



GENERAL PLAN UPDATE

1887 - 2009 - 2012 - 2050

Community Workshops
February 3rd, 4th, and 6th, 2010

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← CALIFORNIA →
NATIONAL CITY
 1887
 INCORPORATED

2009

PREPARE

2010

CREATE

2011

IMPLEMENT

2012

IMPLEMENT

125th Anniversary ♦

Implementation - Neighborhood Action Plans, CIP, Land Use Code, etc.

♦♦ City Council Public Hearings / Adoption

♦♦ Planning Commission Hearings

Environmental Impact Report (EIR) Prepared

Draft GPU, Land Use Code, & CIP Prepared

♦♦♦♦♦ March-June - City Council Working Meetings

We are here  ♦ ♦ ♦ Community Workshops

Nov-Feb - Community Questionnaire

♦ November 14 - Community Meeting (Neighborhood Councils Breakfast)

♦ October 20 - Planning Commission / City Council Joint Meeting

June-August - Fellowship Program / Background Report

♦ March 21 - Strategic Planning Workshop

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2050



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The General Plan

- ***A comprehensive, long-range plan for the City's physical development***
- ***The desired vision for the community's future***
- ***Policies to guide the way land is developed and used***
- ***California law recommends updates every ten years or more often if necessary***
- ***The last comprehensive update was in 1996***

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General Plan Update Components and Process

Vision Guiding Principles

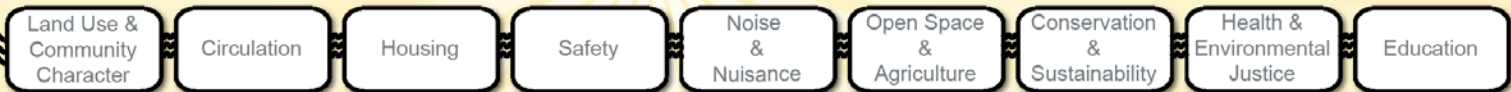


Review Existing Conditions



General Plan Elements

Global Themes:
•Economic Vitality
•Social Equity
•Human & Environmental Health



Implementation



Measuring Progress



PUBLIC OUTREACH AND PARTICIPATION

ENVIRONMENTAL REVIEW

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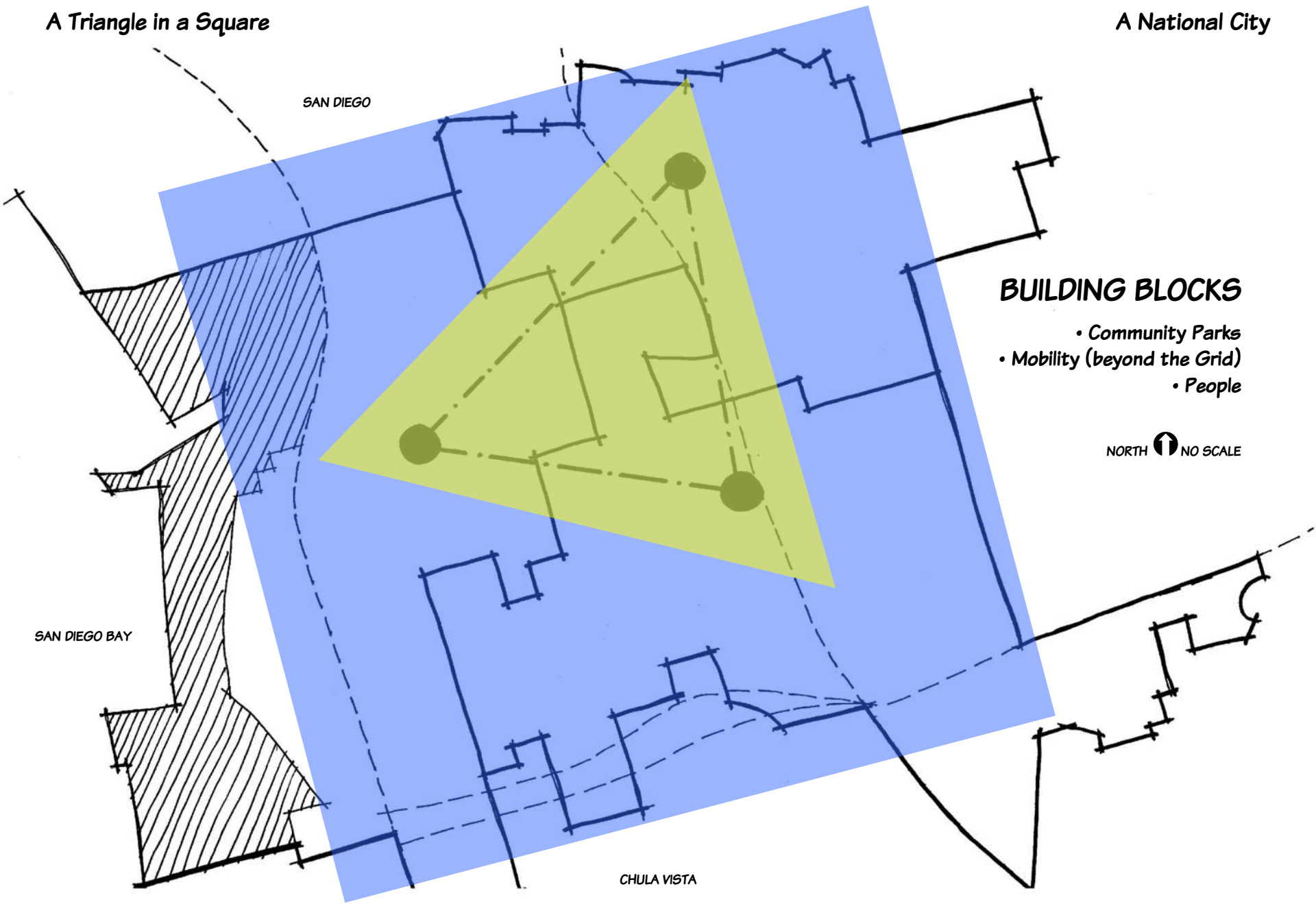


Geographic Organization of the City

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A Triangle in a Square

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SAN DIEGO

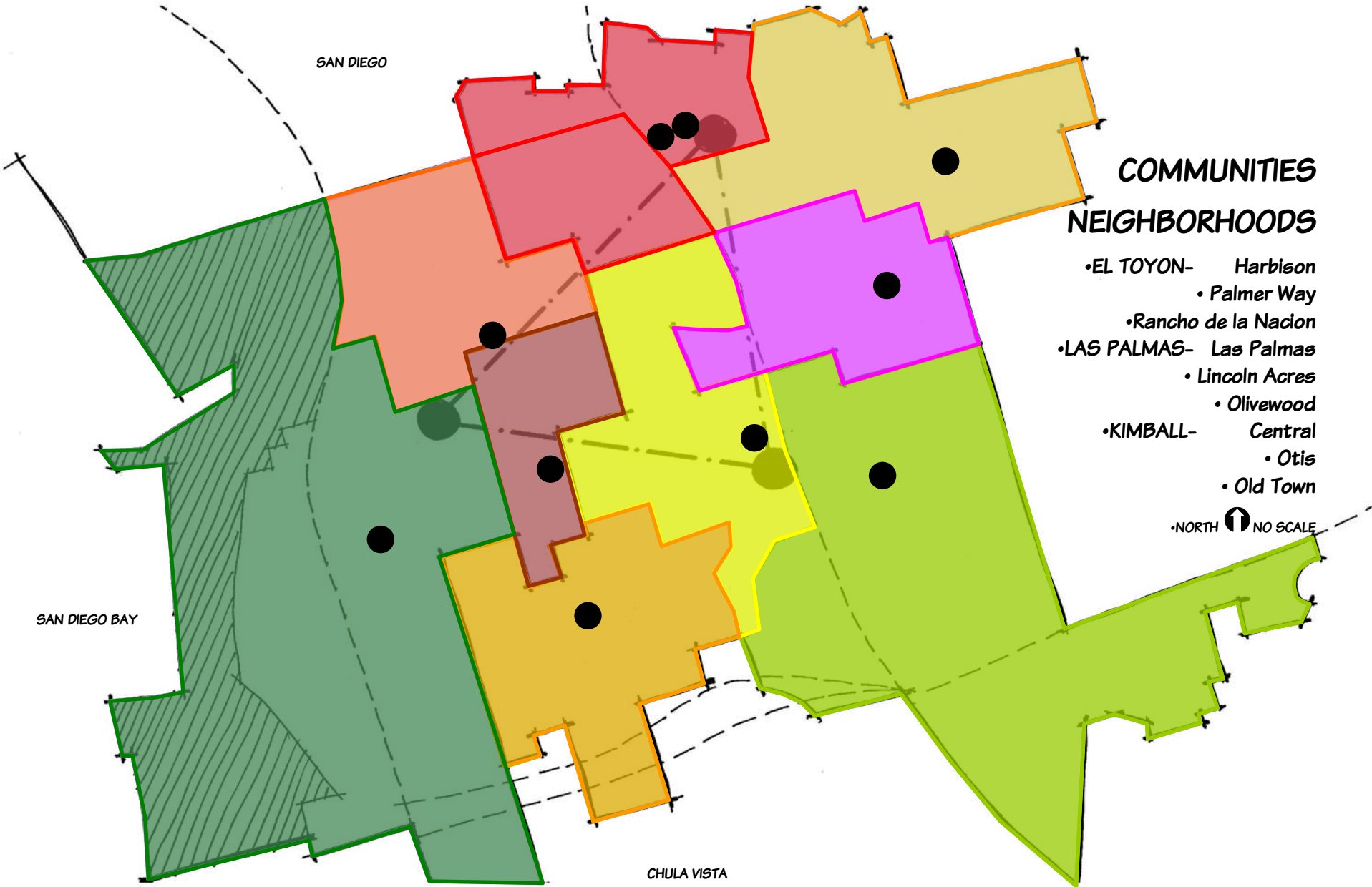
SAN DIEGO BAY

CHULA VISTA

BUILDING BLOCKS

- Community Parks
- Mobility (beyond the Grid)
- People

NORTH  NO SCALE



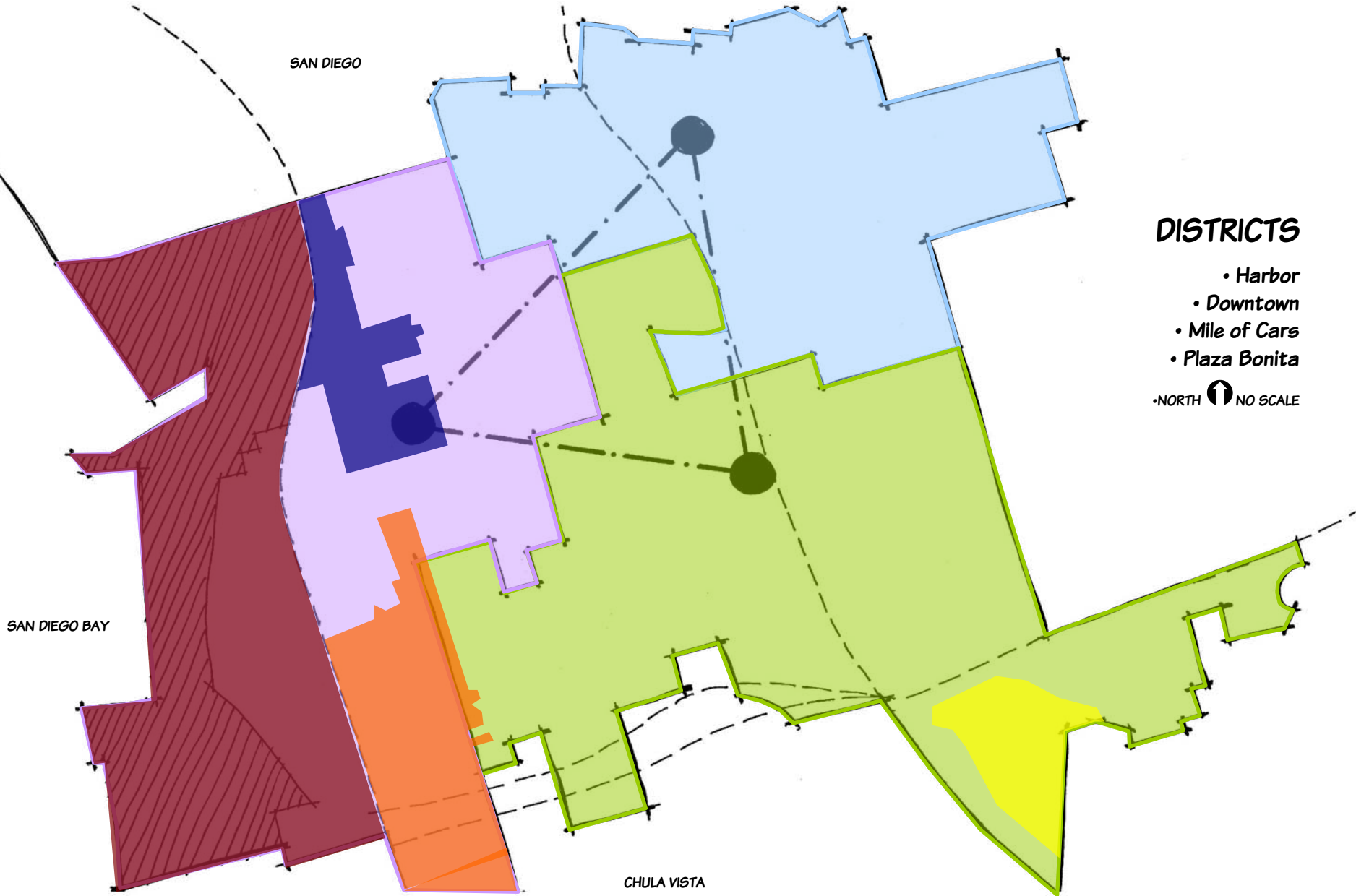
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SAN DIEGO BAY

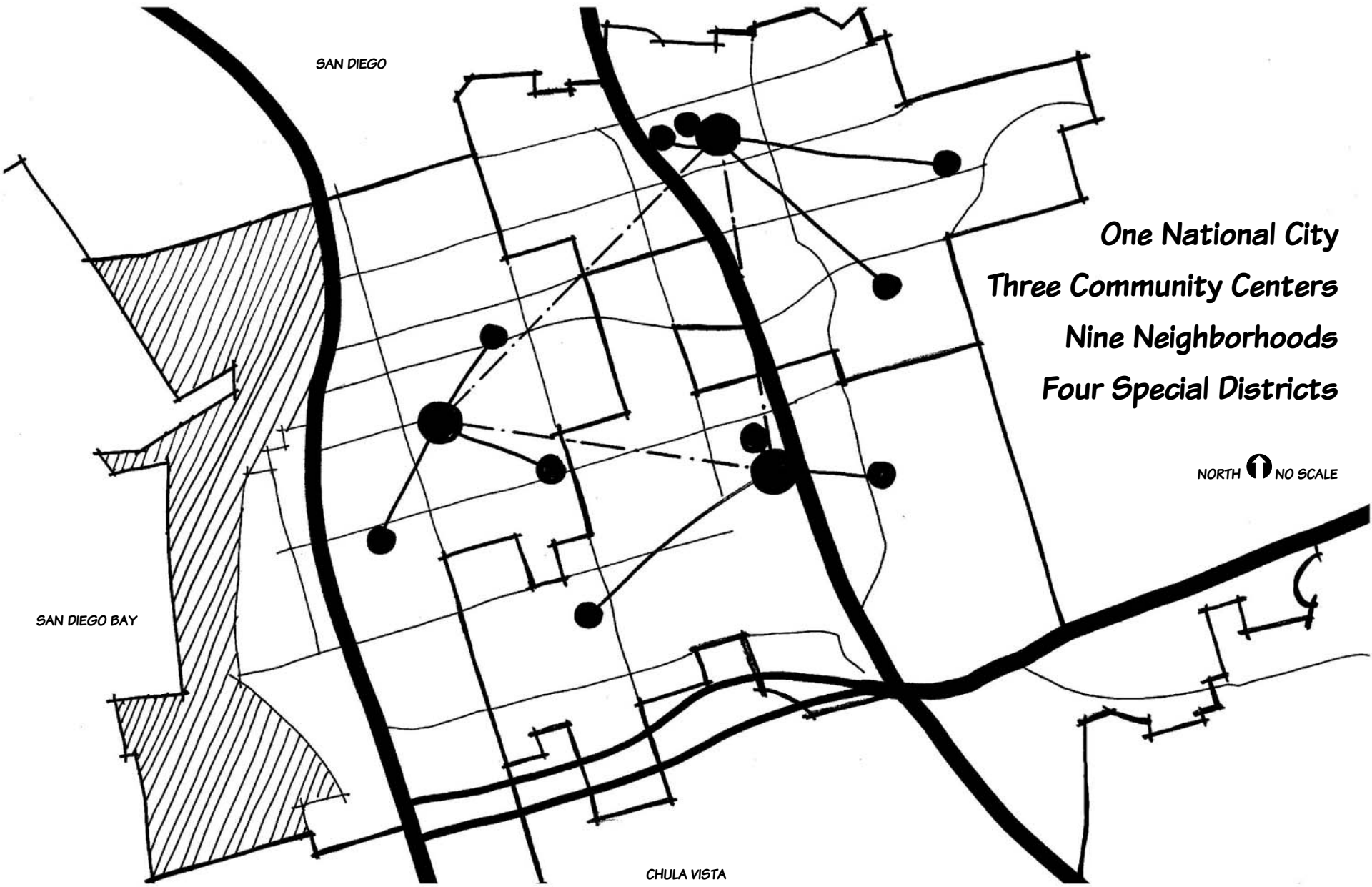
CHULA VISTA

Special Districts require special attention

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Participation Network



One National City
Three Community Centers
Nine Neighborhoods
Four Special Districts

NORTH  NO SCALE



Overview of Public Participation

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Public Participation Opportunities:

- Strategic Plan Workshop (March 21, 2009)
- City Council Meeting and joint City Council/Planning Commission Meeting on Background Reports (August 18, 2009 and October 20, 2009)
- Neighborhood Councils Breakfast (November 14, 2009)
- City's Website: www.nationalcityca.gov
- Community Workshops at El Toyon, Las Palmas, and Kimball Parks (9 meetings – 3 in February, 3 in May, and 3 in September)
- City Council Working Meetings/Townhall Meetings (4-5 meetings – monthly from March to June)
- Neighborhood Action Committees (Focus on plan implementation)
- Public Review of the Draft General Plan and EIR
- Public Hearings prior to adoption of the General Plan

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1st Community Questionnaire

	Helpful	Harmful
Existing	S Strengths	W Weaknesses
Future	O Opportunities	T Threats

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8 Questions Asked:

- What do you like *best* about your neighborhood?
- What do you like *best* about National City?
- What do you like *least* about your neighborhood?
- What do you like *least* about National City?
- How could your neighborhood *be improved*?
- How could National City *be improved*?
- What could *stand in the way* of improving your neighborhood?
- What could *stand in the way* of improving National City?



Distribution:

- Neighborhood Council Breakfast on November 14
- Press release on November 23
- 83 responses



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Results - Strengths:



Neighbors



Quaint/Small
Town Feel



Location



Leadership



Sense of
Community

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Results - Weaknesses:



Blight



Sense of Safety



Noise



Parking



Traffic



**Poor Street
Conditions**



Results - Opportunities:



Activities for Kids



Property Clean-Up



Street Improvements



Increased Communication with the Public



Increased Lighting/Security

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Results - Threats:



Lack of
Money/Resources



Public
Reluctance



City's Bad
Reputation



Draft General Plan Concepts

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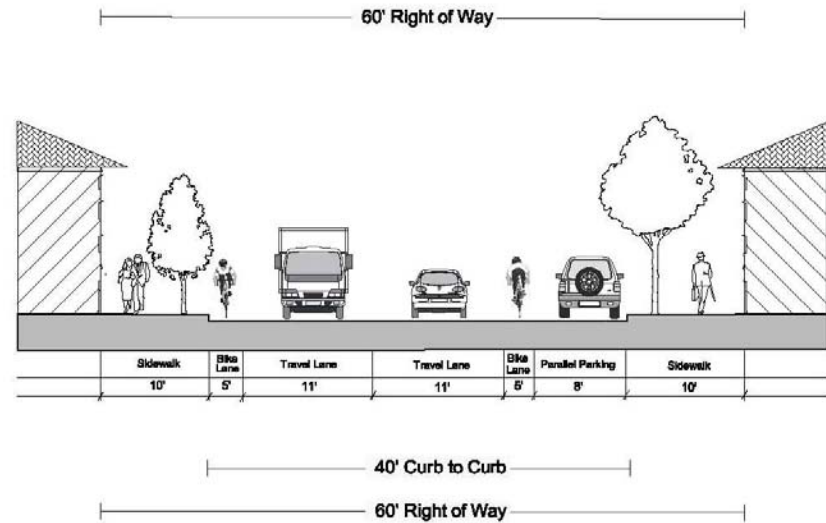
Smart Growth and Mixed-Use Development



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Traffic Calming & Pedestrian Safety



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Safe Routes to Schools





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Increased Access to Transit and Other Modes of Travel



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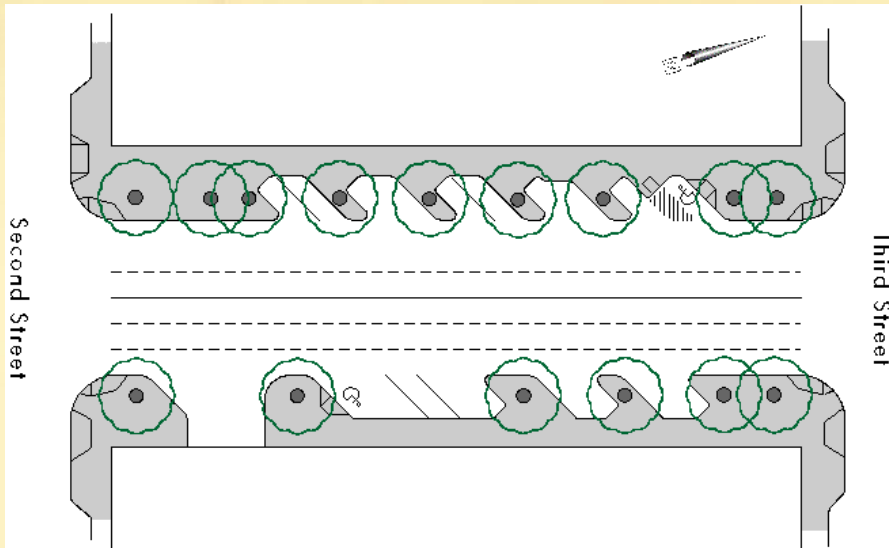
Improved Air and Water Quality



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Parking Solutions

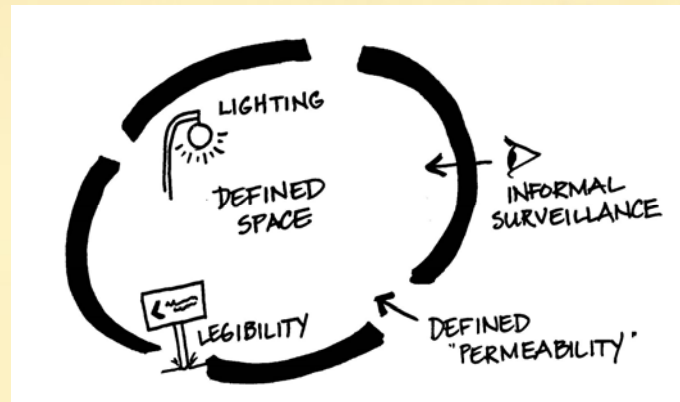




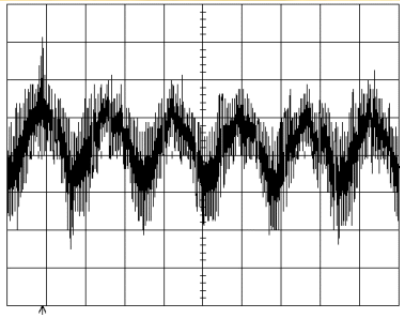
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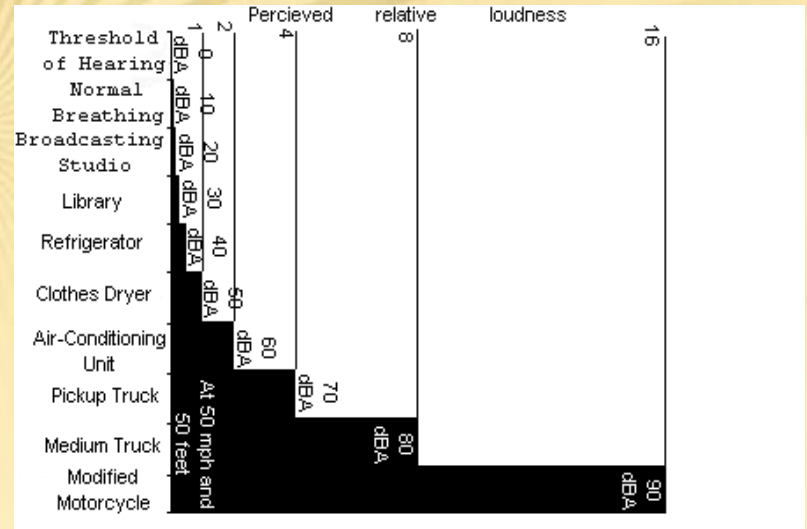
Neighborhood Watch & Crime Prevention through Environmental Design



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Noise Barriers and Buffers



U.S. DOT



Increased Access to Parks and Open Space



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Urban Farms & Community Gardens



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Historic Preservation



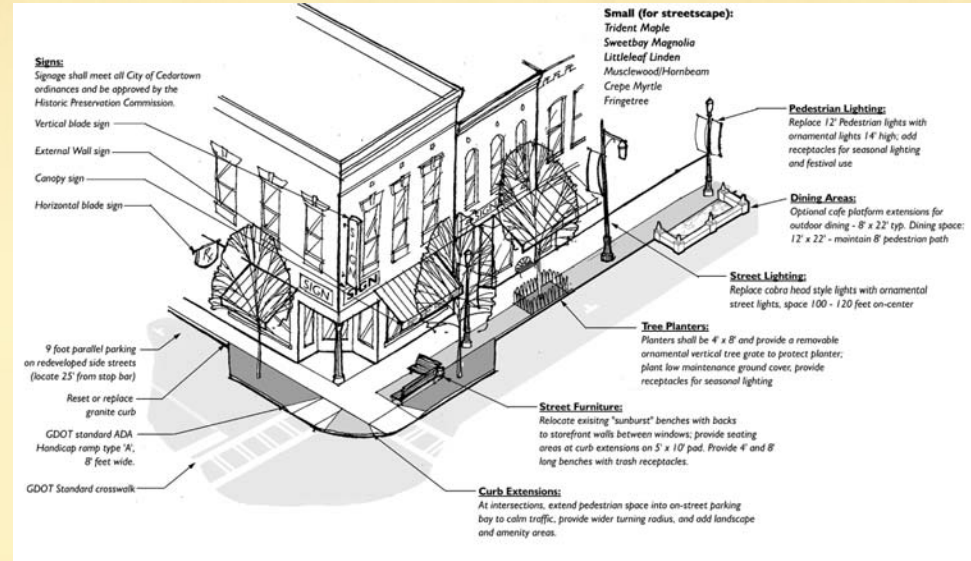
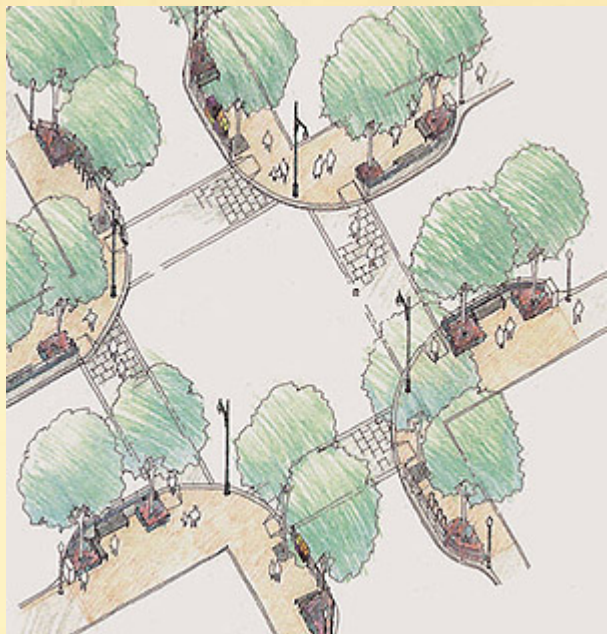
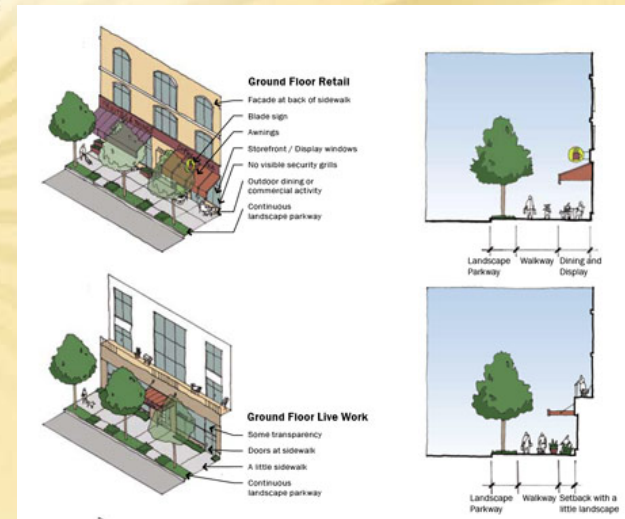
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Implementation

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Updated Land Use Code and Design Guidelines



Capital Improvements





Neighborhood and District Action Plans



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Senior Village Expansion



Key Projects

Paradise Creek
Pedestrian
Connection



Las Palmas Park Expansion

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Next Steps

- *Take the community questionnaire survey*
- *Provide comments and suggestions today*
- *Attend the Council Working meetings*
- *Attend the next Community Workshops in May*