



City of Redwood City
New General Plan

City Council Meeting
Planning Division Status Report
December 10, 2007



City of Redwood City **New General Plan**

Introducing the **New** General Plan

- Progress to Date
- A Fresh Start
- Outcomes
 - Process and Timeline
 - Budget and Work Product
- Next Steps



Progress to Date:
Public Outreach Program

- 2004-2005 “Roadshows”
 - 8 Neighborhoods
 - Sequoia High School Students
- Planning Commission and Council Study Sessions

Progress to Date:
Guiding Principles

- Sustainability
- Healthy Neighborhoods
- Neighborhood Character
- Community Building
- Economic Development
- Transportation Choices
- Diversity and Heritage
- Place Making



Progress to Date: General Plan Committee

- Purpose
 - Feedback
 - Guidance
 - Communication
- Members
 - Council: Foust, Howard, Pierce
 - Planning Commission: Cronin, Seybert



Progress to Date: Element Status - Completed Drafts

- Parks and Open Space
- Conservation
- Water Supply*
- Infrastructure*
- Economic Development*



* Optional Element



Progress to Date:
Other Optional Elements

- Historic Resources*
- Culture*
- Child Care*
- Human Services*



Progress to Date:
Required Elements - Not yet started

- Land Use
- Circulation
- Housing
- Noise
- Safety



Progress to Date:
Where we left off

- June - October 2006:
Planning Commission and Council
considered draft Elements

- Time to re-engage

A Fresh Start:
Need for a New Approach

- What has changed?
- Why now?
- What have we been doing?
- How will Community Building happen?
- Making Choices: “What-ifs?”



A Fresh Start: What has changed? Downtown Precise Plan

- What we learned about Redwood City
- New forces in and around Downtown
 - Property values
 - “Land use portfolio”
- Raised the bar
- The interest and enthusiasm of consultant community
- “On the desk”



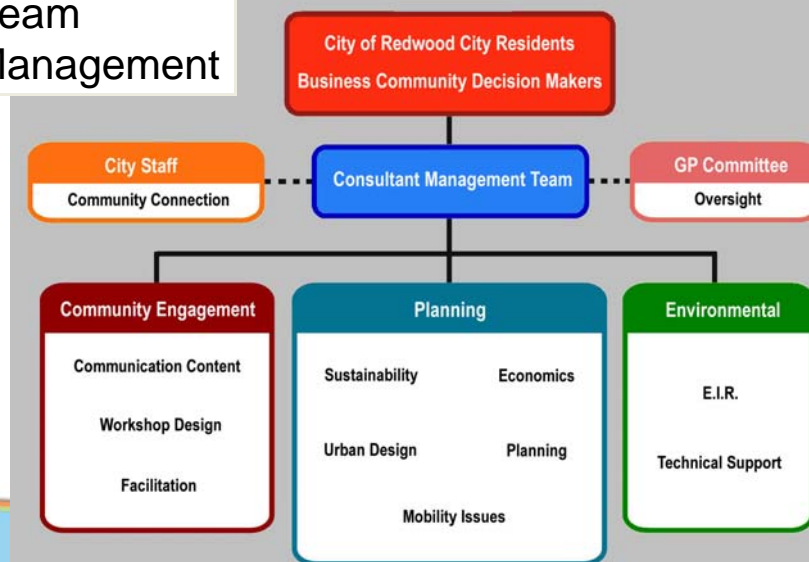
A Fresh Start: Why now? New Pressures and Opportunities

- Pending Applications: Saltworks and Stanford
- Bayfront: Syufy and Docktown
- Corridors: El Camino Real, Woodside, Middlefield
- Housing Element

A Fresh Start: What have we been doing?

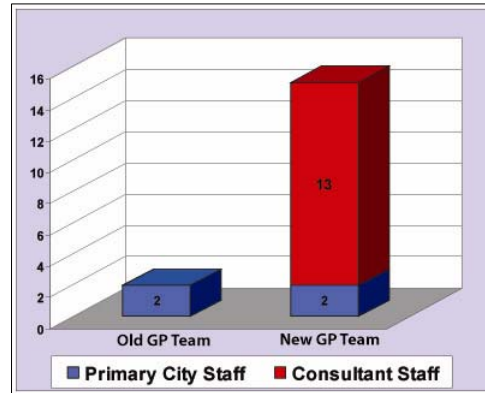
- General Plan Committee
- Stakeholders
- Consultants
 - RFP: General Plan and EIR Teams
 - 6 proposals led to 4 in-depth interviews
 - Identify preferred team and refining scope

Team Management



A Fresh Start: General Plan Staffing

- General Plan Update:
 - 2 Primary City Staff
- New General Plan:
 - 13 Consultant Staff
 - 2 Primary City Staff



A Fresh Start: Community Building



Beyond the Usual Suspects



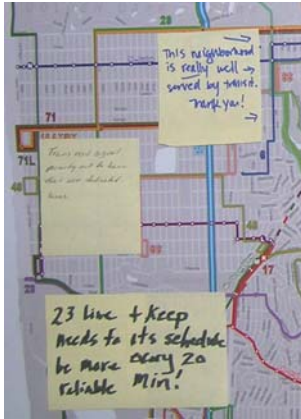
A Fresh Start: Community Building - An Investment Multi-layered, In-Depth Outreach

- Community events
- Workshops
- Affinity groups
- Newsletter
- On-line surveys

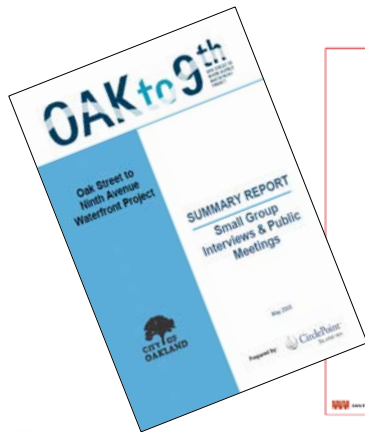


Community Building: Special Events





Community Building: Workshops



Community Building: Affinity and Stakeholder Focus Groups



Community Building: Communications



SF SEWER SYSTEM MASTER PLAN PROJECT

**The city under
The City needs to be fixed.**

Here are some of the **urgent** problems we're facing:

- Aging and deteriorating pipes and equipment
- Bad odors from wastewater system and facilities
- Flooding in neighborhoods
- Lack of disposal options for treated solid waste

Get info, give input at sfsewers.org



water is life
and infrastructure makes it happen

Welcome. This site is dedicated to informing the public on the importance of life-sustaining water and wastewater systems and the investments needed to maintain them.



Imagine a fast and convenient transportation system working for your community...

Community Building: On-Line Surveys

RESPONSES: IDENTIFY ALTERNATIVES (JAN-MAR 2006)

Choose a question below to view results.

Rank the sewer system problems that most concern you.

Rank the values you consider most important in developing a master plan to address the problems noted above.

Rank the following potential concepts for addressing some of the problems facing our sewer system.

Note here any specific comments you'd like us to consider in launching the planning process and in identifying I

Show Results


Rank the sewer system problems that most concern you:

Aging and deteriorating pipes and equipment

Responses	Count	Percentages
Very important	25	64%
Important	8	21%
Average	4	10%
Not important	2	5%
Total Responses	39	

Bad odors from wastewater system and facilities

Responses	Count	Percentages
Very important	14	37%
Important	10	26%
Average	6	15%
Slightly important	6	16%
Total Responses	38	



Upcoming Meetings/Events | Contact Us | Submit Your Comments Here! | Site Map | Search

IDENTIFY ALTERNATIVES (JANUARY – MARCH 2006)

Public comments submitted on the existing challenges and possible solutions to San Francisco's aging sewer system.

ADD YOUR COMMENTS

Rank the sewer system problems that most concern you:

	Very important	Important	Average	Slightly important	Not important	Not Applicable
Aging and deteriorating pipes and equipment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bad odors from wastewater system and facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flooding in neighborhoods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Storage overflows into the bay and oceans during major rain storms.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of a place to dispose of treated solid waste after 2008.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (specify below)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

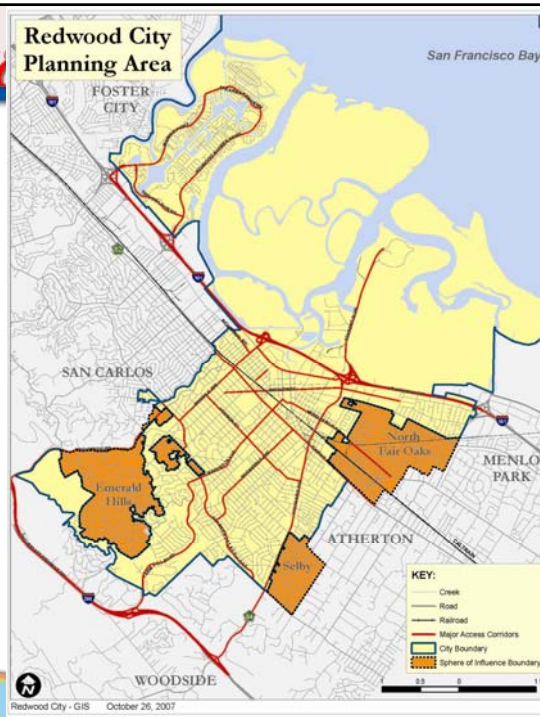
Comments:

Making Choices: “What if” Scenarios

- Our Complete Community
- Obligations, Values, and Resource Allocation
- Dynamic Mapping and 3-D Visualization

Making Choices: Our Complete Community

- Neighborhoods
- Districts
- Corridors





Making Choices: Community Viz - Designed for Us

Obligations and Values

Testing Scenarios

What, how much, where?

- Housing
- Jobs
- Open Space
- Services



Allocating the Resources

Establishing Thresholds

What are our priorities?

- Water supply
- Transportation capacity
- Air emissions
- Public investment
- Height and Density



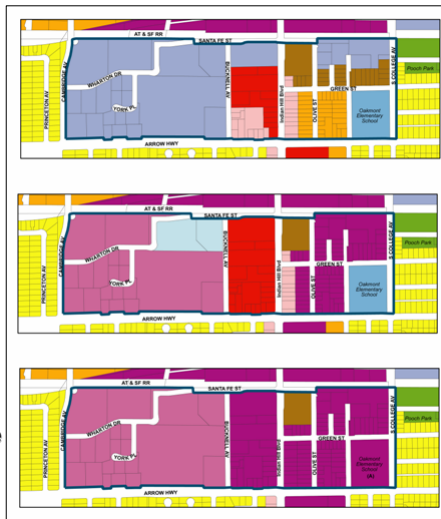
Making Choices: Traditional Mapping Existing

Alternative 1

Business Park/
Educational/ Mixed Use

Alternative 2

Business Park / Mixed Use



Making Choices:
Visualizations



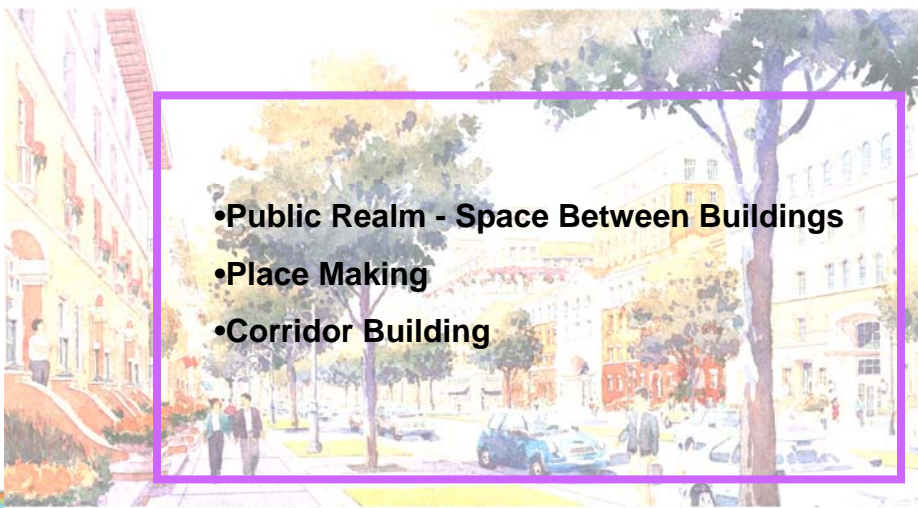
Making Choices:
Visualization



Outcomes: A Planning Tool



- How is this different?



- Public Realm - Space Between Buildings
- Place Making
- Corridor Building

FIGURE LD - THE VISION FOR THE DOWNTOWN SEGMENT OF EL CAMINO REAL: A GRAND BOULEVARD