



**COMPREHENSIVE PLAN UPDATE  
LEADERSHIP GROUP  
AGENDA  
TUESDAY, SEPTEMBER 16, 2014**

**Alma Community Room  
3441 Alma Street  
Palo Alto, CA 94303  
5:00 TO 6:30 PM**

1. Introduction: Boulder Colorado Video
2. Comprehensive Plan Update – Status and Discussion of Next Steps
  - a. Baseline Data Purpose & Availability
  - b. City Council Discussion of the Planning Process
3. Community Outreach and Engagement
  - a. Expectations of the Leadership Group - How do we measure success?
  - b. Assignment: Show us your networks
4. Future agenda items
5. Public Comment

Next Meeting: October 21, 2014  
Location TBD



**COMPREHENSIVE PLAN UPDATE  
LEADERSHIP GROUP  
TUESDAY, SEPTEMBER 16, 2014**

**Meeting Summary**

Hillary Gitelman, Director of Planning and Community Environment, provided an update on the status of Comprehensive Plan Update and a summary of the September 8<sup>th</sup> City Council study session related to zoning changes. The group discussed approaches to conveying the Comprehensive Plan Update planning process to the general public and how to measure the success of the leadership group. The following is a summary of the main discussion points:

**Comprehensive Plan Update – Status and Discussion of Next Steps**

- The status and next steps in the Comprehensive Plan Update process were discussed. Staff will be returning to the City Council in the fall, tentatively November 3<sup>rd</sup>, with a discussion about the scope and breath of the update, including changes in zoning the Council would like to consider in advance of and in parallel with the update.
- A diagram depicting an updated planning process and the need/urgency for an update to the existing Comprehensive Plan were discussed. The discussion focused on a better understanding of the milestones for public input, ways for people to understand the process, and tools the leadership group can use to both accurately and consistently inform their networks of opportunities to participate/engage in the planning process for the Comprehensive Plan Update.
- The draft updated planning process removed the use of scenario planning to engage a discussion around “big picture” issues. Members discussed the benefits of using scenarios and how they can actually help facilitate community engagement around policy choices. However, they did acknowledge that the scenarios needed to be more clear and should include visuals.

**Community Outreach and Engagement**

- Metrics for measuring the success of the leadership group were discussed. Staff agreed to return with sample metrics/indicators for discussion at the October meeting.
- An assignment was issued requesting that the Leadership Group members ask their networks to sign up for the *Our Palo Alto* e-newsletter. Members will report back to the group at the October meeting including any additional information on what people in their networks are thinking.

**Public Comments**

- Four members of the public participated and provided their feedback on the process and the update.

# Comprehensive Plan Update

# Comprehensive Plan Amendment Background

City Council initiated the amendment in 2006 with approval of a Colleague's Memo that outlined the general parameters of the work program.

Focus of the amendment is to;

- Continue the direction of the 1998 Comprehensive Plan and underscore its major themes,
- ensure that sufficient public services are available to serve new housing development,
- that sufficient land for neighborhood-serving retail uses is retained,
- that impacts of increased housing on public services such as parks, libraries and schools are mitigated
- and that the City's commitment to reduce global warming is addressed.

# Comprehensive Plan Amendment City Council Adopted Work Program 2006

## Comprehensive Plan Amendment Work Plan

Approved by City Council June 2006

1. Update Base Conditions and Growth Projections
  - Incorporate recent planning studies/new data into base conditions
  - Identify a realistic growth rate for development through 2020
2. Amend Land Use Map and Land Use Designations
  - Prepare land use evaluation for East Meadow Circle/Fabian Way/ West Bayshore area; identify land use and zoning changes
  - Prepare land use evaluation for existing Fry's Electronics site and adjacent properties; identify land use and zoning changes
  - Evaluate existing definitions for non-residential land use designations and determine if housing should be restricted or disallowed under those designations
  - Evaluate implementation of Program H-29
3. Review Pertinent Policies and Programs
  - Scan all programs for relevance and clarity
  - Focus on policies that allow conversion of non-residential land to residential uses
  - Add or strengthen policies that limit the loss of retail serving uses
  - Incorporate policies and programs addressing or strengthening provision of services where applicable
  - Incorporate Goal addressing City's commitment to reduce global warming
  - Identify general areas for new parks and community facilities
  - Enhance and integrate a pattern of walkable neighborhoods
  - Update Housing Element
4. Environmental Analysis
  - Prepare Environmental Impact Report for amendment
  - Provide thorough analysis of service needs to schools, parks and libraries resulting from project growth through 2020
  - Integrate CEQA significance thresholds used in EIR in appendix to Comprehensive Plan amendment

## Highlights of the Work Program

- Update Base Conditions and Growth Projections.
- Prepare land Use evaluation for East Meadow Circle/Fabian Way/West Bayshore Area; Identify land use and zoning changes.
- Prepare land Use evaluation for California Avenue/Frys Electronics Area; Identify land use and zoning changes.
- Evaluate existing definitions for non-residential land use designations and determine if housing should be restricted or disallowed under those designations.
- Review Goals, Policies and Programs for relevance and Clarity
- Prepare Environmental Impact Report for Comprehensive Plan Amendment.

# Comprehensive Plan Amendment City Council Adopted Work Program 2008

Approved Comprehensive Plan Amendment  
Work Plan  
07/28/2008

1. Update Base Conditions and Growth Projections

- Incorporate recent planning studies/new data into base conditions
- Identify a realistic growth rate for development through 2020

2. Amend Land Use Map and Land Use Designations

- Prepare land use evaluation for East Meadow Circle/Fabian Way/ West Bayshore area; identify land use and zoning changes
- Prepare land use evaluation for existing Fry's Electronics site and adjacent properties; identify land use and zoning changes
- Evaluate existing definitions for non-residential land use designations and determine if housing should be restricted or disallowed under those designations

3. Review Pertinent Policies and Programs

- Scan all programs for relevance and clarity
- Focus on policies that allow conversion of non-residential land to residential uses
- Add or strengthen policies that limit the loss of retail serving uses
- Incorporate policies and programs addressing or strengthening provision of services where applicable
- Incorporate Sustainability Goal with relevant policies and programs from City's Climate Protection Plan underscoring City's commitment to reduce global warming
- Identify general areas for new parks and community facilities
- Enhance and integrate a pattern of walkable neighborhoods
- Update Housing Sites Inventory/Housing Element
- Develop policy regarding design standards for private streets

4. Environmental Analysis

- Prepare Environmental Impact Report for amendment
- Provide thorough analysis of service needs to schools, parks and libraries resulting from project growth through 2020
- Integrate CEQA significance thresholds used in EIR in appendix to Comprehensive Plan amendment

2008 - City Council finalized the Comprehensive Plan Amendment Work Program and clarified the following elements:

## Modified

~~“Incorporate Goal addressing City's commitment to reduce global warming”~~

“Incorporate Sustainability Goal with relevant policies and Programs from City's Climate Protection Plan underscoring City's Commitment to reduce global warming.

~~“Update Housing Element”~~

“Update Housing Sites Inventory/Housing Element”

## Added

“Develop Policy regarding design standards for private streets”

# Comprehensive Plan Update Strategy & Schedule May 2014

- Concurrent Preparation of the Draft Plan and a Draft Environmental Impact Report (EIR) to permit an informed discussion of issues and revisions necessary
- Use of the “scoping” period to discuss today’s critical issues and alternative futures
- Completion of the planning process by the end of 2015, followed by preparation of a “users guide” to ensure the plan remains a living document

# Comprehensive Plan Update Pause August 6, 2014

- Council request for baseline data and suggestions for a revised breadth and scope of the planning process
- Desire to consider zoning changes in advance of and/or concurrent with the Comprehensive Plan Update
- Draft Existing Conditions Report - August 29, 2014
- Next City Council discussion: Nov. 3, 2014



# PALO ALTO COMPREHENSIVE PLAN UPDATE + EIR PROCESS FLOW

## THE FOUNDATION

## PHASE 1. PREPARE THE DRAFTS

## PHASE 2. REFINE THE DRAFTS

## PHASE 3. FINALIZE

### EXISTING COMP PLAN



### POINTS FOR PUBLIC INPUT

- ★ PTC'S DRAFT PLANS
- ★ POLICIES + PROGRAMS UPDATED BY PTC
- ★ ZONING CHANGES + OTHER STRATEGIES



PUBLIC MEETINGS  
"CONSTITUTIONAL CONVENTION"



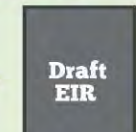
ONLINE ACTIVITY  
"WIKI-EDITS"

### DRAFT COMP PLAN



INFORMAL INPUT  
"COFFEE WITH A PLANNER"

PTC + CITY COUNCIL  
WORK SESSIONS



Draft  
EIR

PUBLIC + AGENCY  
COMMENTS ON  
ENVIRONMENTAL  
ISSUES



### FINAL 2010-2030 COMP PLAN + USER'S GUIDE



- Projected Development
- Land Use Map Changes
- Transportation Investments

