City Council Study Session
March 29, 2018
MILPITAS GENERAL PLAN
City Council Study Session

Introduction

Bradley J. Misner, AICP
Director of Planning and Neighborhood Services
Meeting Objectives

- Provide City Council with an update on major policy initiatives and timeframes.
- Provide a General Plan status update
- Discuss General Plan Land Use
- Conduct land use exercises.
- Answer City Council questions.
Meeting Overview

• General Plan overview and work plan

• Status summary

• General Plan Advisory Committee (GPAC) role

• **Activities:** Visioning, Land Use Map concepts, and California Circle

• Summary of what we have heard
Activity

Visioning Exercise
Visioning Exercise

**ASSETS**
- What do you value most about Milpitas, and what community assets and features should be preserved and protected over the next 20 years?

**CHALLENGES**
- What issues are facing the city that need to be addressed in the General Plan?

**VISION**
- What three things would you like to see accomplished by 2040 in order to improve your community?

*Please provide 3 responses to each question*
Status of City-Wide Policy Studies
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How Studies Relate

- Studies may relate to each other
- Would on-going efforts provide data Council has requested recently?
- Are there data needs that need to be provided in the short-term?
General Plan Status Update
## Status of Project Tasks

<table>
<thead>
<tr>
<th>Task</th>
<th>Status</th>
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<tbody>
<tr>
<td><strong>Project Initiation</strong></td>
<td>Complete</td>
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<tr>
<td><strong>General Plan Website</strong></td>
<td>Website is live, and improvements are in progress</td>
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<tr>
<td><strong>Newsletters</strong></td>
<td>The 1st newsletter in on the website. Additional newsletters will be published periodically at key project milestones</td>
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<td><strong>Visioning Workshops</strong></td>
<td>3 visioning workshops completed</td>
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<td><strong>General Plan Advisory Committee (GPAC)</strong></td>
<td>Completed</td>
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<tr>
<td><strong>Formation</strong></td>
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<td><strong>GPAC meetings- General Plan Policy Development</strong></td>
<td>15 meetings scheduled/ 6 completed to date</td>
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<tr>
<td><strong>Existing Conditions Report</strong></td>
<td>Final Draft to be completed May 2018</td>
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<tr>
<td><strong>Issues and Opportunities Report</strong></td>
<td>In progress</td>
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<tr>
<td><strong>Land Use Alternatives Report</strong></td>
<td>In progress</td>
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# 9 Month Schedule

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<th>Task</th>
<th>Approximate Timeframe</th>
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<td>Community Participation</td>
<td>On-going through the process</td>
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<tr>
<td>Planning Commission/Commission Meetings</td>
<td>On-going through the process</td>
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<tr>
<td>Issues and Opportunities Report</td>
<td>Draft in progress</td>
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<tr>
<td>Land Use Alternatives Report</td>
<td>To be completed July of 2018</td>
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<tr>
<td>Environmental Impact Report Initiation</td>
<td>To be initiated once Land Use Map is finalized</td>
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<tr>
<td>Draft General Plan</td>
<td>To be initiated once Land Use Alternatives are established and Council has vetted Land Use Report</td>
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<tr>
<td>Final Plan and Adoption</td>
<td>1st Quarter of 2019</td>
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Purpose of the General Plan

• Define a long-term vision for future growth, resource management, and policy priorities within the City over the next 20 years

• Reflect the goals and values of the City and provide a roadmap to achieve them

• Build on recent City planning efforts

• Include extensive public outreach and community participation

• Balance growth, conservation, and quality of life
Consultant Team Role

De Novo Planning Group

- Facilitation of all public meetings, workshops, and hearings
- Primary author of all key planning, environmental and background documents
- Provide expertise, suggestions, and a “toolkit” to draft a plan that meets the needs of Milpitas
- Adhere to the project budget and schedule
- Manage team of subconsultants (transportation, econ/fiscal, noise, cultural)
- Deliver City a plan that will achieve Council priorities
## Community Participation and Outreach Strategy

### Participation
- Visioning Workshops (3)
- Land Use Workshops (2)
- Open-House Workshop (1)
- GPAC Meetings (15)
- Council Workshops (6)
- Planning Commission Meetings (4)
- City Council Meetings/Hearings (4)

### Outreach
- General Plan Website
- Community Presentations
- Newsletters
- Stakeholder Interviews
- Online Surveys
- Interactive Story Maps online
- Leverage City social media
- Email updates
General Plan Advisory Committee (GPAC)

- The GPAC is intended to serve as community liaisons and project ambassadors.
- The GPAC assists the project team in developing General Plan Goals, Policies, Actions, and the Land Use Map.
- During interactions with friends, neighbors, colleagues, etc., GPAC members should:
  - Communicate the intent of the General Plan update
  - Gather public input
  - Identify community values and priorities
  - Identify issues for the General Plan to address
GPAC Members

- Philip Tuet
- Michael Tsai
- Van Lan Truong
- Oscar Leon
- Charlene Tsao
- Don Peoples
- Steve Munzel
- Steve Sedell
- Manpreet Badesha
- Victor San Vicente
- Cheryl Jordan
- Chris Tanimura
- Roger Shaw
GPAC Purpose

The GPAC will:

- Serve as a sounding board for the General Plan team
- Provide guidance on high-level vision, goals and policies
- Review and provide input on land use and transportation alternatives
- Represent the community’s interests and serve as “ambassadors” for the General Plan

The GPAC will NOT:

- Resolve issues of detailed policy
- Make final decisions on any issue
- Take positions on issues not brought before the committee
GPAC Decision-Making Process

• Staff and consultants will facilitate meetings
• Operate in spirit of consensus
  – 100% consensus not needed
  – No roll-call votes
  – Differing points of view will be presented to the City Council
• All GPAC meetings are open to the public, and the public is welcome and encouraged to attend. However, in order to make optimum use of the GPAC’s time together, only GPAC members will participate in the discussion.
The result of the GPAC’s time together will be a Draft General Plan that is prepared and submitted to the Planning Commission and City Council for further review, input, and refinement. The City Council will have the final word regarding the content of the General Plan Update.
GPAC Efforts To-Date

- The GPAC has conducted six meetings to-date.
- Topics discussed by the GPAC (to-date) include:
  - Safety
  - Noise
  - Conservation
  - Open Space
  - Community Services and Utilities
  - Energy and Air Quality
  - Transportation and Circulation
General Plan Progress To Date

- 3 Visioning Workshops
- Website completion and launch
- Community Newsletter
- Draft Existing Conditions Report
- Issues and Opportunities analysis
- 6 GPAC meetings
- 2 Council presentations
- **Preliminary Draft Policy sets for:**
  - Noise
  - Safety
  - Parks and Recreation
  - Open Space
Summary of Milestones

Identify Community Priorities
Existing Conditions Report
Issues and Opportunities Identification
Land Use Alternatives Reports
General Plan Goals, Policies, and Programs
Draft General Plan Update
Environmental Impact Report
Public Hearings - General Plan and EIR
Upcoming Tasks & Deliverables

- Land Use Alternatives Report
- Community Workshops
- Additional GPAC meetings
- Continued Stakeholder Outreach
- City Council Study Sessions
- Drafting General Plan goals and policies
Land Use Study Session
Land Use Map Discussion

- General Plan
- Zoning Map
- 20 Year Horizon
• **Purpose:** Prepare an analysis that will assist the City in making informed decisions regarding potential changes to the Land Use Map.

• **Analysis:** Both qualitative and quantitative.
  – Housing units and population growth
  – Traffic, circulation and mobility
  – Economic development and jobs potential
  – Fiscal implications of growth scenarios
  – Public services and infrastructure
  – Natural resources
A range of **Conceptual** Land Use Maps will be developed (3-4 maps).

- Maps will depict differing levels of development intensity, location, and mix of uses.
- Council input received today will help inform development of the conceptual maps.
- Input from the GPAC and the community visioning workshops will also be used.

This report is the next major project milestone and will be a key tool in selecting the preferred land use map.
Land Use Map Concepts
• We are looking for ideas and concepts that warrant further exploration and analysis in the Land Use Alts Report.
  – So don't be shy about tossing ideas out there.
• None of this is final. We aren't voting, we aren't making decisions with incomplete information...
• Please identify some of the ideas and concepts you want us to consider.
• We'll revisit the Land Use maps several times in subsequent months.
Land Use Map Instructions

**Blue:** Key Focus Areas (in need of revitalization, reimagining, or more public gathering places)

**Orange:** Business and Employment Opportunities (where should new job growth be located)

**Brown:** Restaurants and Retail

**Red:** Higher Density Housing

**Green:** Parks, open space, habitat conservation

**Black:** Other important ideas

**Guidelines:**
- Outline areas where land uses and changes should occur using your color markers.
- Please add notes and supporting information describing your thoughts and input for each outlined area.
- Feel free to draw anywhere and provide notes and write additional details on the map.
- Where the group has multiple ideas, such as differing land uses or different concerns for a focus area, add text to identify all ideas raised by the group.
Activity

California Circle Land Use Scenario
What we have heard

https://milpitas.generalplan.org/
Thank you!