Welcome!!!
General Plan Advisory Group (GPAG)
February 1, 2017
GPAG Member Introductions

• GPAG made up of 19 members
• Key representatives from:
  - Planning Commission
  - Parks and Recreation Board
  - Environmental & Transportation Committee
  - Youth Representatives
• Citywide members representing:
  - Residents
  - Business owners and tenants
  - Property owners
  - Community organizations
General Plan Project Team

- **Key City Staff**
  - Hassan Haghani, Executive Director PBA
  - Candida Neal, Planning Manager
  - Verny Carvajal, Principal Planner
  - Melanie McCann, Senior Planner

- **Specialized Consultant Services**
  - Request for Proposals (RFP) in process
What is a General Plan?

• Local government’s long-term blueprint for the community’s vision of future growth

• Long-range constitution that sets forth all of the goals, policies, and programs for the City to ensure accomplishment of the City’s vision

• Seven minimum required Elements

• Other Elements may be added, as needed
Santa Ana’s Existing General Plan

- Various Elements written and adopted separately over the past 3 decades
- Housing Element updated every 5-7 years per State law to ensure capacity for new additional housing
- Existing General Plan contains a total of 16 Elements
Santa Ana’s New General Plan

- To be produced in-house along with organized structure to ensure its implementation as a living document

- New General Plan will be a dynamic, working document

- New Elements will embrace current topics, practices and philosophies

- Specialized technical consultants to complete various studies under staff supervision
New 12 General Plan Elements

1. LAND USE
2. MOBILITY
3. HOUSING
4. SUSTAINABILITY
New 12 General Plan Elements

5. OPEN SPACE

6. NOISE

7. SAFETY

8. URBAN DESIGN & ARCHITECTURE
New 12 General Plan Elements

9. HP
HISTORIC PRESERVATION

10. ED
ECONOMIC DEVELOPMENT

11. EA
EDUCATION, ARTS & CULTURE

12. HS
HUMAN SERVICES
New 12 General Plan Elements

Required Elements

• Land Use
• Housing
• Mobility/Circulation
• Open Space
• Conservation
• Safety
• Noise

New Optional Elements

• Urban Design and Architecture
• Historic Preservation
• Economic Development
• Education, Arts and Culture
• Human Services
What is a General Plan is NOT

• Zoning
• **Development standards** (building height, setbacks, parking requirements, driveway locations, landscape requirements, etc.)

  *However, the GP must establish standards for housing and non-residential density and quantify development capacity*

• Design guidelines
• A guarantee for project approvals
General Plan Project Overview

General Plan Framework
- Vision
- Executive Summary
- Policies and Goals applied Citywide
- Maps, Charts and Graphs

Technical Appendices
GPAG Roles and Responsibilities

What the Group is:

• **Soul and Integrity** of the General Plan
• **Focused study group** to read, compare and discuss policy issues
• **Source of perceptions** about the community
• **Source of concepts** about the future
• **Provide sample of community beliefs** and views
• **Vehicle for communicating** and seeking input from constituencies
GPAG Roles and Responsibilities

What the group is not:

• A town hall meeting seeking opinion
• A replacement for the City Council or Planning Commission
• A decision-making/legislative body
• A substitute for the public hearing process
GPAG Roles and Responsibilities

- Ensure **community concerns, values and expectations** are understood
- Assist in **identifying critical issues**
- **Identify areas of existing or potential conflicts** and find ways to constructively resolve them
- **Capitalize on the creative insights** within the Santa Ana community for input into the Plan
- **Connect with community** organizations
GPAG Ground Rules

• Meeting Protocol Handout (ground rules)
• Clear and Timely Communication (position on issues)
• Information Sharing (posting of meeting minutes)
• Public Meetings (not town hall or hearing)
• Absences (two consecutive absences max)
• Timely adjournment (2 hours max)
Future GPAG Meetings

• **Bi-weekly meetings** on 1st & 3rd Wednesdays
• **Notification** will be provided at least one week in advance
• **Future topics** could include:
  - Community View
  - Community Outreach Executive Summary
  - Vision Statement
  - Draft Land Use Envisioning Map
  - Special Topic Areas (i.e., Mobility, Parks, Open Space, Urban Design)
  - Implementation Strategies
Working towards Vision

Favorite places and memories...
Working towards a Vision

Big Ideas for Success!

City of Santa Ana
Next Steps

• GPAG Meeting #2- March 1st
  Community View
  Community Outreach Summary
  Vision Statement

• General Plan website contains updated information, materials and meeting summaries
  www.SantaAna.org/GeneralPlan
THANK YOU!