Guiding Principles

How the Guiding Principles will be Used

The Guiding Principles express what really matters to the community—the beliefs about basic considerations that should apply to whatever the city does. Guiding Principles illustrate how the General Plan Vision Statement can further evolve and translate into discreet land use map changes and policy direction. In other words, principles serve as reference points—the overarching rationale—for development of the land plan and inclusion of specific goals and policies.

The Guiding Principles also help tell the story of how the GPAC and the City arrived at changes to the land use map. They will be shared with the public and decision makers as the basis for the recommendations for change proposed in the Land Use Plan. They will articulate the considerations made when the GPAC evaluated the tradeoffs of implementing different land uses, and when various land plan changes were developed by the City.

For example, the topic of "health" may have many policy manifestations in a general plan, but we need the GPAC to focus on the concept of “health” as it relates to plan diagram (e.g., patterns of uses and densities that promote walkability, locating commercial uses (e.g., food stores) in proximity to housing, location of parks in proximity to residential neighborhoods, and so on). A robust Healthy Communities Element addresses numerous other, non-land use, topics.

Creating Guiding Principles

At the last GPAC meeting, members suggested that the draft Guiding Principles prepared for GPAC review be revised to utilize different wording and format to be more reflective of community values, goals and desired character. At the next meeting, the City and consultant team will facilitate a small group exercise with GPAC members to arrive at a revised set of the Guiding Principles that reflects the committee’s desired approach and wording.

Using the draft Guiding Principles document provided at the last meeting (attached) as a resource, please come prepared with your recommendations for revision. Staff and the consultant team are looking for direction from GPAC as it relates to the following general topics:

- Community Character
- Land Use Planning (overall, corridors and areas)
• Public Parks, Open Space & Trails
• Economic Prosperity
• Health and Vitality
• Livability and Sustainability

If there are other topics that you think should be included (or excluded from the examples provided), there will be an opportunity during the meeting to identify those and let the group deliberate the general topics that should be addressed before specific Guiding Principles for each topic are drafted during the meeting.

**Land Use Options**

For the remainder of the meeting, GPAC members will continue the conversation about the uses groups suggested for each corridor or focus area, to determine which options should be put forth to the public to gauge their level of interest or support in the uses identified.

During the workshop, the agenda will also accommodate time to discuss bigger picture land use considerations (how the various uses will fit together overall, and where various uses should be accommodated in the City if they are implemented).

The input provided by the GPAC on the land uses will serve as the foundation for the outreach exercise used during the Community Workshop (and subsequent online survey) which will be brought back to the GPAC for further discussion and use in creating a Land Use Plan (or series of options) that will be taken to Planning Commission and City Council for review prior to the start of any technical studies required as part of the Environmental Impact Report (see process chart below).