CITY STRATEGIC GENERAL PLAN

June 1986-June 1987: The General Plan Advisory Committee, Planning Commission, and Ken Schroeter, developed the basic draft General Plan as well as the back-up material used as reference. During these monthly meetings, various developers and property owners were invited to attend to express their views.

July 1987-Dec. 1987: The Planning Commission and Ken Schroeter developed the Draft General Plan in the form and with the content as they would like to see it proceed to public hearing. The information developed in the previous year was used as the basis for the draft.

Jan. 1988-June 1988: The City Council and Planning Commission held joint study sessions in various parts of the community to seek additional input from all the neighborhoods in the community.

July 1988-Dec. 1988: Ken Schroeter, consultant to the City, prepared the Draft General Plan for public hearings before the Planning Commission.

Jan. 1989-May 1989: The Planning Commission conducted ten public hearings during this period and then transmitted the document, minutes, and correspondence to the City Council.

June 1989-Sept 1989: The City Council and Planning Commission met during this period to discuss the proposals in the Strategic General Plan which were recommended for approval. The City Council then proposed changes which they felt should be in the Strategic General Plan when it came before them at the public hearing.

Oct. 1989-Dec. 1989: The City Council held three public hearings and directed the staff to make appropriate changes to the document and bring it back to Council for adoption.

Jan. 22, 1989: The City Council adopted the revised Redwood City Strategic General Plan which included all seven of the State mandated elements