



NATIONAL CITY FOCUSED GENERAL PLAN UPDATE,
CAP, HOUSE NATIONAL CITY, AND EIR
REVISED COMMUNITY ENGAGEMENT PLAN
(JANUARY 2023)

PROJECT DESCRIPTION

The City of National City is embarking on a Focused General Plan Update (FGPU) and a Climate Action Plan (CAP) Update that will include a new opt-in floor area ratio-based (FAR) residential density bonus program called House National City. The General Plan serves as the guiding document for achieving the community’s vision for the future. The General Plan was last updated in 2011. Since then, new state legislation and other regional and local changes have taken place. The Focused General Plan Update will provide residents and businesses the opportunity to shape where future residential and business growth will occur within the City.

The General Plan Update builds upon the prior planning projects, including the 24th Street TODO. The City Council approved the 24th Street TODO in June 2021. To inform the TODO process, four (4) public events, two (2) surveys, and multiple stakeholder interviews were conducted (link to 24th Street [TODO Public Outreach Plan](#)). The outreach process for the General Plan Update seeks to meaningfully complement and build from those efforts.

The elements of the General Plan that are being updated are: Land Use and Community Character, Circulation (Transportation), Safety, and Housing. The City’s Climate Action Plan (CAP) is included in the update, as well. Climate Action Plans are comprehensive roadmaps that outline the specific activities an agency will undertake to reduce greenhouse gas emissions (GHGs). The integration of land use, transportation, and housing is important in the strategy of GHG reduction, which is why the City is taking a holistic approach in updating these elements in conjunction with updating the Climate Action Plan and proposing a new density bonus program to incentivize the construction of new housing to revitalize and enhance National City for its residents.

HOUSE NATIONAL CITY

House National City is proposed as an opt-in program for developers to be able to use a different way to calculate the number of homes proposed on a parcel. Rather than putting a limit on the homes based on what is called “dwelling units per acre,” it uses the site and unit square footage as well as the allowable height of a lot to determine the number of homes that can be built. This metric is called Floor Area Ratio (FAR).

The intent of this new program is focused on development within areas served by high-frequency transit, which means that the bus or trolley stop at a location at least every 15 minutes that provides housing for very low-income and low-income households and additional community benefits outside of the Downtown Specific Plan (DTSP). Because the DTSP already has higher adopted FAR allowances, it is important to diversify this proposed program to other underinvested parcels that may need additional density and intensity to spur future growth and



development. As such, this program is intended to materially assist in providing adequate housing for all economic segments of the community; to provide a balance of housing opportunities within the City of National City with an emphasis on housing near transit and community benefits that assist in uplifting the quality of life for residents and reducing the impacts of gentrification and tenant displacement. The following mixed-use and multi-family base zones would be included: MCR-1; MCR-2; MXC-1; MXC-2; MXD-1; MXD-2; RM-1; RM-2; RM-3. No single-family zones are proposed to be included in this opt-in program. The mixed-use overlay zones and the housing overlay zones would also be included.

VIRTUAL MEETING PLATFORM

The COVID-19 pandemic has created a unique challenge to facilitating community engagement. Consistent with official public health guidance, outreach activities will be shifted from in-person events to virtual platforms. To address potential barriers to participation and maximize reach, a variety of media and activities are proposed to share information and host activities.

NOTIFICATION PROCEDURES

The City's e-mail listserv, FGPU stakeholder list, and the City's social media sites will be used to share the dates and times of outreach events and opportunities to get involved. Information will be provided in both English and Spanish. A webpage will also be established on nationalcityca.gov to provide project updates.

PHASE I OUTREACH: AUGUST/SEPTEMBER 2020 – COMPLETED

PUBLIC WEBINARS

Four (4) webinars were held to introduce the project to the public. The primary goals of the webinars were to educate the public on the project and solicit their input on the existing conditions, goals and policies, and recommendations. Each webinar included a question and answer session and interactive activities such as live polling. Three webinars were conducted in English with live Spanish translation available via a separate channel. In addition, one webinar was conducted in Spanish. Webinars were held at a variety of times including a weekday, weekday evening, and weekend mornings.

SURVEY

A community-wide survey was conducted in both English and Spanish to gain the input of residents and other stakeholders. The survey was hosted online via the MetroQuest platform. In addition to the standard notification procedures, advertising of the survey occurred through webinars, stakeholder interviews, and website and social media posts.

TELEPHONE OFFICE HOURS

The project team held telephone Office Hours where interested persons could call to ask questions or discuss the project. Both English and Spanish-speaking staff were available during these times. Office Hours provided the opportunity for individuals who could not attend a webinar (or have limited access to a digital device) to learn about the project and offer feedback.



STAKEHOLDER INTERVIEWS

The project team conducted interviews with stakeholders in the General Plan Update process. Stakeholders included developers and community organizations. The interviews were conducted over a digital meeting platform.

PHASE 2 OUTREACH: MARCH/APRIL 2021 – COMPLETED

PUBLIC WEBINARS

Two (2) webinars were held to provide an update on project recommendations and solicit public input on goals and policies. Webinars included a question and answer session and breakout sessions with interactive activities (hosted via Google JamBoards) to discuss housing/land use, transportation, and climate action-related goals and policies. Webinars were conducted in English, with live Spanish translation available via a separate channel.

TELEPHONE OFFICE HOURS

The project team held telephone Office Hours where interested persons could call to ask questions or discuss the project. Both English and Spanish-speaking staff were available during these times. Office Hours provided the opportunity for individuals who could not attend a webinar (or have limited access to a digital device) to learn about the project and offer feedback.

STAKEHOLDER INTERVIEWS

The project team conducted interviews with stakeholders in the General Plan Update process. Stakeholders included developers and community organizations. The interviews were conducted over a digital meeting platform.

PHASE 3 OUTREACH: DECEMBER 2021-JUNE 2023 – IN PROGRESS

PUBLIC WEBINAR

One (1) webinar will be held to conduct a focused discussion on recommendations related to the Land Use Element, House National City Program, and Climate Action Plan. The webinar will include background information on density and floor-area ratio (FAR) in order to assist the public with commenting and providing feedback on proposed recommendations. The webinar will also include breakout sessions with interactive activities and a general question and answer session. The webinar will be conducted in English with live Spanish translation available via a separate channel. Materials will be posted to the website for public review approximately two weeks before the event. The webinar will be held on December 8, at 6:30. The webinar's notification (in English and Spanish) will be given through email blasts, social media notices, and advertisements on the project website. The webinar will be recorded and can be viewed at one's convenience.



INTERACTIVE DIGITAL MAP

The project team will create a digital map where members of the public can comment on and provide input on the Land Use Element and the House National City Program. The map will be available from November 2021-December 2021 to allow sufficient time for members of the public to build familiarity with the tool, review recommendations, and provide meaningful input. The project team will identify a platform with the desired mapping and commenting capabilities.

TELEPHONE OFFICE HOURS

The project team will hold telephone Office Hours where interested persons can call to ask any questions or discuss the project. Both English and Spanish-speaking staff will be available during these times. Office Hours provide the opportunity for individuals who cannot attend a webinar (or have limited access to a digital device) to learn about the project and offer feedback.

STAKEHOLDER MEETINGS

During the General Plan Update process, the project team will conduct up to twelve (12) meetings with stakeholders, such as community organizations. The interviews will be conducted over a digital meeting platform.

CITY COUNCIL BRIEFINGS

After collecting input through the public webinar, interactive digital map, telephone office hours, and any stakeholder meetings, the project team will brief the City Council, and Mayor on the feedback received and updated project recommendations. These briefings are anticipated to occur in January 2022.

SCOPING MEETING AND NOTICE OF PREPARATION (NOP)

A notice of preparation (NOP) will be drafted and circulated for a 30-day review period to inform the public and other agencies on the anticipated environmental analyses that the City will undertake to evaluate the General Plan Update under the California Environmental Quality Act (CEQA).

The project team will host a scoping meeting via an online meeting platform to solicit input on the scope of the environmental analyses, as well. The NOP and scoping meeting are anticipated for April 2022.

DRAFT ELEMENTS, DRAFT CLIMATE ACTION PLAN, AND DRAFT HOUSE NATIONAL CITY PROGRAM

Draft documents, including draft elements, draft Climate Action Plan, and draft House National City Program will be posted to the City's website for public review and comment. Comments are anticipated to be collected via e-mail. These draft documents are anticipated to be posted to the City's website in April 2022.

DRAFT SUPPLEMENTAL ENVIRONMENTAL IMPACT REPORT (SEIR)

The draft SEIR will be posted to the City's website and Public Review will be conducted according to CEQA requirements. Comments are anticipated to be collected via e-mail. The Public Review period is anticipated for February 2023-March 2023.



PUBLIC HEARINGS

Final hearings and adoption for the General Plan Update, CAP, and House National City Program will occur via the Planning Commission and City Council. Final hearings and adoption are anticipated for March 2023 - June 2023. Any revised materials will be posted to the project website ahead of time for review.