



VISION: COTATI

Planning Commission
March 21, 2011

DE NOVO PLANNING GROUP



Workshop Overview



- Role of the Planning Commission



- General Plan Overview and State Requirements
- Summary of the General Plan Update Process



- Post-It Notes Activity



- Mapping Activity
- Summary of What We Have Heard

Planning Commission: Goal and Policy Development



Role of the Planning Commission:

- Represent the community during the General Plan goal and policy development process
- Perform informal outreach to the community
- Act as a “sounding board” for ideas and policy development
- Identify and prioritize issues to be addressed
- Review and refine draft goals, objectives, policies, and measures
- Review working documents
- Provide input to the City Council

General Plan Overview



- The General Plan Update will reflect community goals and serve as the City’s “constitution” or “blueprint” for future land use and planning decisions, including:
 - Land Uses (residential, commercial, industrial, agricultural, open space, etc.)
 - Infrastructure Planning (roads, water, sewer, etc.)
 - Public Services (police, fire, parks, libraries, cultural activities, etc.)
 - Resource Conservation (ag lands, sensitive habitat, waterways, groundwater, etc.)

General Plan Overview



- Future decisions must be consistent with the General Plan:
 - Specific Plans
 - Subdivisions
 - Public Works Projects
 - Zoning Decisions

Purpose of the General Plan



- Define a long-term vision for future growth within the City and Planning Area over the next 20 years
- Reflect the goals and values of the City
- Build on recent City planning efforts
- Include extensive public outreach and community participation
- Balance growth, conservation, and quality of life

Summary of the Process



Public Participation

Visioning Workshops



Existing Conditions Report



Issues and Opportunities Report



General Plan Goals, Policies and Programs



Draft General Plan Update



Environmental Impact Report



Public Hearings - General Plan and EIR

Step 1: Visioning Process



- The 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 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
 - Community Health and Wellness
 - Socioeconomic Conditions
 - Environmental Constraints

Step 2: Existing Conditions



- The Existing Conditions Report will describe recent planning efforts :
 - Downtown Specific Plan
 - Sustainable Building Program
 - Bicycle and Pedestrian Master Plan
 - Draft Citywide Traffic Improvement Plan
 - Formula-based Fast Food Restaurant Restrictions
 - Limitations on large and warehouse retail uses
 - Healthy Eating Active Living Community

Step 3: Issues and Opportunities



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

Step 3: Issues and Opportunities



The Issues and Opportunities Report will:

- Serve as a “road map” for the preparation of the General Plan
- Identify topics that will be addressed in the General Plan Update
- Describe potential options available to the City to address issues
- Depict land use concepts for focus areas

The City Council will provide guidance on the Vision Statement, preferred land use concepts, and key goals and policies – ***this step will guide staff, consultants, and the Planning Commission in preparation of the General Plan.***

Step 4: Housing Element Update



- State law identifies specific schedule for Housing Element updates
- Address 2007-2014 Regional Housing Needs Allocation
- Sets forth strategy for addressing housing needs (new construction, rehabilitation, special-needs housing) for all income levels
- Housing Element requires State review and certification

Step 5: Goals, Policies and Programs

GENERAL PLAN ELEMENTS



Required Elements

- Land Use
- Circulation
- Housing
- Conservation
- Open Space
- Safety
- Noise

Optional Elements

- Community Health and Wellness
- Economic Vitality
- Community Facilities and Services

Step 5: Goals, Policies and Programs



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

Programs

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 programs for each element based on:
 - Results of Visioning process
 - Direction from City Council
 - Direction from Planning Commission
 - Public input

Sample Goals from the Current General Plan (1998)



“Establish an efficient and environmentally sensitive land use pattern that provides adequate space to meet housing and economic needs while maintaining Cotati’s small-town image.”

“Maintain a safe environment by providing adequate protection from traffic, fire, crime, natural disaster and hazardous materials.”

Sample Goals from the Current General Plan (1998)



“Establish and maintain a healthy local economy that includes a diversity of commercial and industrial enterprises which will provide goods, services and employment opportunities to Cotati’s residents and which will be consistent with the community’s small-town image.”

Step 6: General Plan Update



- Each General Plan Element will:
 - Address 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 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.

Step 8: Adoption of the General Plan



- Once the General Plan and EIR have been prepared, they will be brought to the City Council for consideration and adoption.

Community Participation and Outreach



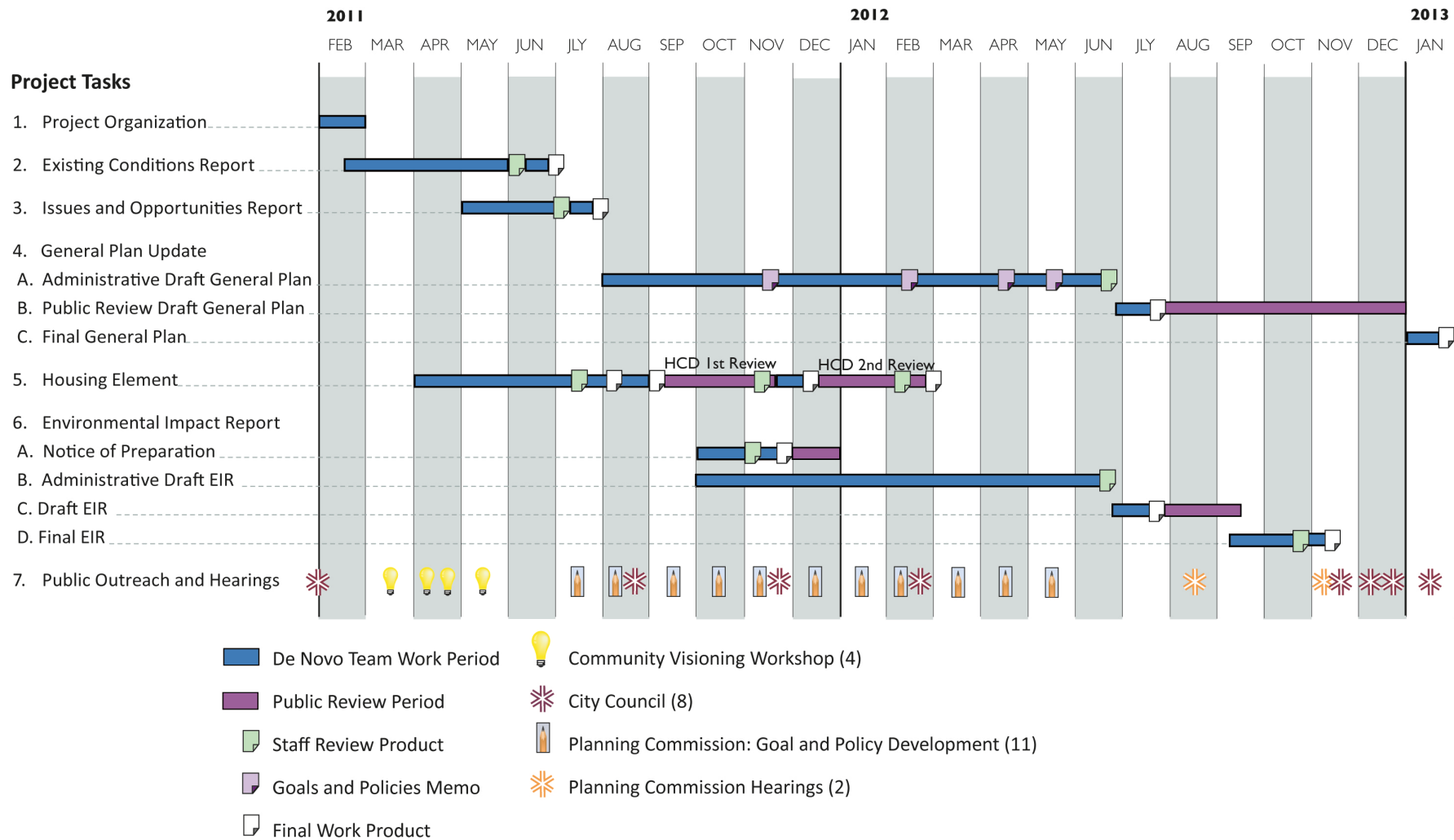
PARTICIPATION

- Kick-off Meeting
- Visioning Workshops (4)
- Planning Commission: Goal and Policy Development (11)
- Planning Commission Hearings (2)
- City Council (8)

OUTREACH

- General Plan Website
- Community Presentations
- Newsletters
- Stakeholder Interviews

Project Timeline



Six-Month Timeline

Task	Tentative Completion Date
Step 1 – Visioning Process	
Visioning Workshops	#1: March 21, 2011 #2: April 6, 2011 #3: April 25, 2011 #4: May 9, 2011
Step 2 – Existing Conditions	
Existing Conditions Report	July 2011
Step 3 – Issues and Opportunities Report	
Issues and Opportunities Report	July/August 2011
Step 4 - Goals, Policies and Programs	
First Planning Commission Goal and Policy Development Workshop	June 2011

Get Involved



If you would like to be notified by e-mail of upcoming General Plan events, please contact:

Keri Pajon, Cotati Planning Department at
(707) 665-3637 or kpajon@ci.cotati.ca.us

Please visit the General Plan website to take a survey, enter in the Photo Contest, and find upcoming meeting dates:

cotati.generalplan.org



VISIONING WORKSHOP ACTIVITIES



ACTIVITY # 1

POST-IT NOTES

Post-It Notes Exercise



VISION: COTATI

- What do you like most about Cotati?
- What should stay the same?
- What are your main concerns as Cotati looks to the future?
- What needs to change?
- What three things should Cotati accomplish in the next 20 years?

Post-It Notes Exercise



ASSETS

- What do you value most about Cotati?
- What makes this a special place to live or work?

CHALLENGES

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

VISION

- What ideas do you have for the future of Cotati?
- What would make your community better?
- What three things would you like to see accomplished by 2030?



ACTIVITY #2

MAPPING EXERCISE

Mapping Exercise

Using the colored markers, please show the following on the map:

- **Green** – Planning Area (includes City and all areas around the City that should be either annexed at some point in the future or serve as a permanent rural/open space border around City)
- **Blue** – Focus Areas (growth, preservation, revitalization)
- **Orange** – Job Growth (business, industrial)
- **Brown** – Restaurants and Retail
- **Red** – High Density Housing
- **Black** – Public facilities and Notes

Rules:

- Outline areas where new growth and land uses should occur (commercial, industrial, housing, open space, community facilities, etc.)
- Identify areas where existing land uses should change
- **You must use each color at least once on the map**
- Feel free to draw anywhere and write additional details on the map
- Use Post-Its to attach additional thoughts or expand on your land use preferences





SUMMARY: WHAT WE HAVE HEARD