

REPORT

To the Honorable Mayor and City Council
From the City Manager

August 11, 2008

INFORMATION ONLY

SUBJECT

New General Plan Monthly Status Report

BACKGROUND

The purpose of this report is to provide Council with a brief summary on the progress of the New General Plan since the last update was provided to you on July 7, 2008. In July, staff and the General Plan consultants prepared a newsletter and postcard for citywide distribution announcing upcoming community events on the General Plan; held an interview with Kaiser-Permanente staff; made a presentation to the chairs of the City's Boards, Commissions and Committees (BBCs) and neighborhood liaisons; worked on the General Plan document format; held a working meeting with Planning staff to discuss various land use alternatives; and constructed the land use model which is currently being calibrated.

- *Public Outreach Material* - Staff prepared an attractive newsletter on the General Plan entitled "Let's put it together: Redwood City's New General Plan." This document has been sent to all Redwood City households and businesses, including some areas outside the City limits but within the City's "sphere of influence" such as North Fair Oaks and Emerald Hills. The document describes the General Plan, but more importantly announces a community wide event to be held on September 27 at the County History Museum and Courthouse Square to allow the community to review and comment on land use alternatives. In addition to the fact sheet, staff also prepared a post card that will remind the public to "save the date." That latter document will be sent out at a later time and will be distributed at numerous fairs and city events such as the Farmer's Market, Music in the Park concerts, Fair Oaks Festival, and other events. Both documents were provided in your August 4 packet.
- *Interviews and Outreach Summary* – On July 25, staff held an interview with Kaiser Permanente representatives to discuss health needs and the relationship to the General Plan. The health representatives discussed the need for affordable housing for its staff, open space, patient access, and other issues. This interview was part of the "Wave 1" of the public outreach for the General Plan. Please see attached General Plan Outreach Summary. As can be seen in the summary, staff has conducted extensive outreach with affinity groups (8 meetings), special outreach to the youth, environmental groups, and business groups, and conducted special interviews with particular agencies. A summary of the Affinity Group meetings was sent to you under separate cover. "Wave 2" outreach will occur in the fall and will kick-off with the September 27 Land Use Alternative Workshop. Staff plans to meet with the BBCs,

schools and various other groups as part of this outreach. BCC meetings are anticipated to be in joint study session formats and will commence on August 25 with a special joint study session of the City Council and the Housing and Human Services Committee.

- *Boards, Commissions, and Committees:* On July 29, Planning staff gave a presentation to the Chairs of the Boards, Commissions, and Committees along with neighborhood liaisons. Staff explained the General Plan and informed the BCCs that it will be making presentations and holding further discussions with them at their future meetings.
- *General Plan Document Format:* Staff is working on a General Plan format with the consultants and have presented it to the General Plan Committee. We are considering the following major headings for the document: Introduction; The Built Environment; Quality of Life; Natural Resources; Public Safety; Implementation Actions Matrix; Glossary; Appendices; and Acknowledgements. This will be further refined as we continue to work on the document.
- *Planning Staff Land Use Work Shop:* On July 15, Planning staff with the General Plan consultant team held a workshop to “brain-storm” possible General Plan focus areas and land use scenarios. The five areas of interest included the Bayfront; Broadway-Veterans corridor; Woodside Road; El Camino Real; and high density neighborhoods. The consultant will focus on these areas and land use scenarios, and then project impacts to various “quality of life” indicators such as energy, housing, water use, traffic, etc. These land use scenarios and results will be presented to the public at the community workshop on September 27 at the County History Museum. This staff session also served as a “Beta test” for the land use model which is being built at this time, along with the traffic model.

Schedule

Given the clear direction by the City Council, staff is making every effort to complete the General Plan on schedule (by Fall 2009). Staff did not meet all of the scheduled tasks due to a number of challenges such as the need to complete review of technical reports and the needed planning staff work for studies on the proposed ballot initiative, but staff plans to catch up in a couple of months. We will be fully prepared for the September 27th workshop, which is a major milestone and on schedule. Attached is summary of schedule highlights.



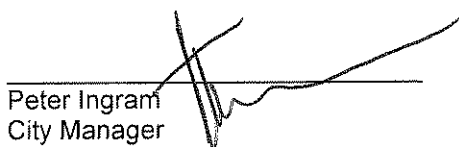
Tom Passanisi
Principal Planner



Jill Ekas
Planning Manager



Chu Chang
Acting Community Development Director



Peter Ingram
City Manager

ATTACHMENTS

1. New General Plan Work Product Status
2. General Plan Outreach Summary

NEW GENERAL PLAN WORK PRODUCT STATUS
AS OF 8/11//2008

Work Product	2008 DUE DATE	Complete?	Comments
Consultant's Background Data Request	February	✓	
Public Participation Program and Schedule	February	✓	Ongoing. Staff has conducted 12 affinity meetings, 9 interviews, and has prepared the schedule for the web-site. Meetings with the BCC's and other groups to be scheduled.
Consultant's affinity group results memorandum	April	✓	
Fact Sheet Newsletter	July	✓	
"Save the Date" Postcard	July	✓	
Policy Workbook	June	Under Review	Estimated completion date: mid August
Land Use and Community Design Background Report	June	Under Preparation	The consultant is working with newly acquired data.
Background Technical Reports <ul style="list-style-type: none"> • Economics • Sustainability • Traffic • Housing • Land Use 	August	Under Preparation	Consultant is reviewing and will forward to staff.
Community Workshop	September	Scheduled September 27	Preparation underway. On schedule.

*These specific tasks may be amended to support schedule needs and new opportunities

Note: Subsequent General Plan work products and their status will be listed in future updates as they become due

General Plan Outreach Summary

Wave 1 Outreach Summary:

Completed Affinity Group Meetings:

- Bicycle and Pedestrian Working Group
- Developers, Investors, Brokers
- Chamber Economic Committee
- Health Care Providers
- Interfaith
- Environmental Groups - Organized/Regional
- Environmental Groups - Grass Roots
- Neighborhood Interests

Completed Special Outreach:

- 2007 Our Town Down Town
- January 30, 2008 Kick-off Workshop
- Downtown Business Group
- Docktown Tour
- 3 ESL Classes
- 2 Youth Focus Groups
- 2-Day Pedestrian Safety Assessment

Completed Interviews:

- County Housing Dept.
- County Planning & Real Estate
- County Health Dept.
- Port of Redwood City and Seaport Industrial Association
- City Child Care Coordinator
- City Human Services
- City of San Carlos
- Kaiser Hospital

Wave 2 Outreach:

September 27th Alternatives Workshop

BCC Context for Remaining Affinity Groups - Joint Study Session Concepts

- Housing and Human Concerns Committee - City Council August 25th
- Housing and Human Concerns Committee - Planning Commission - Sept. 9th tentative
- Tree Advisory Committee - Pride and Beautification
- Library Board - Civic Cultural Commission
- Parks Recreation and Community Services - Youth & Teen Advisory Committees
- Architectural Review Committee - Board of Building Review
- Housing and Human Concerns Committee - Senior Affairs Commission – Sept. 23 tentative
- Port Commission - Planning Commission
- Historic Resources Advisory Committee - Planning Commission
- Neighborhoods (Co-chairs / liaisons) – Planning Commission

Anticipated Special Outreach:

- School project (Citizens School – Tentative)

Anticipated Interviews:

- School Districts
- Stanford
- Cargill/DMB
- Focus Area Property Owners
- Other Cities