



## **MEMORANDUM**

### **August 9, 2013**

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TO: General Plan Update Working Group

FROM: Beth Thompson and Ben Ritchie, De Novo Planning Group

SUBJECT: August 15th Meeting – Land Use

DATE: August 9, 2013

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#### **INTRODUCTION**

The August 15<sup>th</sup> meeting will focus on the topic of Land Use. The discussion will focus on land use goals, policies, and actions to be included in the General Plan. The Working Group will discuss the Land Use Map at future meetings.

This meeting packet includes specific reading materials related to land use, and raises key issues to consider in preparation for the next Working Group meeting. As the Working Group is aware, it is critical that each member come to the next meeting having read the materials identified in this memo and having prepared and organized thoughts, comments, and questions related to this General Plan topic. Please direct any questions regarding the assigned reading materials or the issues to be discussed during this next Working Group meeting to Planning Manager Erik Nolthenius at (925) 516-5137 or [enolthenius@brentwoodca.gov](mailto:enolthenius@brentwoodca.gov).

The Land Use Element is one of seven mandatory elements in the General Plan. This element will provide traditional descriptions of land use designations, and will include policy guidance to address the relationship between building facades and the public realm, the form and mass of buildings in relation to one another, and the scale and types of streets and blocks. The Land Use Element will capitalize on the community's assets and potential with "place making" ideas that ultimately create good public spaces that promote people's health, happiness, and well being.

The Land Use Element will provide goals, policies, and actions that cover the following topics:

- Growth and physical expansion
- Land use types, mix, balance, and location – density and intensity standards will be provided for each land use designation
- Existing land use designations will be revised and augmented as necessary
- Opportunities for place making
- A table will identify the zoning designations that are consistent with each General Plan land use designation
- Recommended zoning changes to ensure that zoning and General Plan land use designations are in compliance

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As part of the visioning process that occurred in November and December of last year, residents and stakeholders were asked to identify their vision and priorities for the city's future, as well as challenges and opportunities associated with the General Plan Update. The need to preserve the city's small-town feel and charm, the need to provide a wide range of opportunities for economic growth and development, and the need to protect existing residential neighborhoods were consistently cited as top priorities by the community during the visioning process.

The City's existing General Plan includes goals, policies, and actions specifically related to land use. It is expected and anticipated that the Working Group will review these for relevancy and scope, and if necessary, expand upon them as part of this General Plan Update.

## **REQUIRED READING**

Prior to the meeting on August 15<sup>th</sup> please read the following items:

- **Background Information** – Sections 1.1 and 1.2 of the Existing Conditions Report
- **Opportunities and Constraints** – Section 4.1 of the Opportunities and Constraints Report
- **Existing General Plan** – goals, policies, and actions related to land use (see the Land Use Element pages in the “Goals and Policies” tab of your binder)

## **WORK EXERCISE**

After reading the materials identified above, please consider the following questions and be prepared to succinctly discuss your responses:

1. Does the existing Land Use Element adequately address and include the range of land uses the city needs over the next 20 years?
2. Are the allowed land uses within the existing Land Use Designations appropriate?
3. Are there land use goals or policies in the existing General Plan that should be revised or eliminated?
4. Please review the Key Questions contained in Section 4.1 of the Opportunities and Constraints Report, and come prepared to discuss your thoughts in response to these questions.