



**COMPREHENSIVE PLAN UPDATE  
LEADERSHIP GROUP  
AGENDA  
TUESDAY, OCTOBER 28, 2014**

**Lucie Stern Community Room  
1305 Middlefield Rd.  
Palo Alto, CA 94301  
5:00 TO 6:30 PM**

1. Community Outreach and Engagement
  - a. Show us your Networks – Report from Leadership Group
  - b. Metrics for measuring success
  - c. Assignment: Got ideas?
2. Comprehensive Plan Update – Status and Discussion of Next Steps
  - a. City Council Discussion of the Planning Process (November 3<sup>rd</sup>)
3. Future agenda items
4. Public Comment

Next Meeting: November 18, 2014  
Location TBD



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**Meeting Summary**

Hillary Gitelman, Director of Planning and Community Environment, provided an update on the status of the Comprehensive Plan Update (“Update”). This included a discussion around staff’s proposed recommendations to be discussed with the City Council on November 3<sup>rd</sup>. The following is a summary of the main discussion points:

**Community Outreach and Engagement**

- Members of the Leadership Group reported back on the activities undertaken to outreach to their networks with an emphasis placed on signing people up for the *Our Palo Alto e-newsletter*. This led to a discussion around ideas on how to get people interested in learning more about the Update (i.e. incentives to engage).
- Staff presented draft metrics for measuring a successful community engagement strategy. The discussion focused on starting with the current number of subscribers and the average number of participants attending community meetings related to the Update. This item was tabled.
- The Leadership Group members were asked to think about potential questions for Open City Hall.

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

- The status and next steps in the Comprehensive Plan Update process were discussed. A summary of Staff’s proposed recommendations for the November 3<sup>rd</sup> City Council meeting was provided. Questions were asked around the need for more community engagement before the scenarios are presented back to the City Council.

**Public Comments**

Several members of the public participated in the general conversation. No formal comments were received.

# Comprehensive Plan Update

## Why Update the Comp Plan?

- Palo Alto's Comprehensive Plan, *Embracing the New Century, Palo Alto 1998-2010*, was adopted in 1998 and needs to be reexamined to ensure that it continues to reflect the city's goals and priorities.
- Many of the objectives of the existing Plan have been met, and new opportunities and challenges have arisen in the intervening 16 years since the plan was adopted.

## Why Update the Comp Plan?

- An updated plan can manage the pace of Palo Alto's growth and respond to current community concerns about housing affordability, traffic and parking.
- Also, some contents of the plan are prescribed by State law, and updating the plan will provide a legal foundation for sound decision-making about land use, transportation, related issues and capital investments.

## Why Update the Comp Plan?

- The planning process also provides an opportunity for positive interaction and collaboration, as members of the community are engaged in shaping a coherent, collective vision for our City's future.



# Comprehensive Plan Update Where We Are Now

- On August 6, 2014, the City Council requested that staff reevaluate the breadth and scope of the Comp Plan Update process and consider whether commercial zoning changes can occur ahead of or concurrent with the Update.
- On September 8, the City Council outlined their suggested zoning changes
- On November 3 & 17 staff will provide their recommendations

# Comprehensive Plan Update DRAFT Recommendation

1. Proceed immediately (i.e. in advance of the Comp Plan Update) with zoning ordinances to address retail preservation & parking exemptions
2. Schedule a Council work session in January 2015 to discuss parameters of an annual office/R&D growth management program



# Comprehensive Plan Update DRAFT Recommendation

3. Schedule a series of Community/Commission/Council work sessions (and other community engagement) about “big picture” planning issues in Spring 2015 utilizing simplified planning scenarios to test the growth management program and the other big issues. [We need the Leadership Group’s help to design these sessions and the engagement process.]

# Comprehensive Plan Update DRAFT Recommendation

## The big issues:

- Office/R&D growth management program
- Shift of housing from San Antonio/So. El Camino to Downtown & Cal Ave (necessitating increased densities of more sites in these areas)
- Major transportation investments
- Sustainability-based performance measures
- Desired commercial zoning changes

# Comprehensive Plan Update DRAFT Recommendation

4. Also prepare draft goals, policies, and programs (i.e. Comp Plan language) for discussion at the Spring 2015 working sessions, ensuring that the draft language is consistent with prior Council direction to maintain fundamentals of the existing plan, with an additional focus on sustainability.

# Comprehensive Plan Update DRAFT Recommendation

5. Also prepare a impacts analysis (Draft EIR) to inform the Community/Commission/ Council work sessions in the Spring of 2015, presenting the impacts of the simplified scenarios (and the choices they represent) as well as potential cumulative impacts over the next 15 years

# Comprehensive Plan Update DRAFT Recommendation

6. Concurrent with the Comp Plan Update, prepare a draft zoning ordinance(s) to implement the policy changes inherent in the plan, including many of the ideas discussed at the City Council study session on September 8, 2014.

# Comprehensive Plan Update Resulting Timeline

- Jan 2015 work session on growth management
- Early 2015 zoning ordinance on retail/parking
- November 2014-March 2015 prepare for Community/Commission/Council work sessions and community engagement:
  - Leadership Group input on structure of events, etc.
  - Summarize scenarios & draft goals/policies/programs
  - Prepare impact analysis
- Spring 2015 Work Sessions & Engagement

# Comprehensive Plan Update Resulting Timeline

- Late 2015 prepare Comp Plan Update based on input from the work sessions
- Early 2016 consider adoption of the Comp Plan Update following certification of a Final EIR
- Concurrently adopt zoning ordinance(s)
- Prepare “Users Guide” to the Comp Plan to ensure it remains a living document