

# Visioning Workshop #2

October 19, 2017

## CITY OF LA VERNE GENERAL PLAN UPDATE



De Novo Planning Group

A Land Use Planning, Design, and Environmental Firm

# Workshop Overview



- General Plan Overview and State Requirements
- Summary of the General Plan Update Process
- Guiding Principles Activity
- Vision Statement Activity
- Mapping Activity
- Summary of What We Have Heard



# What is a General Plan?



- The State requires every city and county in California to adopt a General Plan
- A comprehensive blueprint for the future
- Long-range planning document projecting 20+ years
- Built on community goals and priorities
- La Verne adopted its current GP in 1998
- The City's Zoning Code implements the General Plan - they must be consistent

# What is a General Plan?



- The State requires seven “elements” be included in a General Plan

1. Land Use
2. Housing
3. Open Space
4. Transportation
5. Conservation
6. Safety
7. Noise

- Cities can add special topics important to them (economic development, community design, health and wellness, fiscal sustainability)

## CURRENT ELEMENT

Land Use  
Community Design

Transportation

Resource Management  
Cultural Resources

Public Safety  
Noise

Community Facilities

Housing

Economic Development

## PROPOSED ELEMENT

Land Use and  
Community Design (combined)

Mobility (new name)

Resource Management (will  
cover cultural resources)

Public Safety (will cover noise)

Community Facilities

Housing

Economic Development

Fiscal Sustainability (new topic)

Health and Wellness (new topic)

# Why do we Need an Update?



- Changes to demographics and market conditions since 1998
- Current General Plan focuses on topics that are no longer relevant (for example, the extension of the 210)
- Changes to state law in the way cities address mobility, climate change, and environmental justice
- Opportunity to connect with the community to confirm values and priorities

# Summary of the Process



Community  
Outreach  
(ongoing)

Identify Community Priorities

← **Happening Now!**

Existing Conditions Report

← **Happening Now!**

Issues and Opportunities Report

Land Use Alternatives Analysis and Report

Draft General Plan

Environmental Review

Public Hearings

# Community Participation and Outreach



Throughout the project, there will be over 70 individual opportunities for participation, plus the ongoing use of the project website.

## Participation

- ✓ Visioning Workshops: 3
- ✓ Briefings: 24
- ✓ Interviews: 20
- ✓ GPAC Meetings: 10
- ✓ Community Open Houses: 2
- ✓ Workshops/Study Sessions: 6
- ✓ EIR Scoping Meeting: 1
- ✓ Public Hearings: 4

## Outreach

- ✓ Website: [laverne.generalplan.org](http://laverne.generalplan.org)
- ✓ Community presentations
- ✓ Newsletters
- ✓ Stakeholder interviews
- ✓ Online surveys
- ✓ Email updates

# General Plan Advisory Committee



- The GPAC is comprised of community representatives who are intended to serve as liaisons and project ambassadors
- 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
- The GPAC will assist with developing the land use map, goals, policies, and actions
- All GPAC meetings are open to the public, but only GPAC members participate in discussions, with structured opportunities for public comment



# Next Steps



- Visioning Workshops
  - Final Workshop on November 30<sup>th</sup> from 5:30-7:30 at the Community Center
- Existing Conditions Report completed by the end of the year
- Issues and Opportunities Report completed in early 2018
- GPAC meetings begin in 2018

**Get Involved and Stay Informed!**

[www.LaVerne.GeneralPlan.org](http://www.LaVerne.GeneralPlan.org)

# Visioning Workshop Activities

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# ACTIVITY #1

## Guiding Principles

# Guiding Principles



## From the list below, identify the top three themes that you think should guide the General Plan Update:

- Maintain safe and quiet small town atmosphere
- Expand access to open space areas
- Expand housing choices for people of all ages and incomes
- Attract new shopping and dining options
- Attract and retain businesses and industries that provide high-quality and high-tech jobs
- Encourage more sustainable development
- Limit growth in northern La Verne
- Promote community diversity, culture, and historic resources to enhance civic pride
- Improve the look of La Verne's older neighborhoods
- Find ways to improve traffic congestion
- Improve access to retail businesses in La Verne
- Increase alternative transportation opportunities in La Verne and to surrounding areas including adding additional bike lanes and trails
- Improve synergy between the City and the University of La Verne
- Focus new development along the community's major corridors (Foothill, Arrow, etc.)





## ACTIVITY #2

# General Plan Vision Statement

# Vision Statement



The General Plan Update should be guided by a Vision Statement. The Vision Statement should be concise and clear, and should articulate the overarching goals of the community. For example:

"A mosaic of diverse people and thriving unified neighborhoods joined together by beautiful, accessible open spaces and well-landscaped roadways offering enhanced mobility for people and goods; safe place to live, work and play; quality educational opportunities; engaging gathering places; world class entertainment; recreational, spiritual, and cultural amenities available for all; and, a variety of economic opportunities for its workforce."

Working as a group, please develop a Vision Statement for the La Verne General Plan Update. Your Vision Statement should be 3-4 sentences long, and should include your group's most important guiding principles.



## ACTIVITY #3

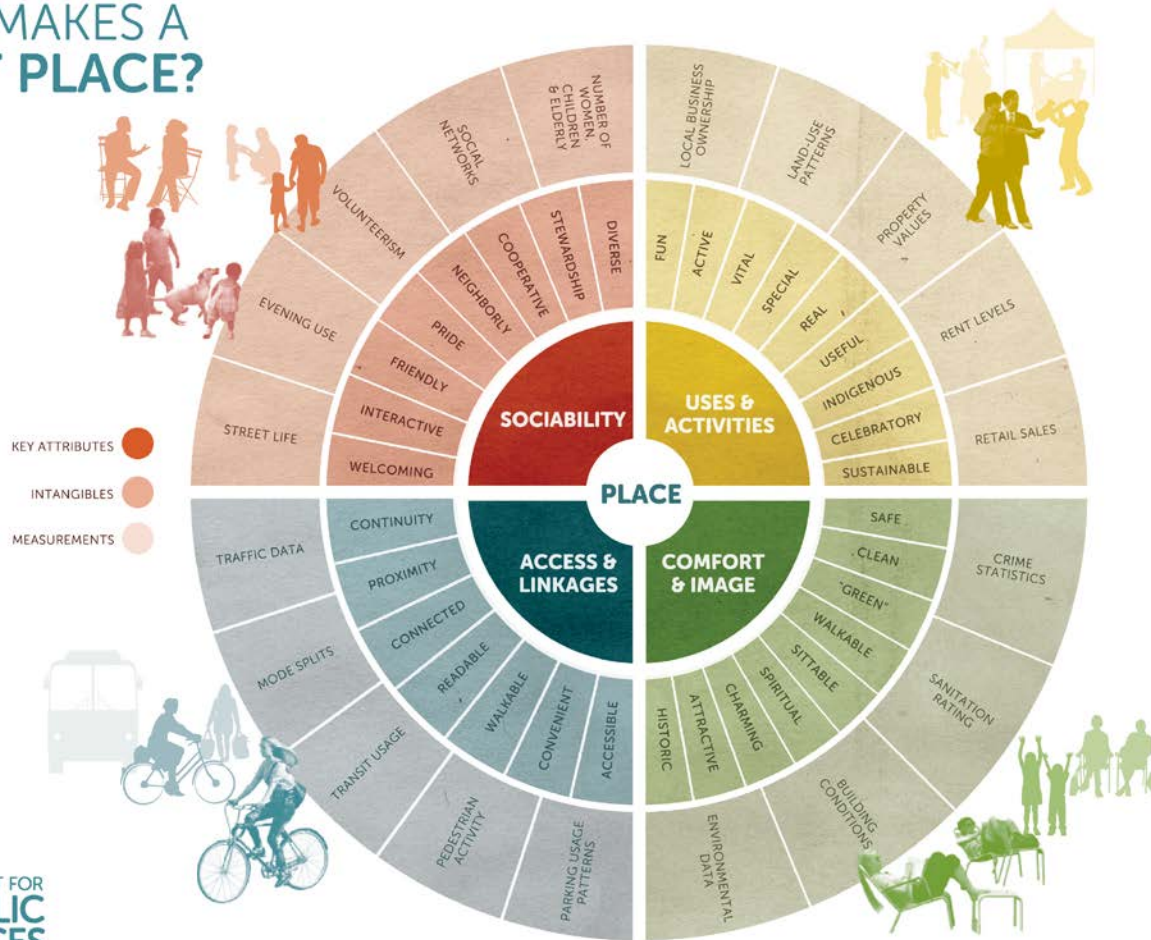
### GREAT PLACES

Focal Points, Defining Features, and Desired Uses

# What is Placemaking?



## WHAT MAKES A GREAT PLACE?



1. Imagine the center circle on the diagram is a specific place that you know.

2. Evaluate that place according to criteria in the bold color ring...how does it measure up?

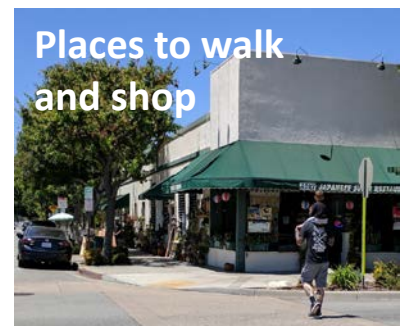
3. Which of these characteristics should be emphasized in La Verne, and where?



# What is Placemaking?



- People-centered approach to the planning, design, and management of the spaces that comprise gathering places in a community:
  - Streets
  - Sidewalks
  - Parks
  - Buildings
  - Other public or private spaces
- Goal is to promote interaction between people and foster healthier, more social and economically viable communities



# Placemaking in Action



Good  
placemaking  
defines some of  
the country's  
most iconic  
places...





# Placemaking in Action



Streets as  
places for  
people

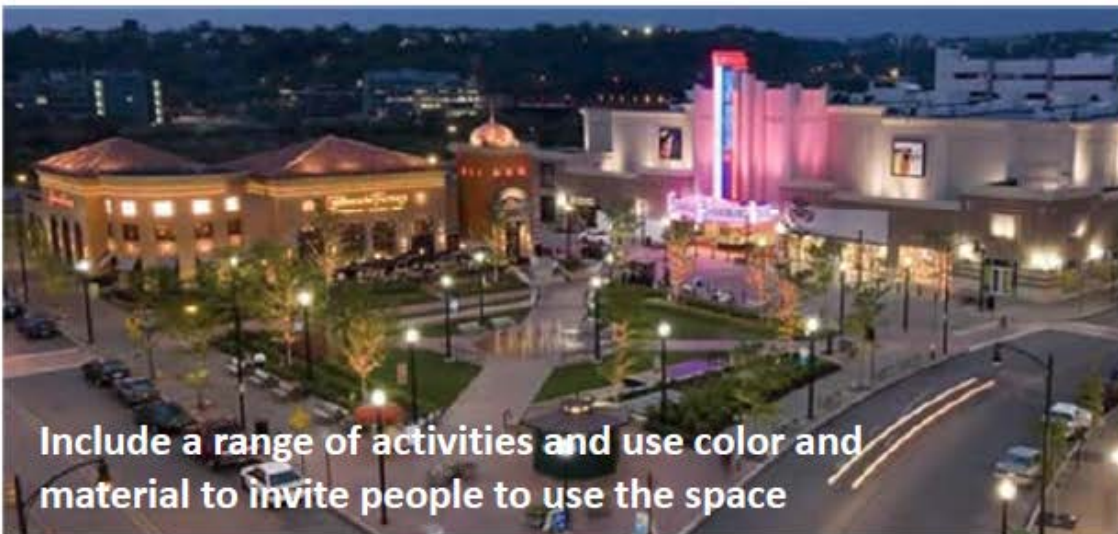


Create a clear identity

“Lessons learned” from iconic placemaking can be applied at the local level – it’s not about the scale, it’s about the quality



Provide activities  
for all ages



Include a range of activities and use color and material to invite people to use the space



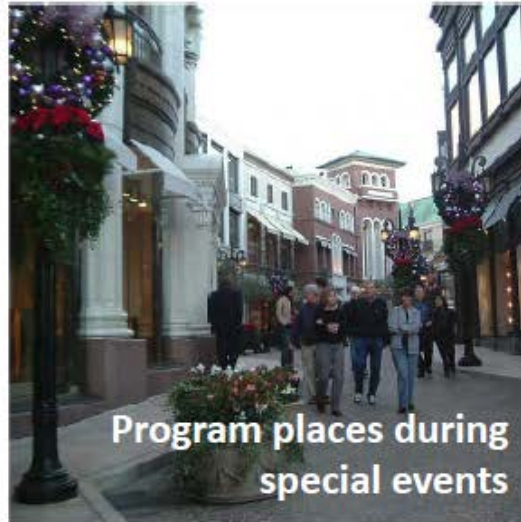
Design buildings to  
support placemaking



# Placemaking in Action



Pay attention to small details like pavement and color



Program places during special events



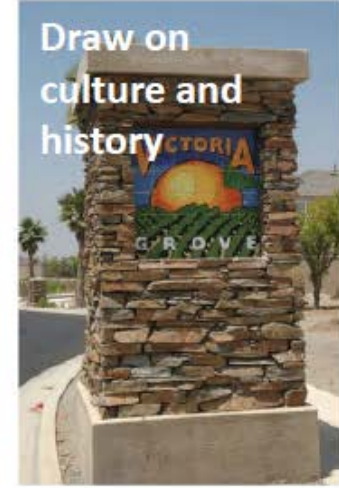
Use places like streets and parking lots for other activities



Be creative



Create a place where people want to be all hours of the day



Draw on culture and history



# Mapping Activity



## Placemaking in La Verne

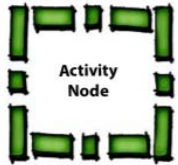
- What are the key **landmarks** within the City? How could these areas be improved?
- Where are your **major activity nodes**, destinations and gathering places? Where should new ones be located?
- Are there **different neighborhoods/districts** in La Verne?
- What are the City's **defining viewsheds**?
- Which **corridors or intersections** need special attention?
- Where are the City's **major gateways**?

# Mapping Activity



## Landmarks

Iconic buildings, signs, monuments, places of cultural or historic significance



## Activity Nodes

Key destinations: can be existing or future nodes



## Gateways

Key entrances into the community



## Viewsheds

Views that should be preserved and protected



## Districts

Existing neighborhoods or areas within the community with distinct identities



# SUMMARY

## WHAT WE HAVE HEARD

# Get Involved and Stay Informed



The General Plan Update Website is a great resource for reports, maps, newsletters, meeting agendas, meeting summaries, and upcoming meeting dates:

**[LaVerne.GeneralPlan.org](http://LaVerne.GeneralPlan.org)**

You can contact the project team through the website in order to be added to the email notification list for upcoming General Plan meetings and events.

**Next Workshop on Nov 30th**

**5:30-7:30 at the Community Center**



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# Step 1: Visioning Process



- Visioning Workshops focus on:
  - Communicating the intent of the General Plan Update
  - Gathering public input
- Their primary purpose is to:
  - Develop a Vision Statement that guides the General Plan Update process
  - Identify community values and priorities
  - Identify issues for the General Plan to address

# Step 2: Existing Conditions



- The Existing Conditions Report will document the following:
  - Development patterns
  - Natural resources
  - Utilities, infrastructure and public services
  - Socioeconomic conditions
  - Environmental constraints
  - Regulatory requirements
  - Recent city planning efforts

# Step 3: Issues and Opportunities



- The Issues and Opportunities Report will include:
  - Summary of the visioning process
  - Identification of community values and priorities
  - Description of areas of focus for goal and policy development
  - Identification of key concerns and potential solutions

# Step 4: Land Use Alternatives



- A range of Conceptual Land Use Maps will be developed and analyzed in a Land Use Alternatives Report
  - Input from the Visioning Workshops will be incorporated.
  - Maps will depict different land use scenarios that result in varying growth patterns and intensities.
  - Each Map Alternative will include an analysis of fiscal/economic implications, natural resource constraints, transportation implications, growth projections, and job-generating potential.



# Step 5: Goals, Policies, and Actions



## GOALS

Broad statements of community desires, preferences,  
and the General Plan's purpose

## POLICIES

Guides to decision-makers with respect to development proposals,  
future growth and resource allocation

## ACTIONS

Implementation steps to ensure goals and policies are carried out

# Step 6: Draft General Plan



- The General Plan Update will include comprehensive goals, policies, and actions for each element:
  - Based on results and input from the Visioning Process
  - Input and direction from the General Plan Advisory Committee
  - Input and direction from the Planning Commission and City Council
- Each General Plan Element will:
  - Address the requirements of state law
  - Seek to avoid or mitigate environmental impacts
  - Be grounded in sound community planning techniques
  - Reflect the goals and priorities of the community
  - Ensure internal consistency with other elements

# Step 7: Environmental Review



- The California Environmental Quality Act (CEQA) requires the preparation of an Environmental Impact Report EIR prior to adoption of the General Plan.
- The EIR will be prepared concurrently with the General Plan.
- The EIR will identify possible environmental impacts.
  - Measures will be incorporated into the General Plan to make it a “self-mitigating” document.
- The EIR will serve as a “tiering” document to streamline review of future projects.

# Step 8: Adoption



- Once the General Plan and EIR have been prepared, they will go out for a public review period
- Public comments will be considered by the City, and the General Plan will be finalized
- The Final General Plan will come to the City Council for consideration and adoption, along with certification of the EIR