

Jackson Highway & Grant Line East Visioning Study



Policy Planning Commission Workshop
September 9, 2008



Tonight's Workshop

1. Introduction and Background	Dave Defanti	5 min.
2. Overview of Process		
• Information Gathering	Jon Hilliard	5 min.
• Outreach	Sarah Kennedy	5 min.
3. Preliminary Results		
• Policy Doc - Major Themes	Lindsay Brown	5 min.
• Policy Doc - Design Guidelines	Rameeta Garewal	5 min.
• Conceptual Vision Maps	Rameeta Garewal	5 min.
4. Conclusion	Dave Defanti	

Background



person occupying a
ce to face, from vis

ent of the genus
[Spanish from

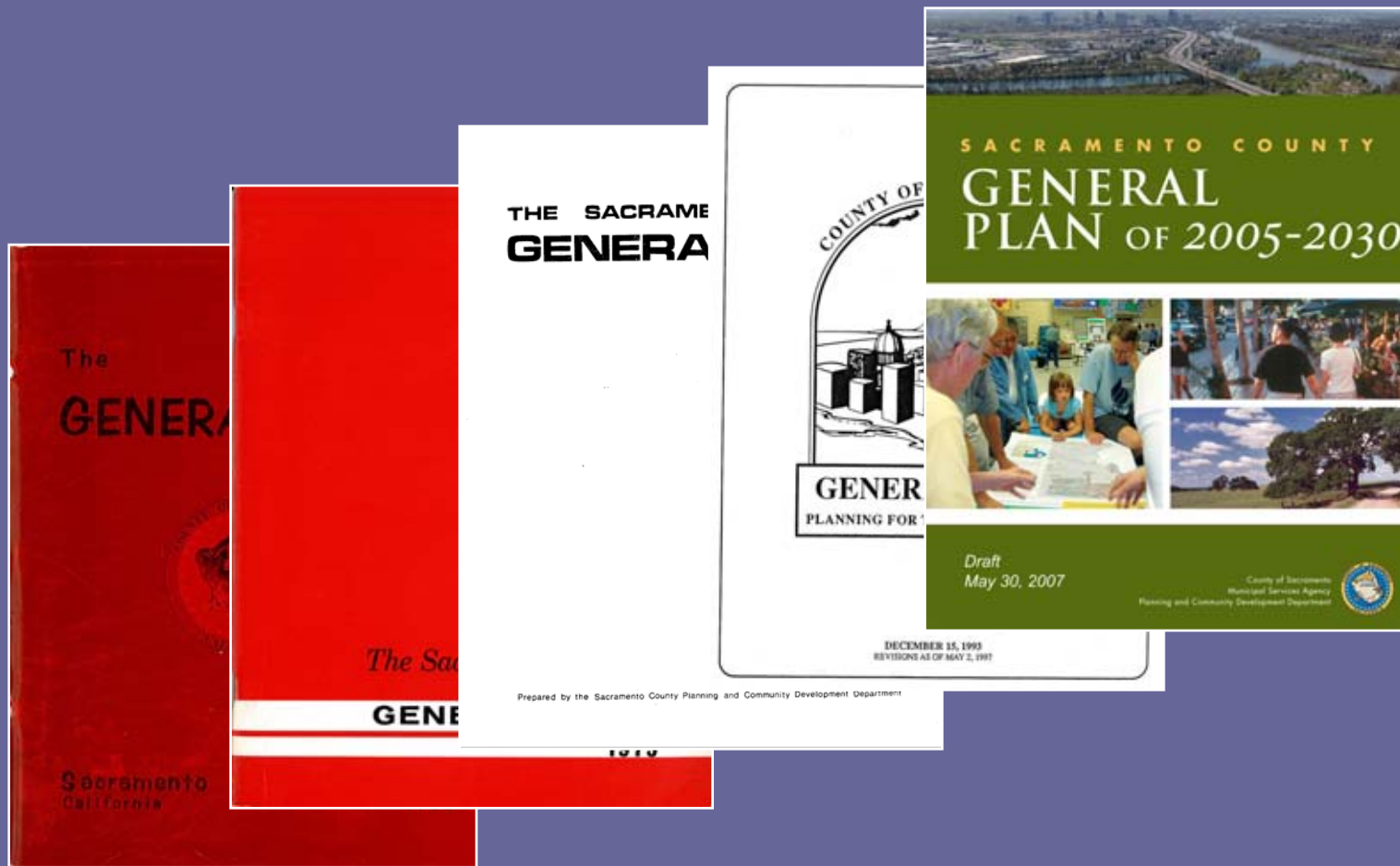
s of the body,
atin, pl. of

Spain until 711. **2** informal an uncivilized or barbaric
[Visigothus]

vision /'vɪʒən/ n. & v. ● n. **1** the act or faculty of seeing (his vision). **2** a thing or person seen in a vision, especially a supernatural or prophetic apparition. **3** a vision in the imagination (the romantic visions of the poets). **4** imaginative insight. **5** ability to see in a new or sighted way, e.g. in politics. **6** a person who has a vision present in or as in a vision
English from Old French

visionary

A History of Planning...



...and Growth Management

Two Growth Boundaries

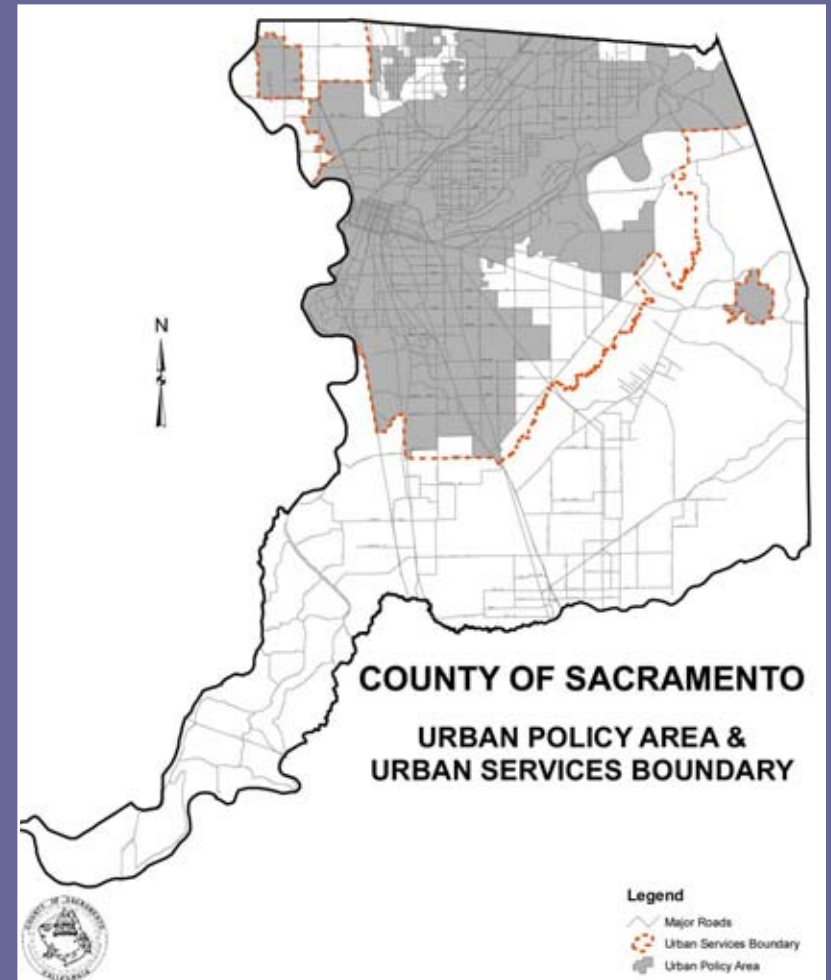
1. Urban Services Boundary

“Permanent”

2. Urban Policy Area

“Flexible”

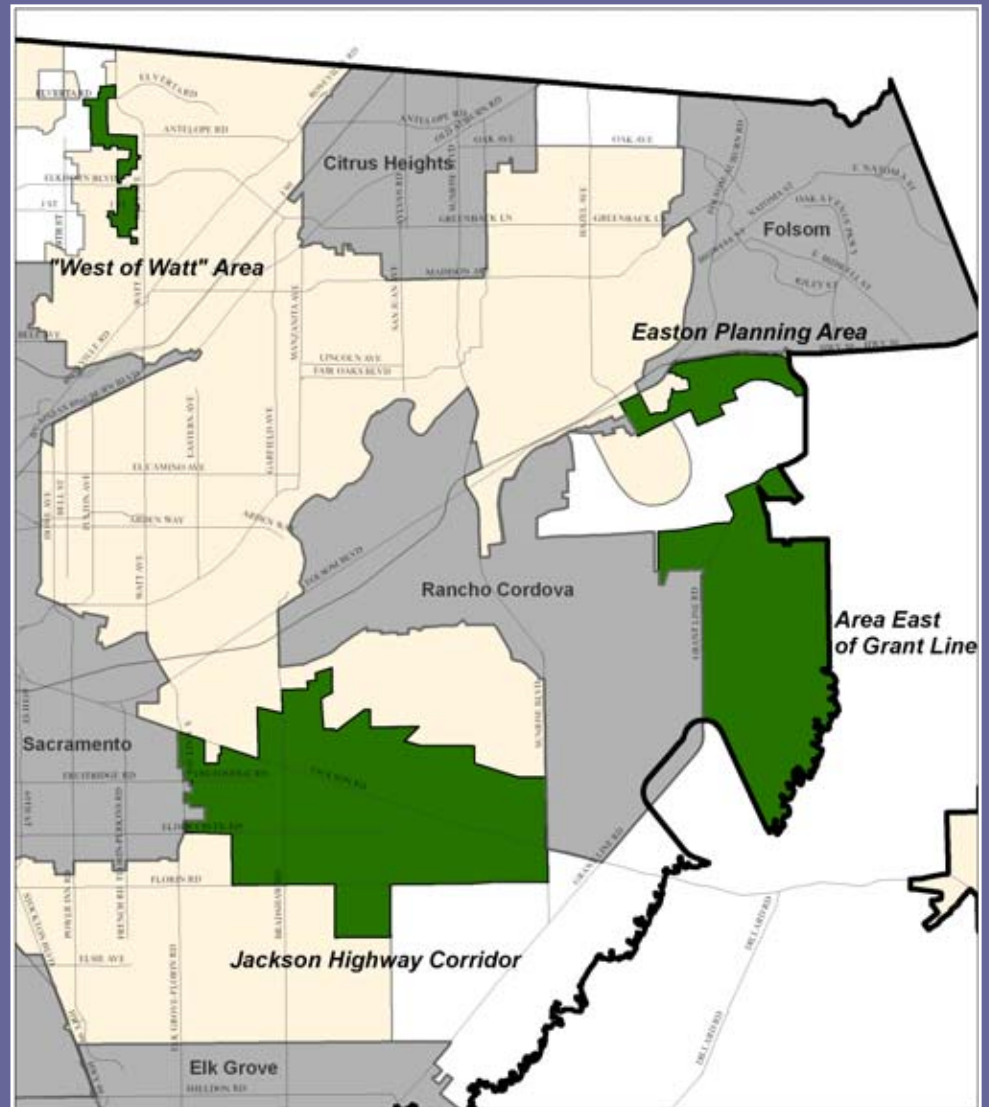
*Accommodate
20 year supply*



Draft General Plan 2030

New Growth Areas Being Studied

- West of Watt
- Easton
- Jackson Highway
- Grant Line East

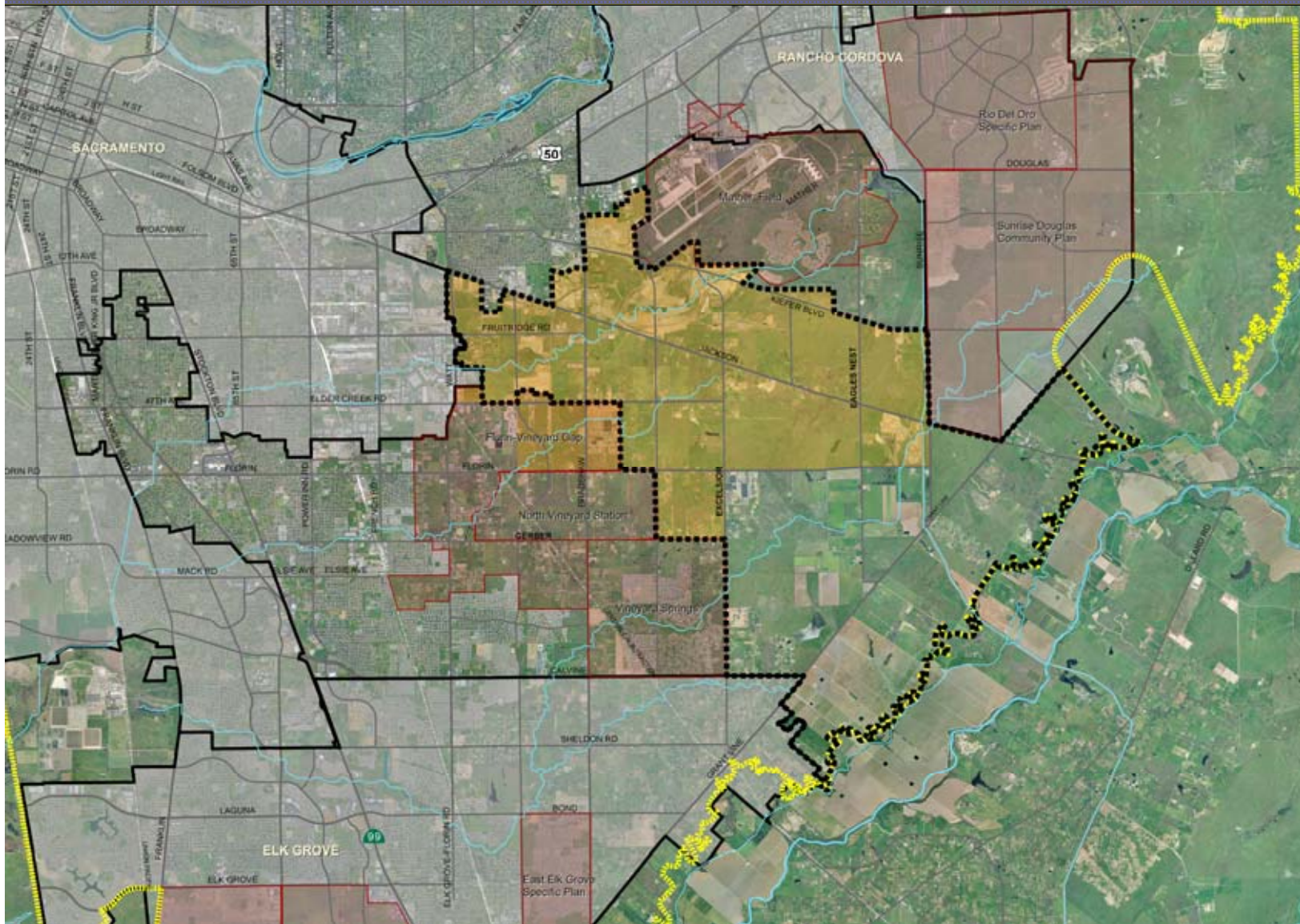


Why Study New Growth Areas?



- SACOG's Blueprint Vision
- New Growth Management Strategies
 - Infill
 - Commercial Corridors
 - Planned Communities
 - New Growth Areas

Jackson Highway Area



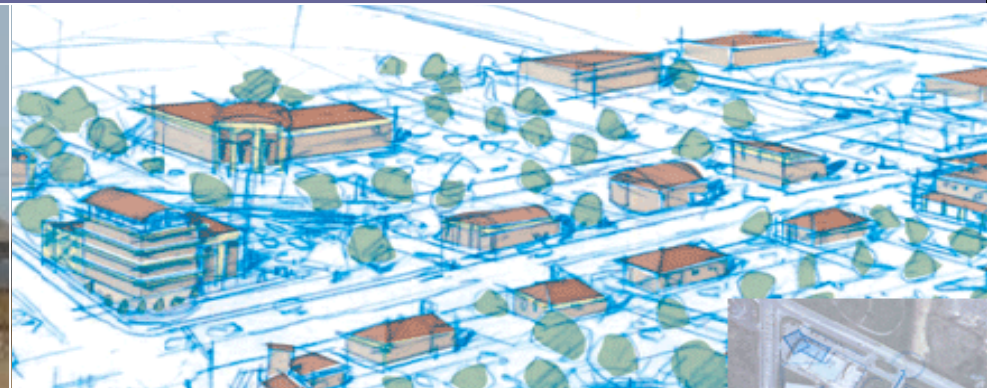
Municipal Context Map

LEGEND

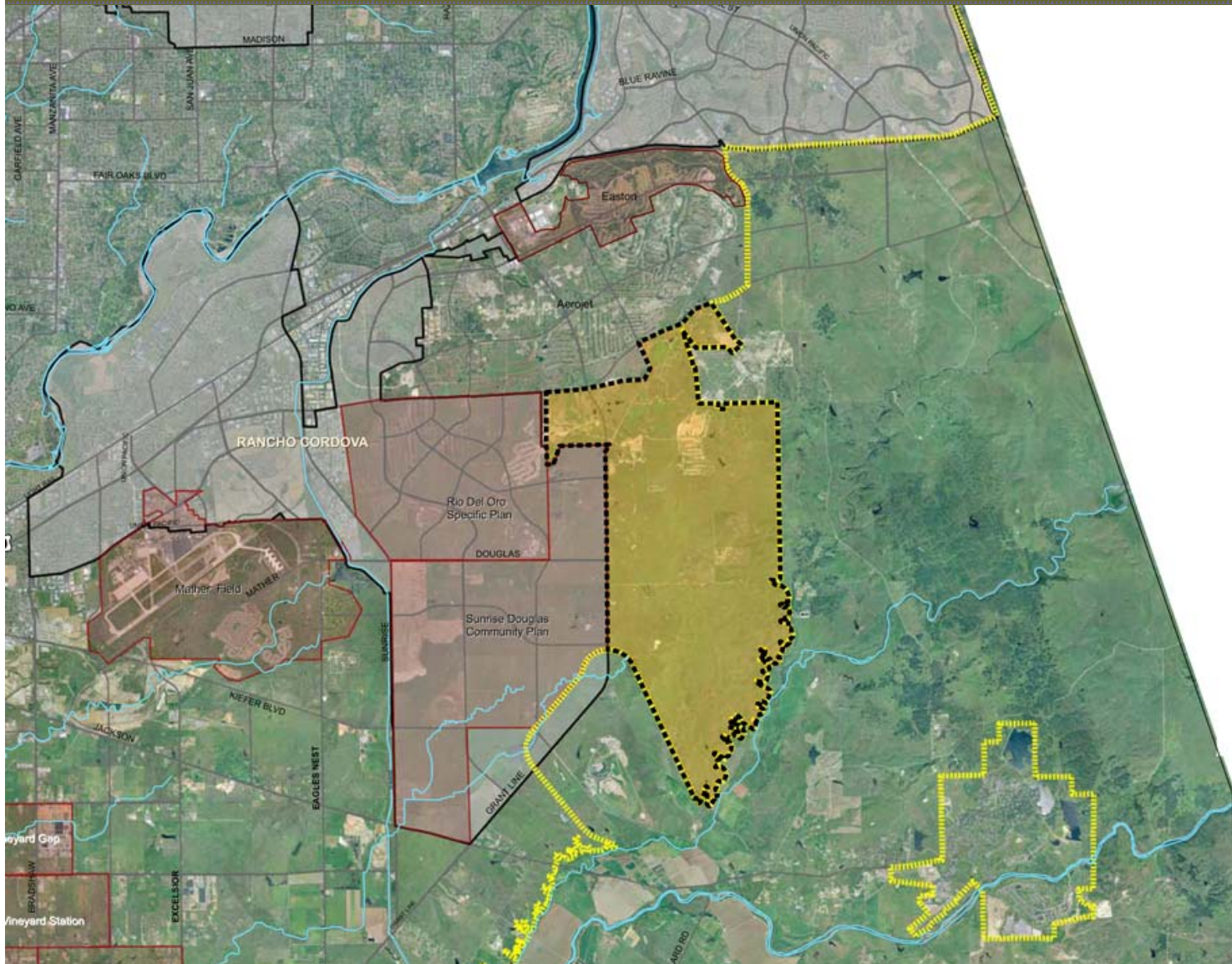
- Jackson Visioning Area
- Urban Service Boundary
- Urban Policy Area Expansion
- Master Plan Areas
- Cities

Why the Jackson Highway Area?

- Portion identified for growth in 1993 General Plan
- Surrounded by urban development
- Logical extension of infrastructure & services
- Reuse of mining sites



Grant Line East Area



Municipal Context Map

LEGEND

- COUNTY_LINE
- Grant Line East Visioning Area
- Urban Policy Expansion Area
- Urban Service Boundary
- Master Plan Areas
- Cities

Why the Grant Line East Area?

- Adjacent to planned urban development & within USB
- Nearby infrastructure & services
- Non-prime agricultural land and no floodplain issues
- Large landholdings under single ownership



Need for the Vision Studies

No overarching vision...
and lots of questions!

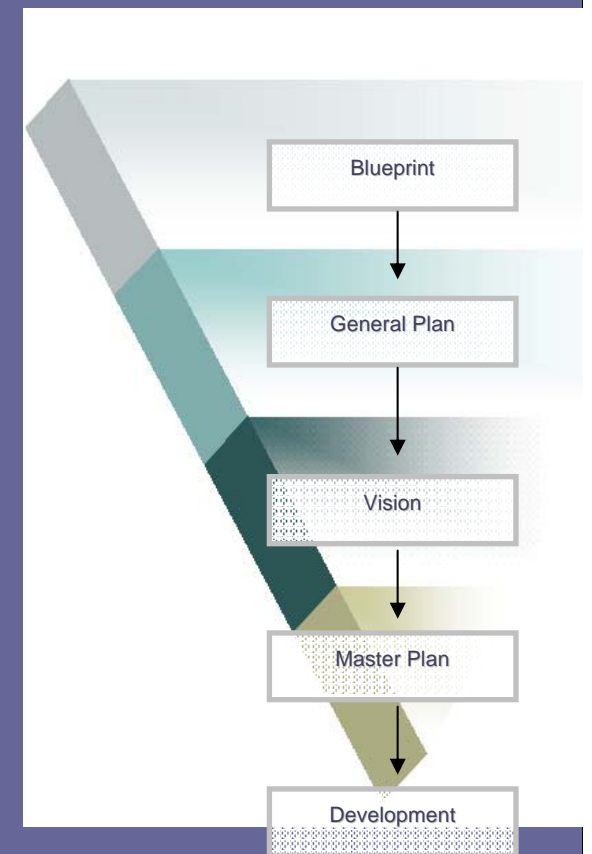
- Blanket land use designations -no detail
- Basic policy direction in Draft General Plan, but nothing tailored to these areas
- Little information regarding how policies may translate into actual development
- Nothing to address post 2030



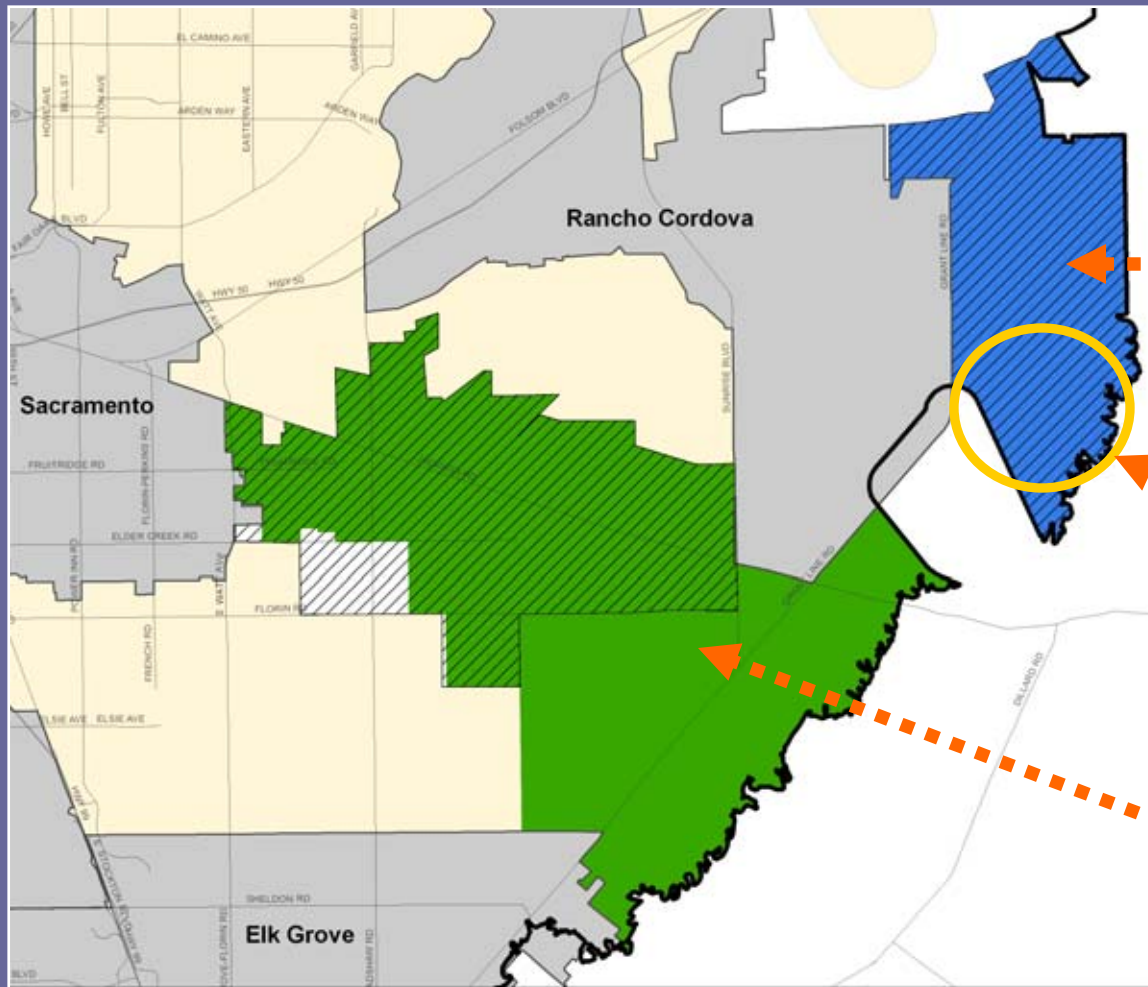
Purpose of the Vision Studies

Board directed staff to conduct process to...

- Create overarching vision
- Coordinate near-term and long-term decisions
- Proactive rather than reactive
- Inform decisions to be made during Draft General Plan update process
- Guide potential future development



Visioning Areas



~8,000
acres

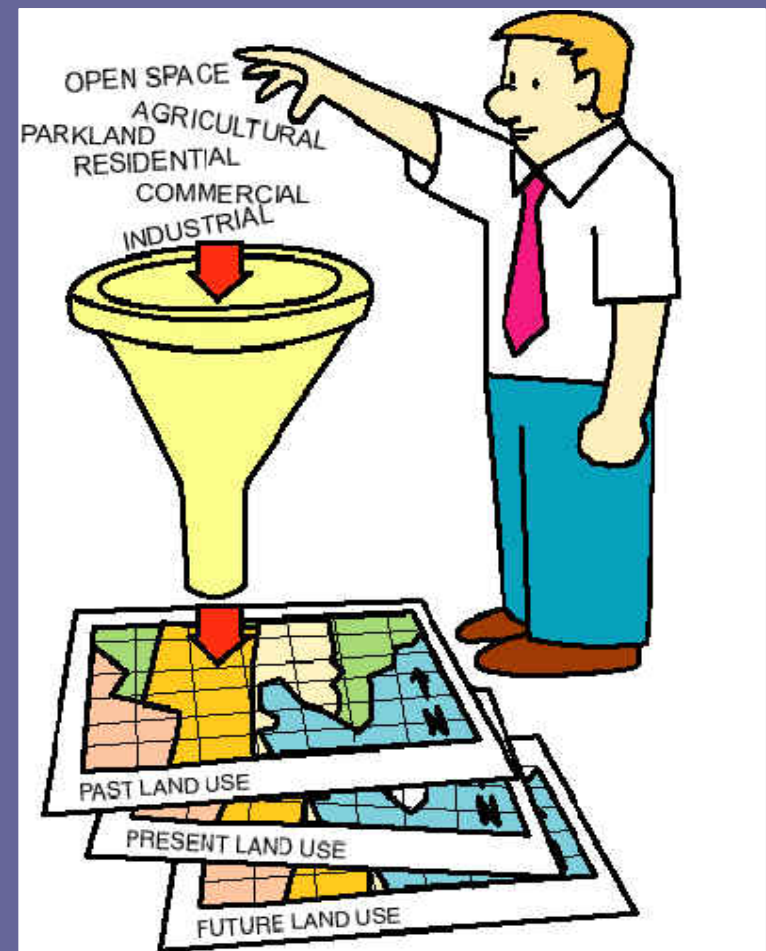
Cordova Hills
~2,400 acres

~22,000
acres

The Visioning Studies WILL...

Provide Direction for:

- Land Uses & Transportation
- Infrastructure Planning
- Habitat, Open Space and Agriculture Issues
- EG/RC/ED Connector
- Urban-Rural Transition
- Economic Opportunities



The Visioning Studies WILL...

Create:

- A cohesive, long range vision
- Policy plan
- Conceptual land use and circulation maps



The Visioning Studies will NOT...

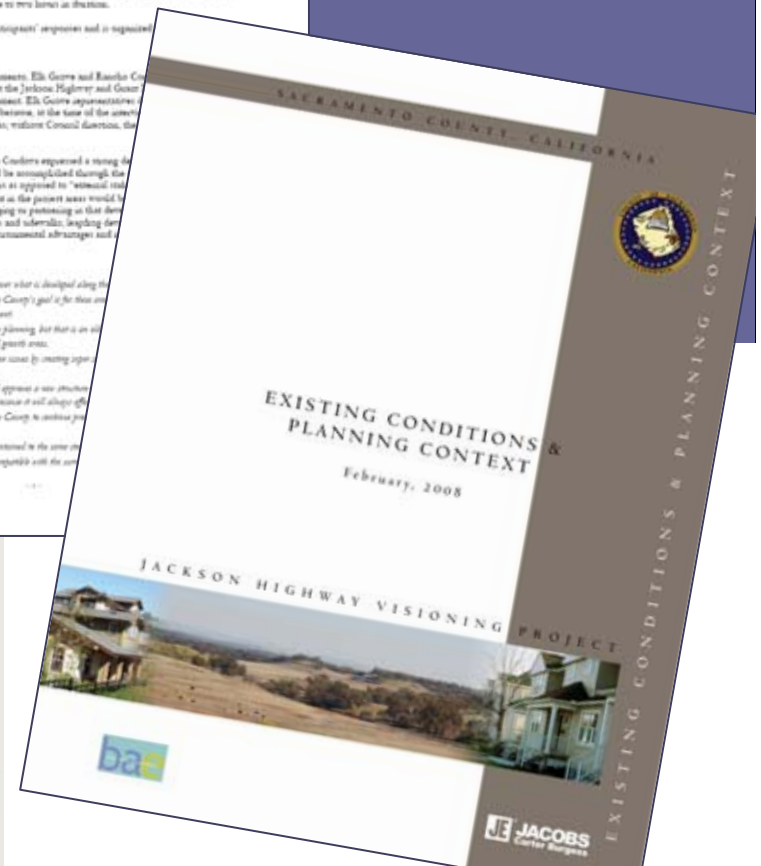
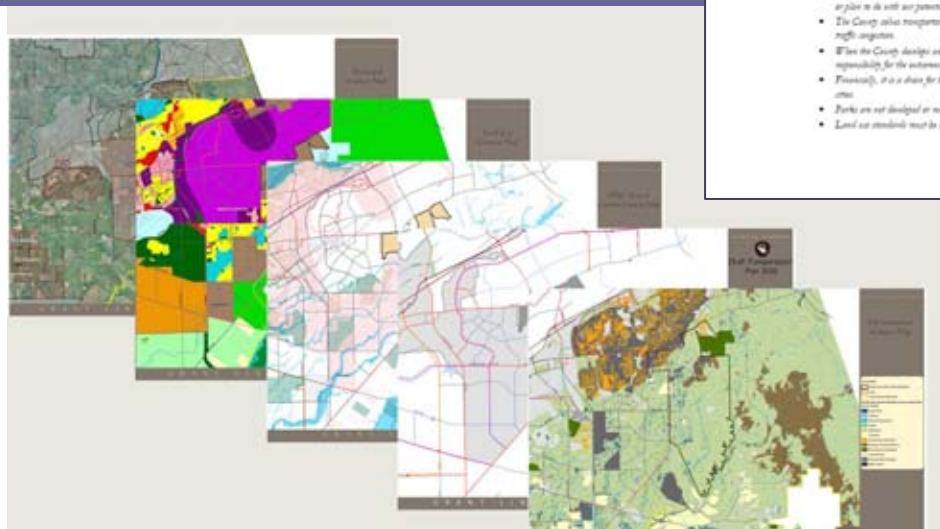
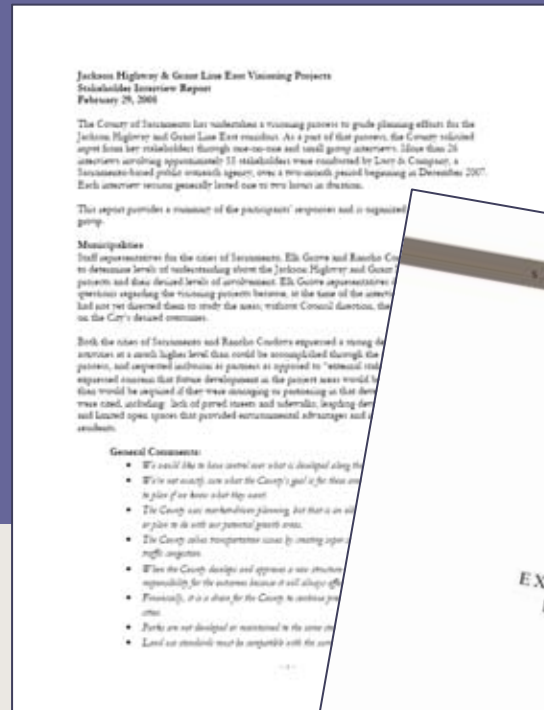
- ~~Expand the UPA~~
- ~~Expand the USB~~
- ~~Be tied to a certain timeframe~~
- ~~Lead directly to development~~
- ~~Be etched in stone~~

Process



Initial Information Gathering

- Research & data collection
- Existing conditions & context report
- Base maps
- Stakeholder Interviews



Outreach

- Stakeholder Interviews
- 1st Community Workshops
- 2nd Community Workshops
- Meetings with:
 - County departments
 - Local, state, federal & regional entities
 - Service & infrastructure providers
 - Property owners
 - Others



First Workshops

Series of 4 exercises

- Group Visual Preference Survey
- Community Preferences
- Transportation Priorities
- Core Values

Your Preferred Community Image

Community Image Survey

Please assign each image a score between 1 and 5, with 1 being most preferred and 5 being most disliked.

15)	0	1	2	3	4	5
16)	0	1	2	3	4	5
17)	0	1	2	3	4	5
18)	0	1	2	3	4	5
19)	0	1	2	3	4	5
20)	0	1	2	3	4	5
21)	0	1	2	3	4	5
22)	0	1	2	3	4	5
23)	0	1	2	3	4	5
24)	0	1	2	3	4	5
25)	0	1	2	3	4	5
26)	0	1	2	3	4	5
27)	0	1	2	3	4	5
28)	0	1	2	3	4	5
29)	0	1	2	3	4	5
30)	0	1	2	3	4	5
31)	0	1	2	3	4	5
32)	0	1	2	3	4	5
33)	0	1	2	3	4	5
34)	0	1	2	3	4	5
35)	0	1	2	3	4	5
36)	0	1	2	3	4	5
37)	0	1	2	3	4	5
38)	0	1	2	3	4	5
39)	0	1	2	3	4	5
40)	0	1	2	3	4	5

Your Community Preferences

Assign checkmarks (total of 8 on each sheet) to preferred uses; place multiple checkmarks to indicate higher priority on a particular use.

RESIDENTIAL	COMMERCIAL	
<input type="checkbox"/> AGRICULTURAL-RESIDENTIAL	<input type="checkbox"/> NEIGHBORHOOD RETAIL	
<input checked="" type="checkbox"/> SUBURBAN SINGLE FAMILY	<input type="checkbox"/> COMMUNITY COMMERCIAL	GRANT LINE NORTH NEIGHBORHOOD
<input type="checkbox"/> TOWNHOMES/CONDOMINIUMS	<input checked="" type="checkbox"/> MAIN STREET (Small Downtown)	
<input type="checkbox"/> APARTMENTS	<input type="checkbox"/> BUSINESS DISTRICT (Large Downtown)	Existing Neighborhood Characteristics: Mixing, Mixing, Pressing
<input type="checkbox"/> RESIDENTIAL MIXED USE	<input type="checkbox"/> OPEN SPACE	
EMPLOYMENT/INDUSTRIAL	<input type="checkbox"/> NEIGHBORHOOD PARK	<input checked="" type="checkbox"/> Agriculture
<input type="checkbox"/> LANDSCAPE MATERIALS/AGGREGATE SALES	<input type="checkbox"/> REGIONAL PARK	<input checked="" type="checkbox"/> University
<input type="checkbox"/> INDUSTRIAL/SERVICE COMMERCIAL	<input checked="" type="checkbox"/> TOWN CENTER/PLAZA	
<input checked="" type="checkbox"/> OFFICE PARK	<input checked="" type="checkbox"/> HABITAT CONSERVATION	

Transportation Priorities

Core Values

1. Each new community should be defined by a centralized town center or civic use, such as a park, school or ~~recreation center~~ plaza with a fountain

AGREE DISAGREE NO OPINION

Feedback from First Workshops

Core Values Exercise – Top 3 Statements

1. Each new community should be defined by a centralized town center of civic use, such as a park, school or recreation center.



Feedback from First Workshops

Core Values Exercise – Top 3 Statements

2. Each new community should integrate a balance of homes, stores and jobs so that residents can shop and work very near to their home.



Feedback from First Workshops

Core Values Exercise – Top 3 Statements

3. Providing high quality public transit should be a priority to address congestion and air quality issues. I would support higher density development along with some type of supplemental fees in order to ensure that this service is provided.



Preparing for Second Workshops

- Second workshop focused on conceptual land uses and transportation options
- Prepared conceptual maps informed by:
 - General Plan Update
 - Opportunities and Constraints Analysis
 - Visioning Studies Outreach

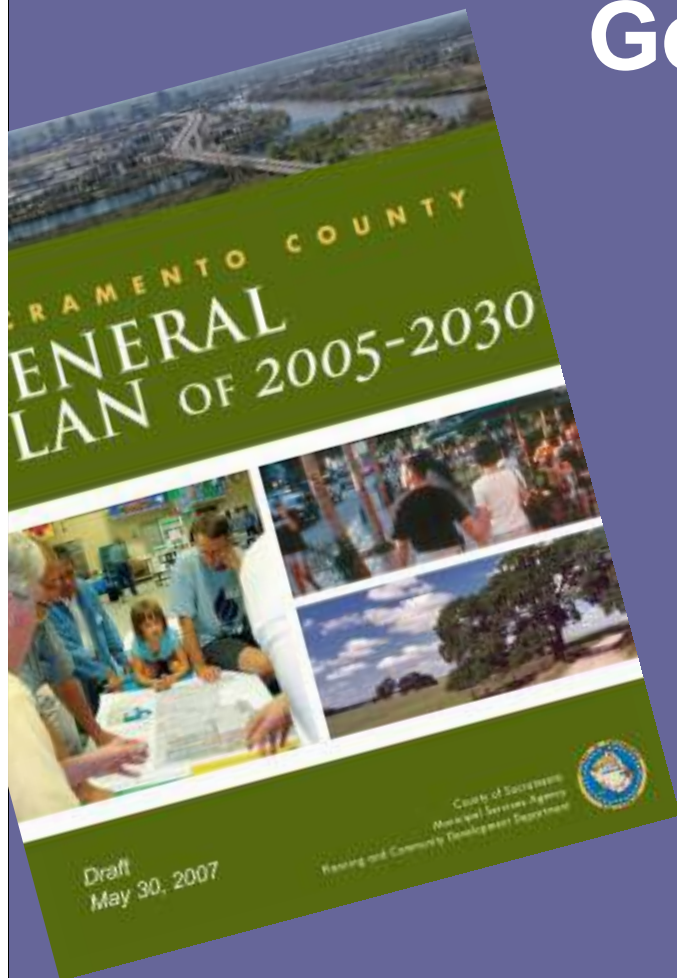


Preparing for Second Workshops

General Plan Update

- 26 Public Workshops with Board
- 10 Large Outreach Workshops
- 12 Focus Group sessions
- Countless other meetings

County departments; cities; state, federal & regional entities; service providers; property owners; and numerous other stakeholders



Preparing for Second Workshops

Opportunities and Constraints Analysis



Preparing for Second Workshops

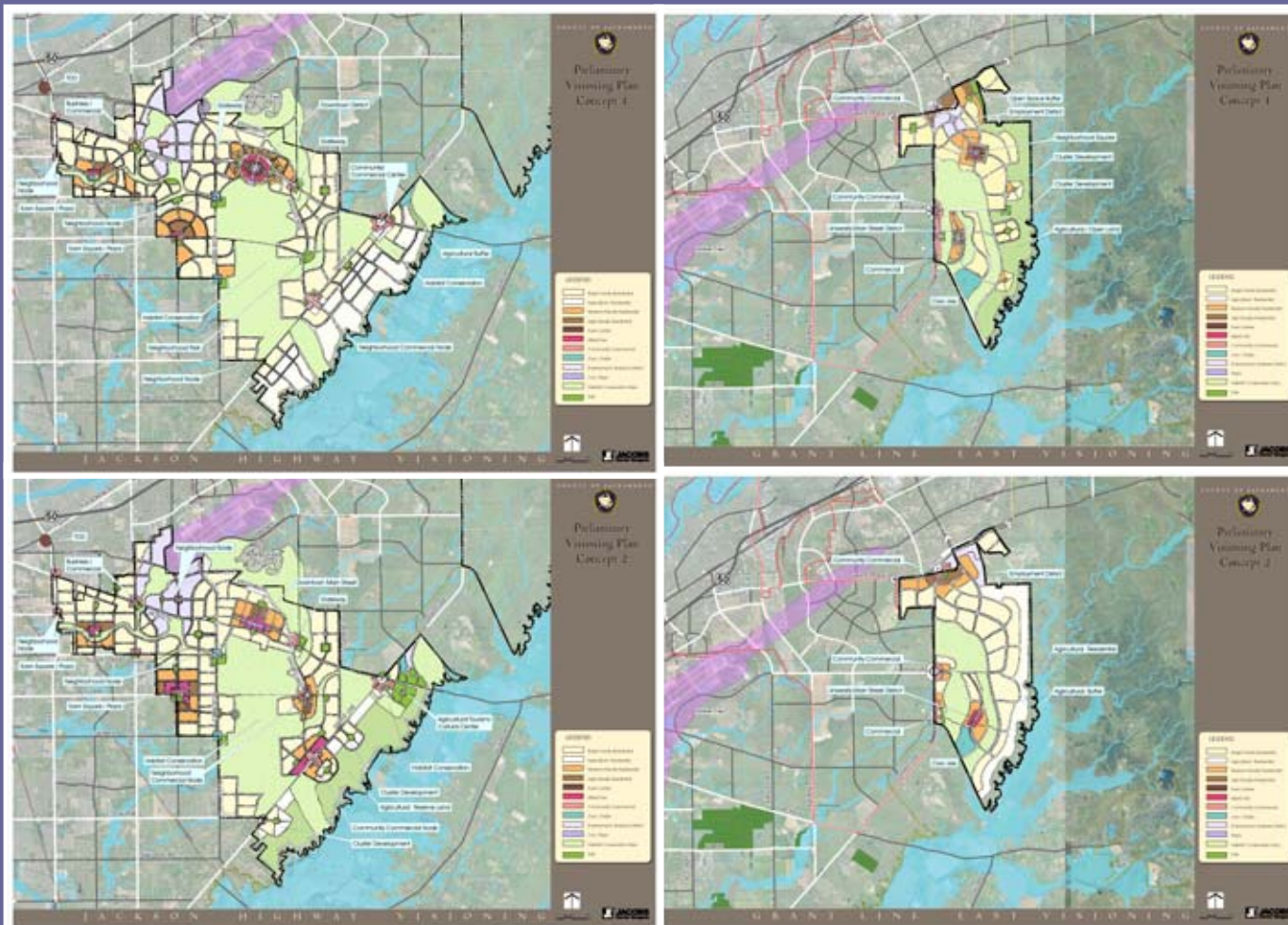
Visioning Studies

- Stakeholder Interviews
- Community workshops
- Letters, emails, phone calls, etc.
- Scores of individual meetings



Second Workshops

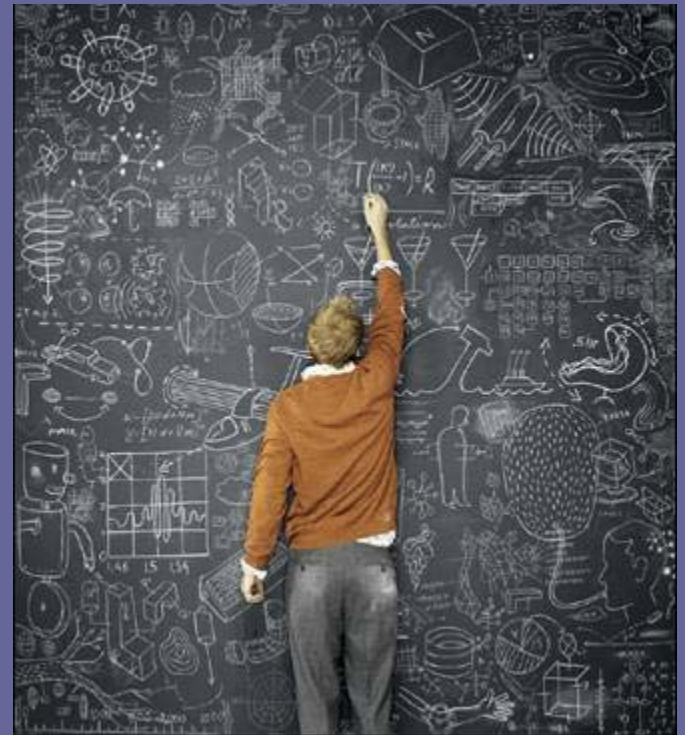
Conceptual Land Uses & Transportation Options



How all this information was used

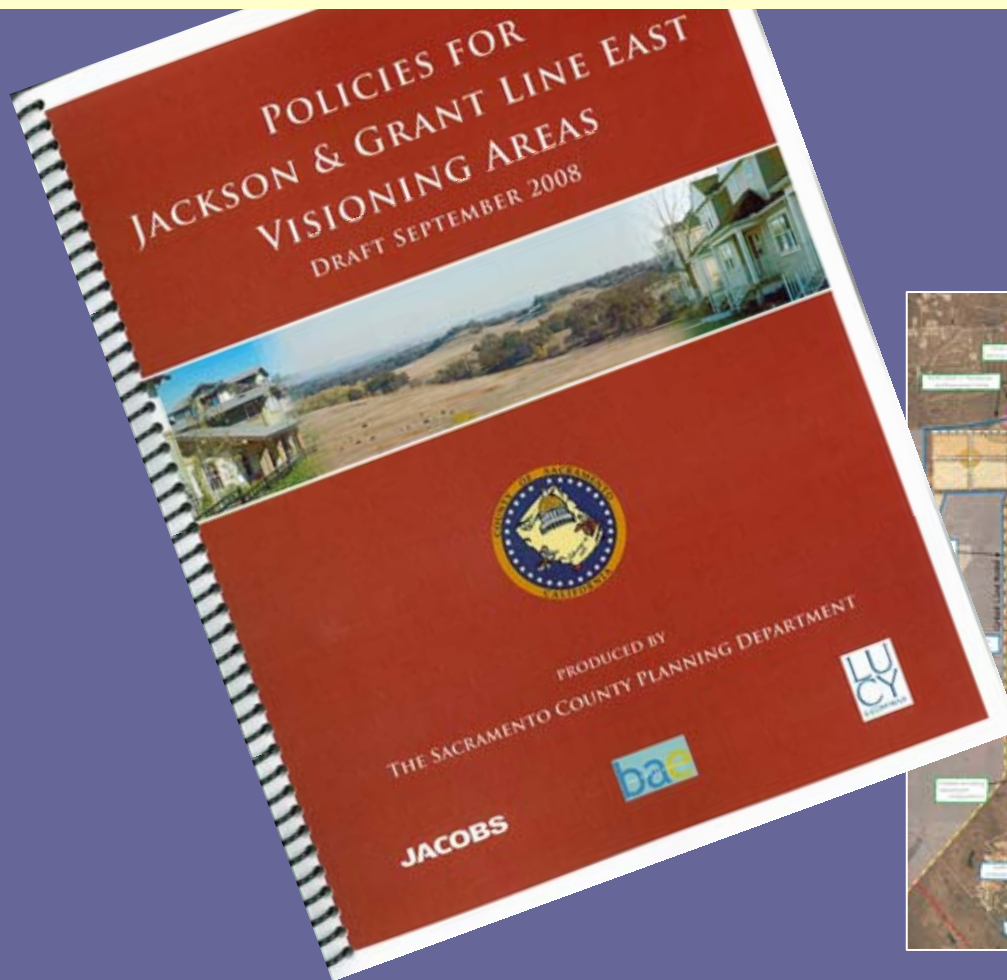
Guided formation of policy document and conceptual maps

- Provided backbone from which the policy document was built
- Refined approach to conceptual land uses & transportation possibilities

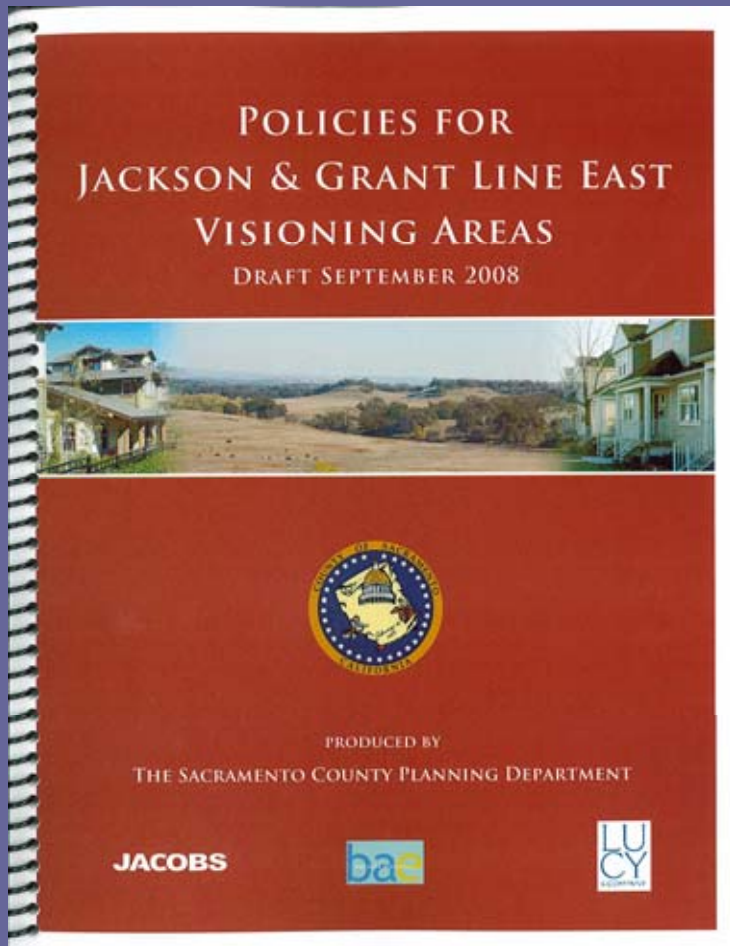


Preliminary Results

Policy Document and Conceptual Vision Maps



Visioning Policy Document



- Inform future Master Planning efforts
- Emphasizes sustainability and quality
- Align near and long-term goals

Visioning Policy Document

The Policy Document *IS* . . .

- ✓ A tool to guide future Master Plans
- ✓ A reflection of the County's and workshop participants' core values
- ✓ More specific than the General Plan, but less detailed than a Master Plan

The Policy Document *IS NOT* . . .

- ✓ Prescriptive of development style or location
- ✓ Precluding future Master Planning efforts
- ✓ Leading directly to development

Visioning Policy Document

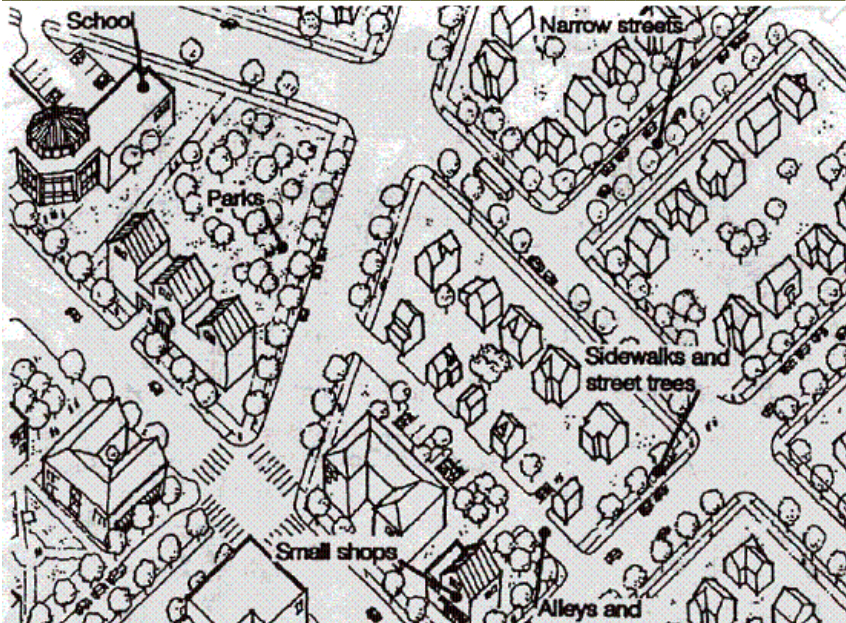
Objective:

A downtown will be designed as the dense urban core of the Jackson Highway and Grant Line East Visioning Areas and will represent their cultural, economic and social values.

Policy VP-99:

Create a central square with retail, residential, and other uses oriented toward the square.

Land Use and Development



Energy & Sustainability



Biological Resources



Circulation

Multiple Modes . . .



Multiple Connections



Water Quality and Supply



Stormwater Quality & Flood Control



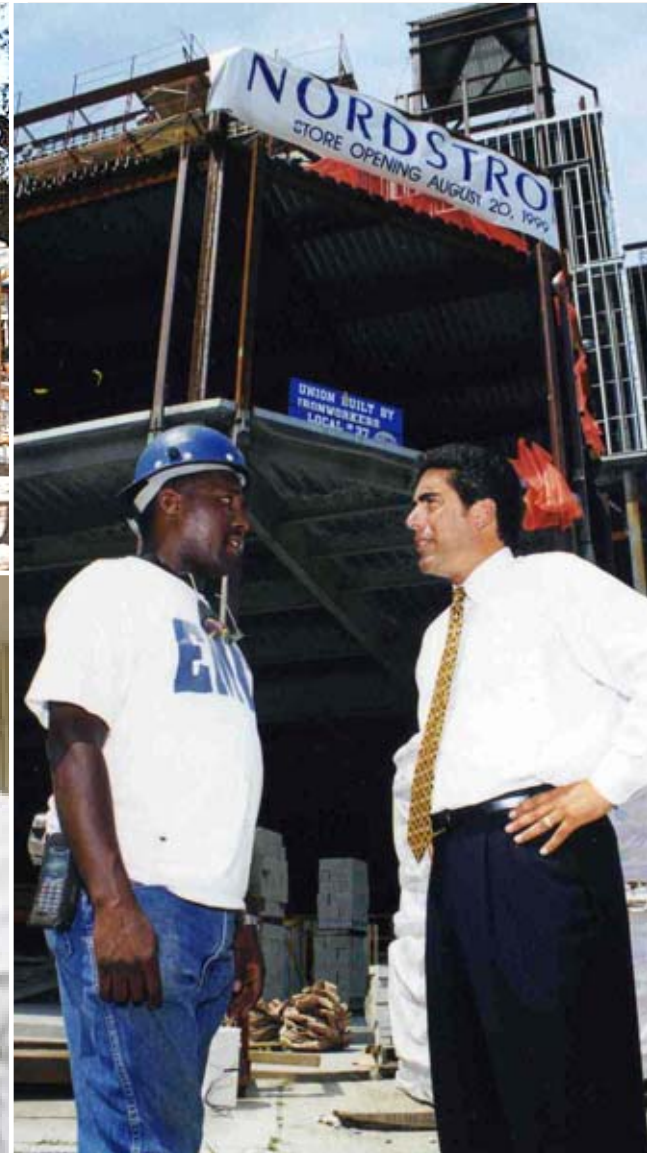
Parks and Public Spaces



Municipal, Human and Safety Services



Economic Development



Design Guidelines

What they are ...

- *Tools to translate policies into the built environment*
- *Focuses on form and interaction of land uses*
- *Creates a cohesive framework for future Master Plans*



Design Guidelines

What they are **not**...

~~*Zoning Codes*~~

and

~~*Building Standards*~~

Design Guidelines

Emphasizes:

- Mix of land uses
- Multifunctional neighborhoods
- Composition of centers and cores

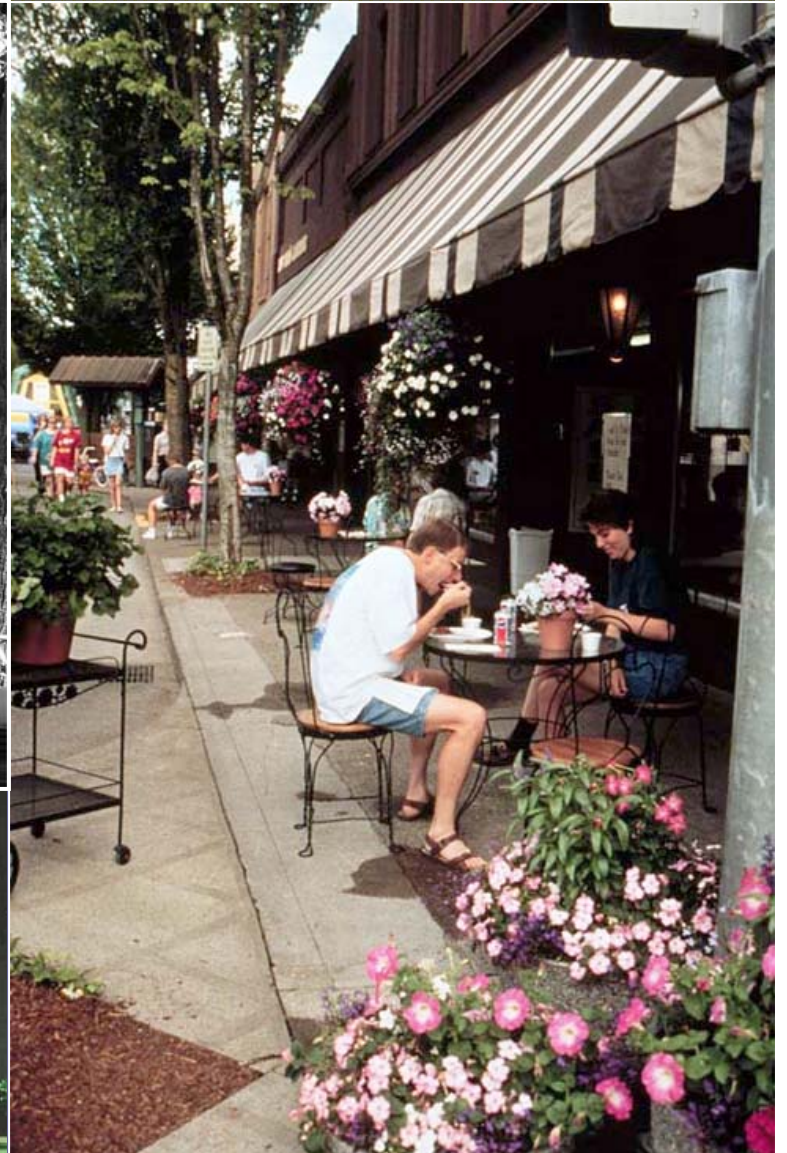


Community Centers

- Traditional Neighborhood Design (TND)
- Centered around active uses
- Within a walkable distance from homes



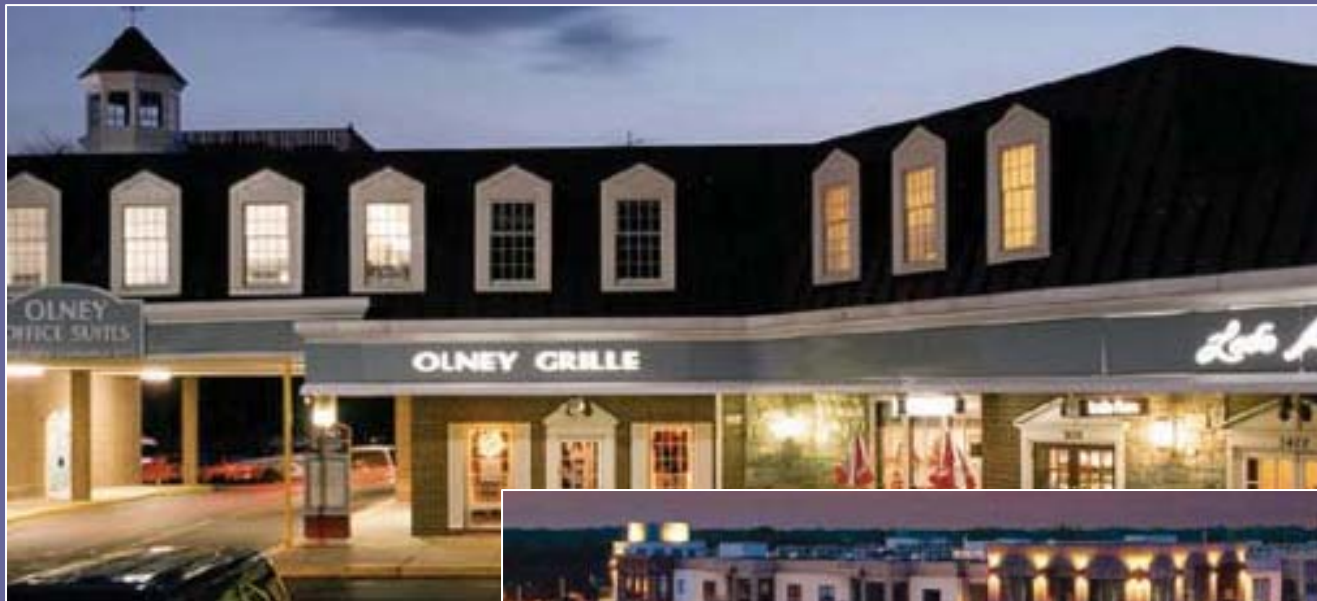
Neighborhood Centers



Residential Guidelines



Commercial Guidelines



Mixed Use & Transit Oriented Development



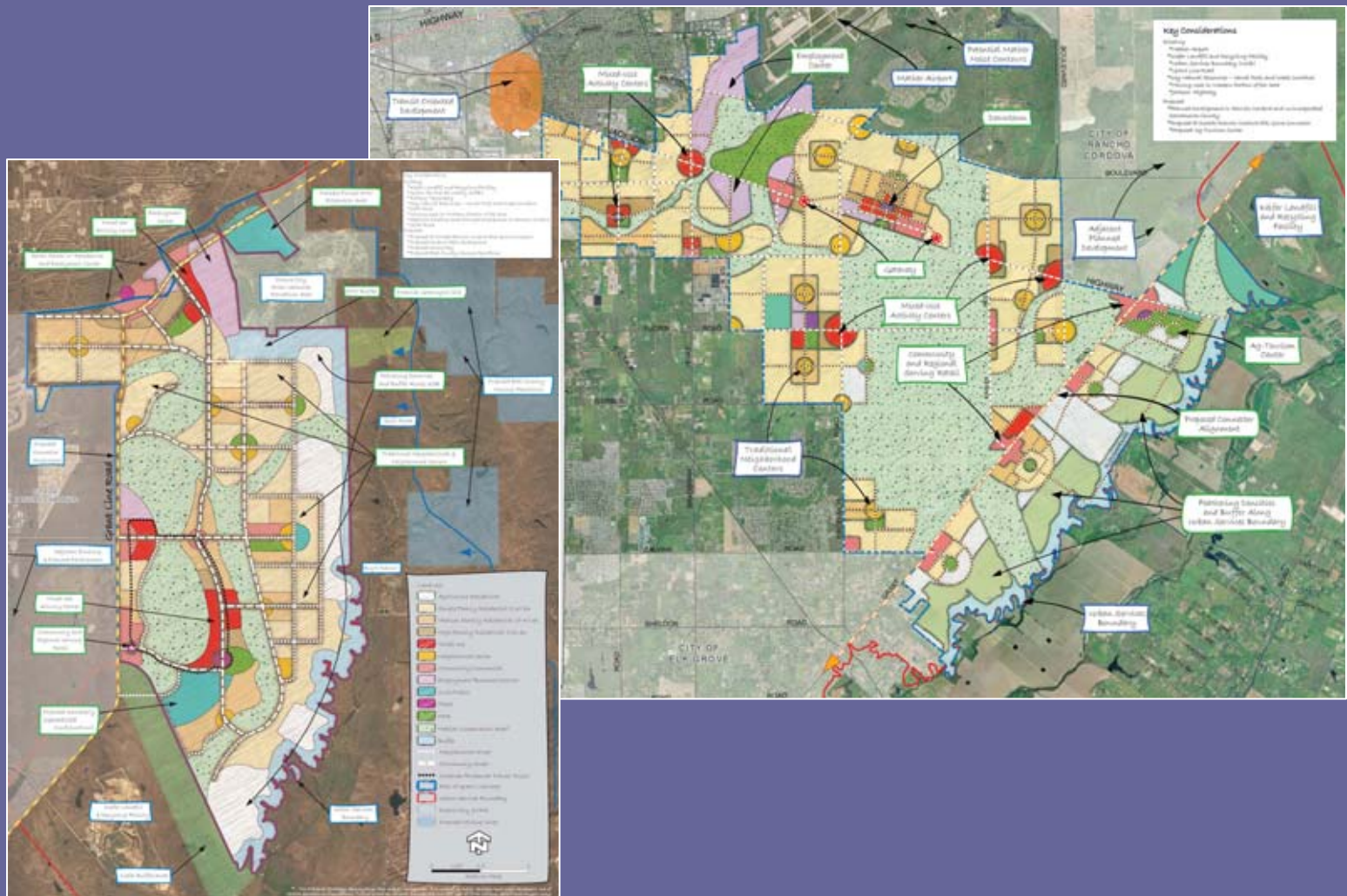
Parks, Public and Civic Uses



Habitat/Conservation Spaces



Conceptual Vision Maps



Conceptual Vision Maps

- Visual representation of one way the County's vision for this area, as outlined in the policy document, may be implemented.
- Offer ideas and guidance for General Plan and future planning efforts
- NOT intended to convey parcel-level detail, nor are they "land use plans" that will lead directly to development.

Conceptual Vision Maps

Developed based on the following principles:

- Create complete communities
- Provide housing options
- Provide close and convenient transportation options
- Create new employment and economic development opportunities
- Protect and preserve agriculture, open space and natural resources

Conclusion

Tonight we've covered:

1. Intro and Background
2. Overview of Process
3. Preliminary Results
 - Policy Document
 - Conceptual Maps



Conclusion

Now...

- Answer questions
- Discuss and receive comments about preliminary products
- Hear testimony from the public



Conclusion

Recommendations

- **Review** the results of the Jackson Highway and Grant Line East Visioning studies, as illustrated in Attachments A through N, and provide comments.
- **Accept** the results of the Visioning studies and use this information to inform future planning studies in the Jackson Highway and Grant Line East areas.
- **Forward** the results of the Visioning studies and associated comments to the Board of Supervisors.

Conclusion

Next steps

- Board Workshop in October
- Discuss where we go from here

