

sacramento county general plan update
PUBLIC OUTREACH PROCESS

planning for the future

Board of Supervisors workshop
October 31, 2006



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PUBLIC OUTREACH PROCESS


today's agenda

1. Description of public outreach process
2. Overview of methods, materials and strategies
3. Key findings
 - Policy Activities
 - County-wide Mapping
 - Community-wide Mapping

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PUBLIC OUTREACH PROCESS

Public outreach process strategies

- Media outreach
- Mailings - utility bills & e-mails
- Newsletters
- CPAC & CC announcements
- Business and Ethnic outreach
- Web site
- Interactive web game



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Workshop design

- Neighborhood Services Advisory Committee
- Board of Supervisors Chiefs-of-Staff
- Two test runs
 - Internal staff
 - Neighborhood reps

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Community workshops

- Location & Timing
- Accessibility
- Participant Materials
- Methodology/Agenda
 - Introductory presentation
 - Policy card exercise
 - 2nd presentation – growth management strategies
 - Mapping exercises
 - Report back session



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Workshop Exercises

- Policy Activities
 - Policy Cards
 - Comment Sheet
- County-wide Corridor & New Growth Area Mapping
- Community-wide Mapping



Policy Cards

County-wide Mapping Exercise

County-wide Mapping Exercise

Community-wide Mapping Exercise

Findings/Majority Opinion - Policy

Growth Management

- Locate most development in commercial corridors and new communities, with some development in existing areas

Economic Development

- Encourage new stores, job centers and mixed use development in both commercial corridors and new communities

Findings/Majority Opinion - Policy

Agriculture

- Actively seek to keep farms and ranches by limiting urban development in rural areas


Open Space & Natural Resources

- Establish permanent open space beyond what is required by law, including some areas that might be otherwise developed

Findings/Majority Opinion - Policy


Flooding

- Prohibit development in areas susceptible to flooding and establish buffers along creeks to minimize impacts from flooding



Crime & Public Safety



- Important to incorporate design features into new development to discourage crime (i.e., windows facing street, traffic calming, etc)



Findings/Majority Opinion - Policy



Transportation

- Support automobiles, public transit, walking, and biking opportunities equally; provide compact housing along transit lines/stops to enhance transit services

Air Quality


- Addressing air quality concerns is an important part of land use and transportation decision making


Findings/Majority Opinion - Policy

Housing

- Provide affordable housing and a mix of housing types: single family homes, town homes, mixed use developments, condominiums and apartments




Single family homes




Granny unit

Human Services

- It is very important that human services be accessible to all residents



Apartments, condos or townhomes




Senior housing

Findings/Majority Opinion - Policy


Community Identity

- A village or community center with a number of stores, some compact homes, and some entertainment



Design & Development



- Strive for high quality design for buildings, landscaping and parking



Findings/Majority Opinion - Policy

Water

- Use recycled water whenever possible for landscaped areas such as parks, road medians and golf courses
- Coordinate with other cities and counties to ensure long-term water supplies for future development

General Findings – Commercial Corridor Strategy

- Residents indicated that they would prefer the County to pursue commercial corridor reinvestment and infill development before moving development into new growth areas
- Residents stressed that any corridor planning must involve the local community and respect existing community plans
- Transportation is key - ensure that the traffic associated with commercial corridors does not adversely affect local neighborhoods

Findings/Majority Opinion – Corridors*

<p>Transit Supportive Character</p> <ul style="list-style-type: none"> Watt Avenue North Florin Road Folsom Blvd 	<p>Neighborhood Mixed Use</p> <ul style="list-style-type: none"> Fair Oaks Blvd Central Greenback Lane Auburn Blvd West Fulton Avenue Watt Avenue Central
<p>Community Mixed Use</p> <ul style="list-style-type: none"> Auburn Blvd East Franklin Blvd Stockton Blvd South Fair Oaks Blvd West Stockton Blvd Central 	<p>Suburban Retail</p> <ul style="list-style-type: none"> Fair Oaks Blvd East

* County-wide Majority Opinion

County-wide Majority Opinion - Corridors

TRANSIT SUPPORTIVE LAND USE CORRIDOR




- Transit supportive land use corridor (e.g. transit station or light rail) serving the corridor
- The most intense commercial and residential development of the four corridor options
- Physical development focused around transit stops
- Building heights ranging from one to five stories
- Diverse mix of uses (e.g. retail, offices, multi-family housing, etc.)

- Watt Avenue North
- Florin Road
- Folsom Blvd

County-wide Majority Opinion - Corridors

- Auburn Blvd East
- Franklin Blvd
- Stockton Blvd South
- Fair Oaks Blvd West
- Stockton Blvd Central

COMMUNITY MIXED-USE CORRIDOR




- Center block of mixed-use development with three floors or less of stories
- Stores and job centers that serve both the immediate neighborhood and the surrounding community
- Some enhanced bus transit service
- Traditional design form: walkable buildings oriented to street parking in rear
- Building heights ranging from one to four stories

County-wide Majority Opinion - Corridors


- Fair Oaks Blvd Central
- Greenback Lane
- Auburn Blvd West
- Fulton Avenue
- Watt Avenue Central

NEIGHBORHOOD MIXED-USE CORRIDOR



- Some historic (stone block, etc. "model case")
- Some traditional shopping centers
- Single and multi-family homes
- Stores that serve the immediate neighborhood
- Traditional design form: walkable buildings oriented to street parking in rear
- Building heights ranging from one to three stories

County-wide Majority Opinion - Corridors



SUBURBAN RETAIL CORRIDOR

- Focus on commercial and retail uses that have plentiful parking
- Large shopping centers of chain stores, big box commercial uses along street
- Slower levels of transit and bus service
- Highly oriented to drive thru lots at faster speeds
- Few homes or offices

- Fair Oaks Blvd East

Findings/Majority Opinion – New Growth Area: Jackson Corridor

- Raised several concerns - proximity to Mather airfield, vernal pools and existing industrial uses
- Improvements to Jackson Highway will be critical
- Development of Area A (to Excelsior) is preferable to development of Area B (to Sunrise)



Findings/Majority Opinion – New Growth Area: West of Watt

- Participants indicated that this area was better suited for development than the other three proposed areas
- Concerns were expressed regarding airport noise



Findings/Majority Opinion – New Growth Area: Easton

- Participants generally supported the development of this area
- Improving transit service to this area is important



Findings – Community Exercise

- Participants identified many key features and provided input on elements to preserve and change
- Detailed comments are presented in Section V of the Public Outreach Process – Summary Report
- These valuable comments are being considered as staff finalizes the General Plan Elements
- These comments will also be considered during future community related planning efforts

Community Exercise – Common Themes

- More retail, entertainment opportunities, enhanced planning of economic development
- Improved roads and transit opportunities
- Retain rural/semi-rural feel, better mix of rural-urban life
- Improved streetscapes and bicycle/pedestrian paths
- Preserve the American River Parkway, parks and other open space
- Community assets: community centers, parks and libraries

Sacramento County would like to thank all residents, business owners, and other stakeholders who participated in the community workshops, interactive games, and other activities to help shape the future of our County and communities