



GENERAL PLAN UPDATE

1887 - 2009 - 2012 - 2050

Community Workshops
May 5th, 6th, and 8th, 2010

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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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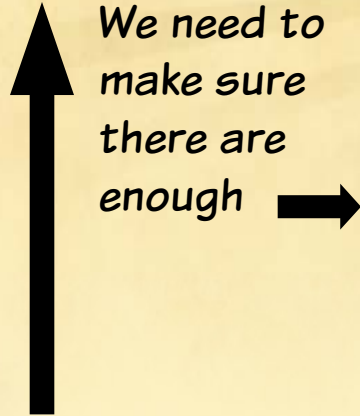


The General Plan

- *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*

Why is City Planning Needed?

As the population
goes up



We need to
make sure
there are
enough



National City

General Plan Update Components and Process

Vision Guiding Principles

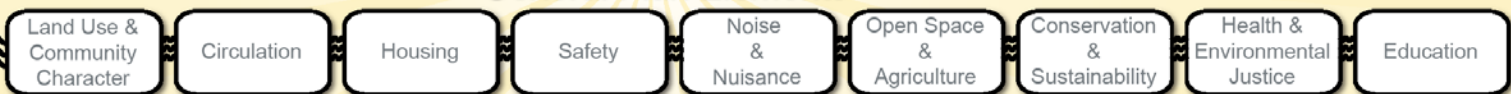


Review Existing Conditions



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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Draft General Plan Concepts

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Smart Growth and Mixed-Use Development



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Increased Access to Transit and Other Modes of Travel



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Improved Air and Water Quality



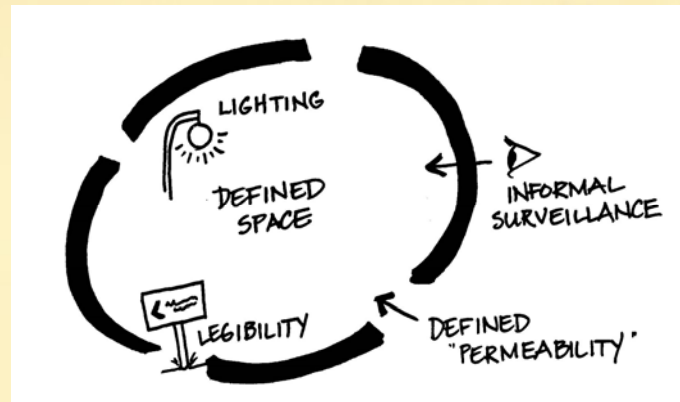
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Neighborhood Watch and Crime Prevention through Environmental Design



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Increased Access to Parks and Open Space



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Urban Farms and Community Gardens



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Historic Preservation



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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)
- SWOT Questionnaire (Nov – Feb)
- City's Website: www.nationalcityca.gov
- Elementary School Assemblies and Student Assignments



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Public Participation Opportunities

- Community Workshops at El Toyon, Las Palmas, and Kimball Parks Meetings – 3 in February, 3 in May, and 3 in September)
- City Council Working Meetings/Town Hall Meetings (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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Community Questionnaire

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

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Results - Strengths:



Diversity



**Sense of
Community**



Location



**Quaint/Small
Town Feel**



Neighbors

Results - Weaknesses:



Lack of Property Maintenance



Crime/Gang Activity



Lack of Grocery Stores



Traffic



Lack of Open Space/Parks



Lack of Entertainment

Results - Opportunities:



Empower and Engage Youth



Street / Infrastructure Improvements



Increased Lighting



Property Clean-Up & Code Enforcement



Increased Security and Police Presence

Results - Threats:



Lack of
Money/Resources



Public Reluctance



Current Economic
Conditions



Image Concerns



Through previous participation efforts, we obtained an understanding of what the community wants for the future of National City. Now let us know what you want it to look like and where your implementation priorities lie.

The following survey will help us to evaluate what you like and don't like about various forms of development, types of parks and open space, and proposed changes to existing roadways. This input will assist the City in making informed decisions about how to regulate future development and where to direct its resources.



The "Clicker" - Turning Point Response Card



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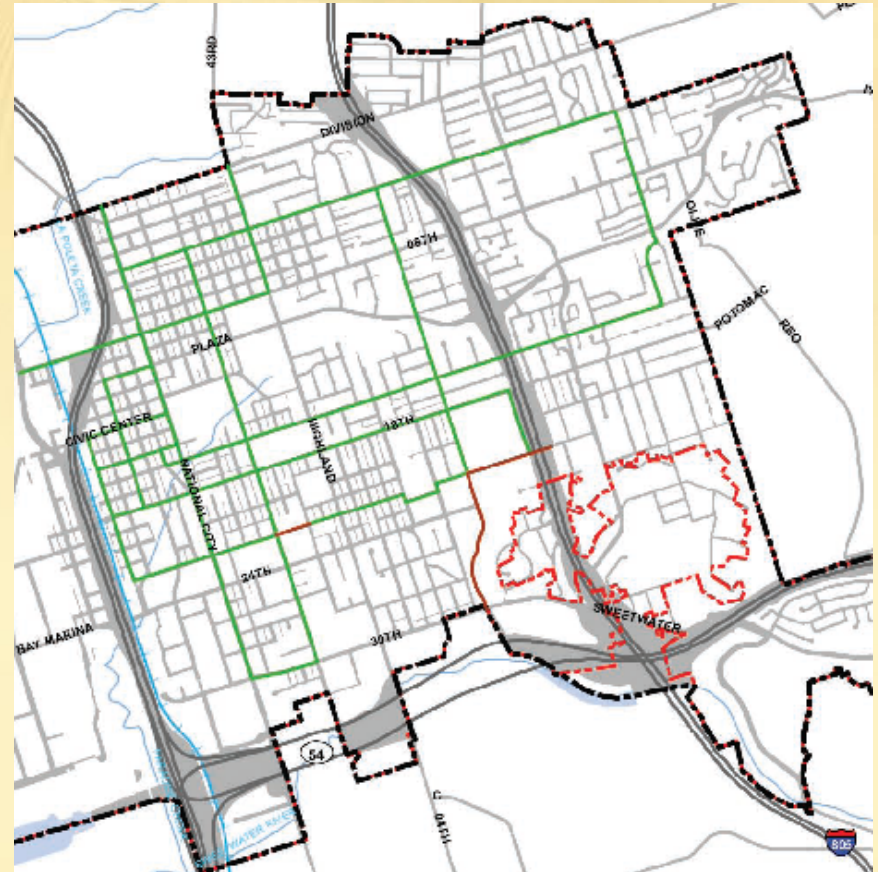
Community Corridors

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Community Corridors

- Coolidge Avenue
- D Avenue
- 4th Street
- 16th Street
- 18th Street
- 24th Street
- National City Boulevard



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Community Corridor Goals

- Promote Traffic Calming
- Provide Streetscape Improvements
- Create Pedestrian Enhancements
- Promote Walking and Bicycling
- Improve Safety for all Users



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Community Corridor Possibilities

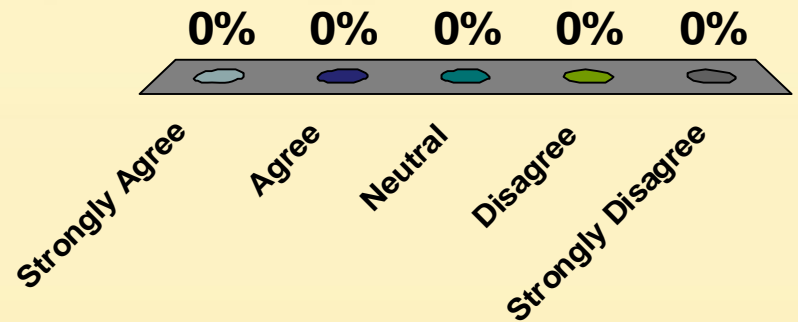
- *Wide and Shaded Sidewalks*
- *Bike Lanes and Facilities*
- *Vehicle Travel Lanes Reduced Where Possible*
- *Marked Crosswalks*
- *Improved On-Street Parking for Businesses and Residents*



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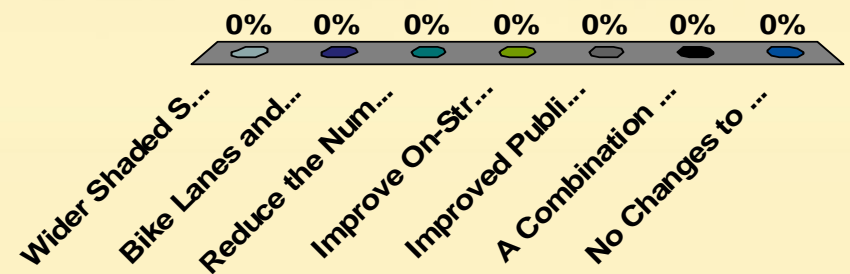
The Creation of Community Corridors will Benefit Both the Residents and Businesses of National City

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree



Please Pick the Most Important Component of a Community Corridor

1. Wider Shaded Sidewalks
2. Bike Lanes and Facilities
3. Reduce the Number of Vehicle Travel Lanes
4. Improve On-Street Parking for Businesses and Residents
5. Improved Public Transit Access
6. A Combination of All of the Above
7. No Changes to the Existing Streets





Safe Routes to School

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Safe Routes to School



Coolidge Avenue looking south towards Kimball Elementary School



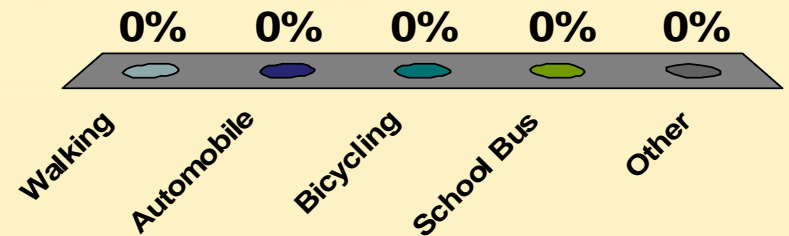
Coolidge Avenue looking north

Safe Routes to School: Safer Setting for Walking and Bicycling while Recognizing that a Roadway Needs to Safely Accommodate all Modes of Transportation

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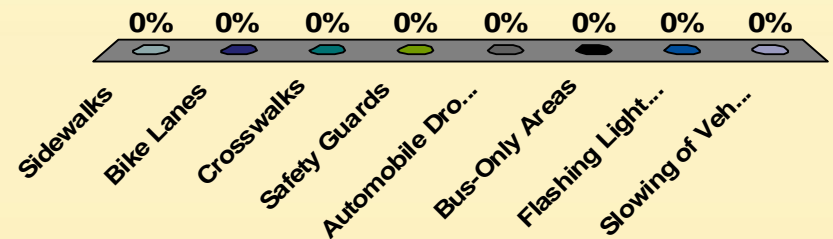
Please Pick the Usual Form of Transportation Used by Your Family to Get to and From School

1. Walking
2. Automobile
3. Bicycling
4. School Bus
5. Other



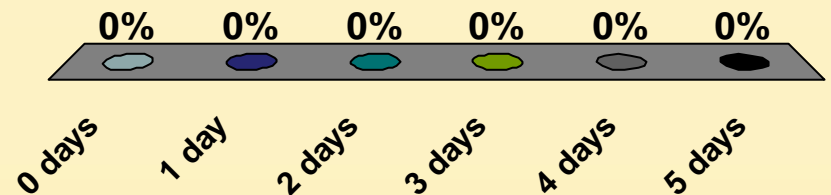
From a Safe Routes to School Perspective, What THREE Items are Most Important to You?

1. Sidewalks
2. Bike Lanes
3. Crosswalks
4. Safety Guards
5. Automobile Drop-off Areas
6. Bus-Only Areas
7. Flashing Lights
8. Slowing of Vehicles



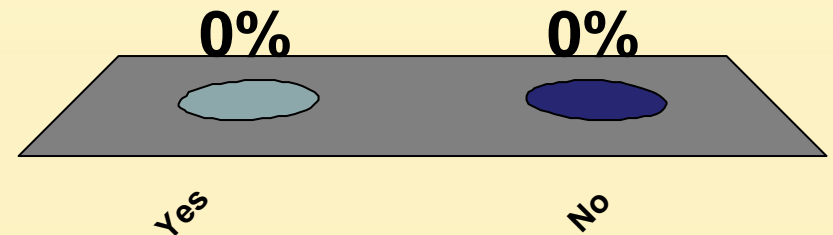
If You, or Your Child, Could Use a Safe Route to School, How Many Days per Week Would You Walk/Bike Rather than Drive?

1. 0 days
2. 1 day
3. 2 days
4. 3 days
5. 4 days
6. 5 days



I Would Like to See the Route to My School Converted to a Safe Route to School

1. Yes
2. No





Proposed Mixed Use Zoning



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Proposed Mixed Use Zoning

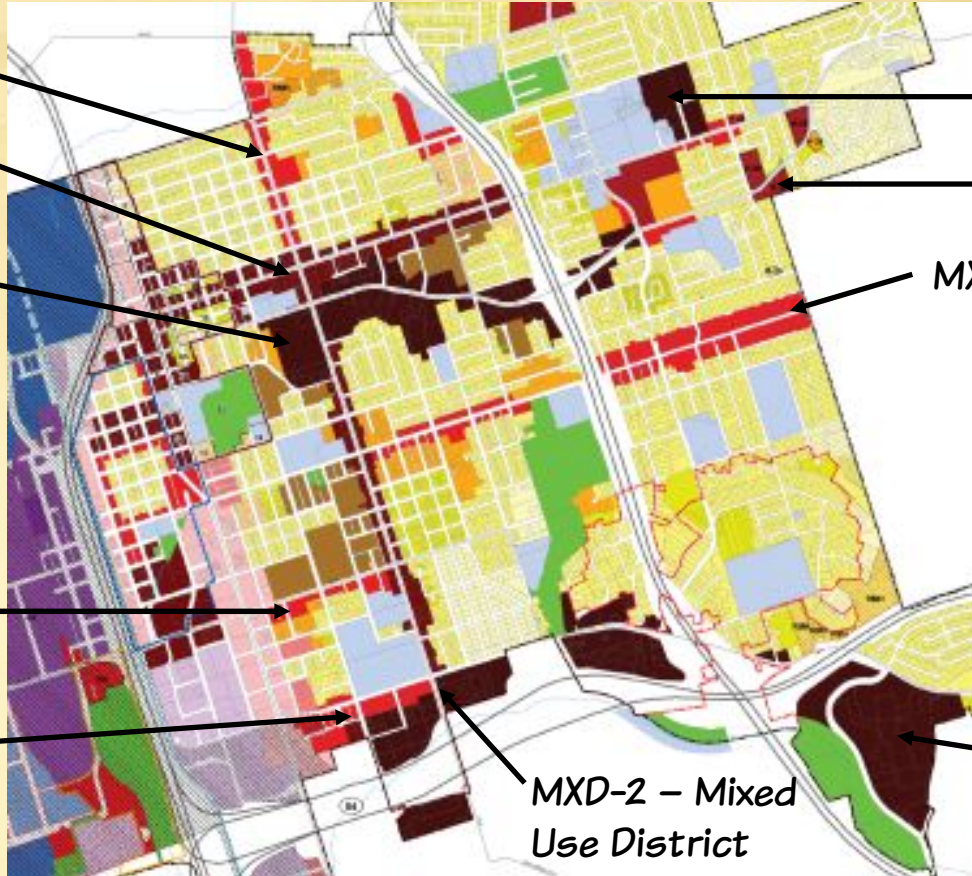
MXC-1 – Mixed Use Corridor

MXD-2 – Mixed Use Corridor

MXD-2 – Mixed Use District

MXC-1 – Mixed Use Corridor

MXC-1 – Mixed Use Corridor



MXD-2 – Mixed Use District

MXD-1 – Mixed Use District

MXC-1 – Mixed Use Corridor

MXD-2 – Mixed Use District

MXD-2 – Mixed Use District



Mixed Use Zoning

MXC-1 and MXD-1

- ***Creates Minor Mixed Use Corridors and Districts that are Compatible with Adjacent Single Family Neighborhoods***
- ***Minor Mixed Use Corridor Zoning is Designed to Create a Pedestrian-Oriented Form of Development***
- ***Minor Mixed Use District Zoning is Intended to Facilitate the Redevelopment of Large Sites Currently Occupied by Automobile-Oriented Uses***



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Mixed Use Zoning

MXC-2 and MXD-2

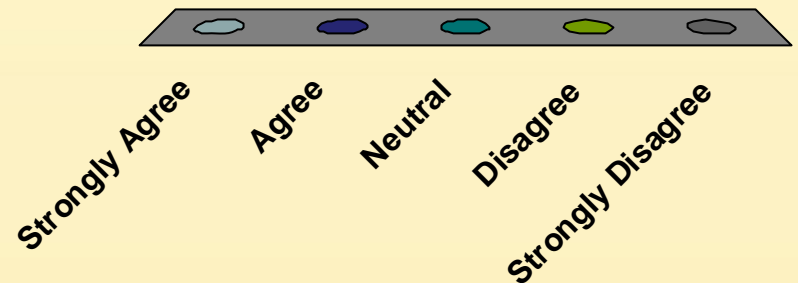
- ***Creates Major Mixed Use Corridors and Districts that Function as Important Activity Centers***
- ***Major Mixed Use Corridor Zoning is Intended to Create Vibrant and Attractive Places at an Urban Scale***
- ***Major Mixed Use District Zoning will Function as Complete Neighborhoods with Reduced Dependence on the Automobile***



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A Mixed-Use Development of This Nature is Appropriate for National City:

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree



A Mixed-Use Development of This Nature is Appropriate for National City:

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree



Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

I Think that Building Heights in the Minor Mixed Use Corridors/Districts Should Be :

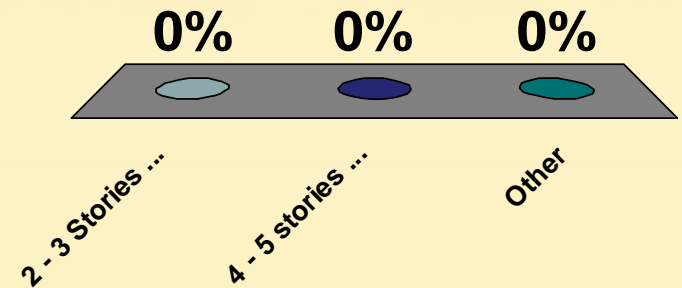
1. 2 - 3
Stories
(28-38
feet)



2. 4 - 5
stories
(48-58
feet)



3. Other



I Think that Building Heights in the Major Mixed Use Corridors/Districts Should Be :

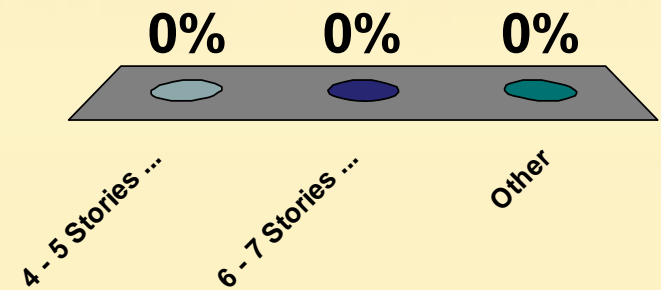
1. 4 - 5
Stories
(48-58
feet)



2. 6 - 7
Stories
(68-78
feet)



3. Other





Accessory Dwelling Units

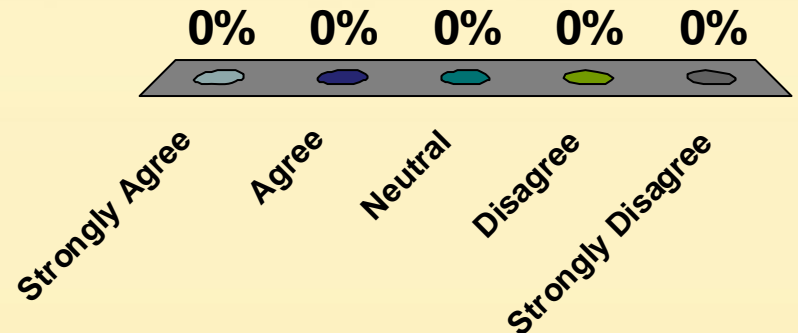


Accessory Dwelling Units are required by State law. Also known as second units, granny flats, and mother-in-law units. These units would only be permitted in the single-family residential zones (RS-1 and RS-2).

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*If Well Designed and Appropriately Located,
Accessory Dwelling Units Will be a Positive Addition
to National City or My Property.*

1. *Strongly Agree*
2. *Agree*
3. *Neutral*
4. *Disagree*
5. *Strongly Disagree*





Neighborhood Mini-Parks



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Neighborhood Mini-Parks

What is the Goal?

Locate at least one mini-park in each neighborhood approximately five minutes from a majority of the residents who live there.

How?

Identify streets that may have the potential to provide opportunities for needed park space.

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Neighborhood mini-parks can provide...

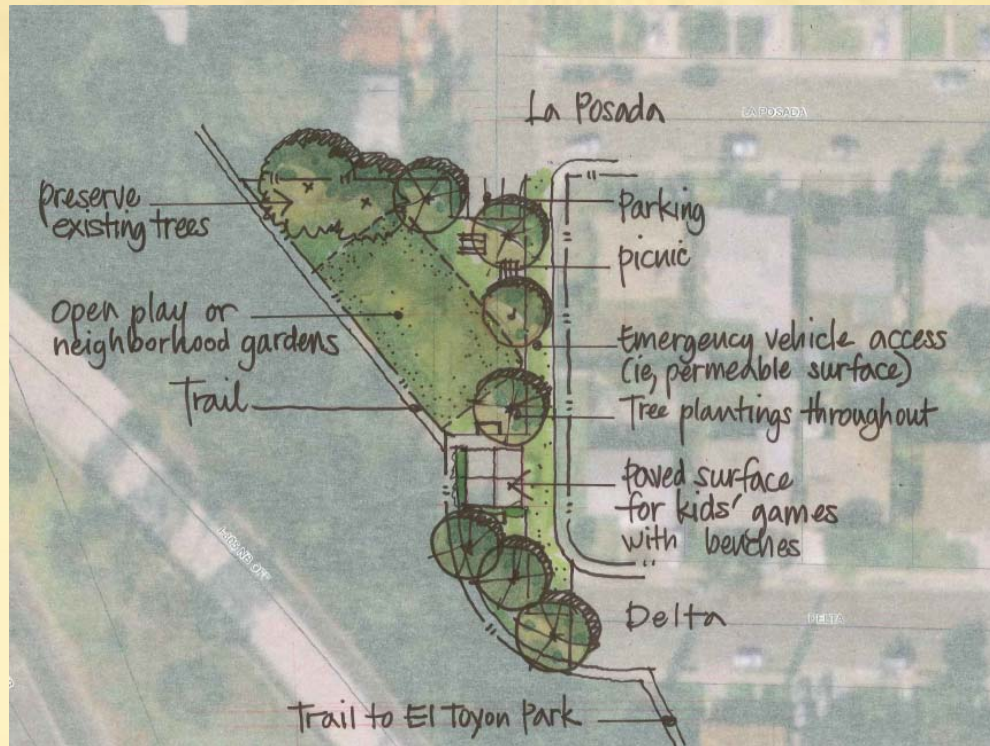


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Proposed Neighborhood Mini-Parks

Q Ave Between La Posada and Delta



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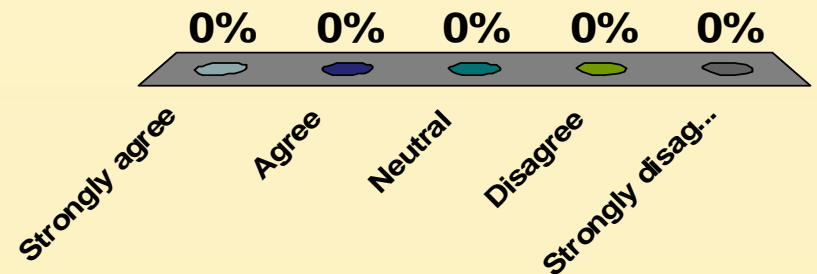
Hoover South of 18th



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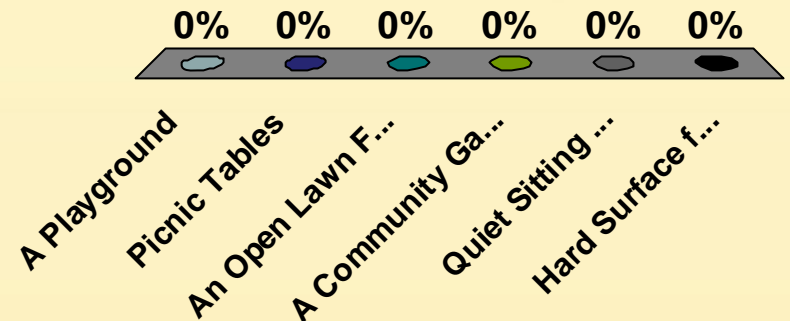
I Would Like to Have a Street Conversion Park in My Neighborhood

1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly disagree



Please Choose the Top THREE Items You Would Want in a Mini Park in Your Neighborhood

1. A Playground
2. Picnic Tables
3. An Open Lawn Framed with Shade Trees
4. A Community Garden
5. Quiet Sitting Areas
6. Hard Surface for Games



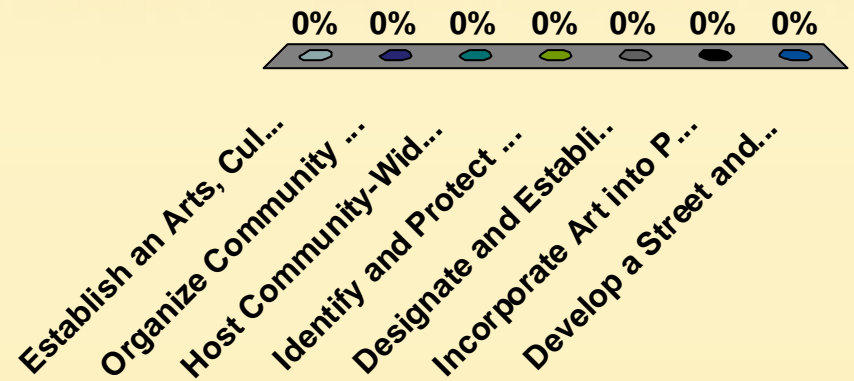


Proposed Implementation Measures

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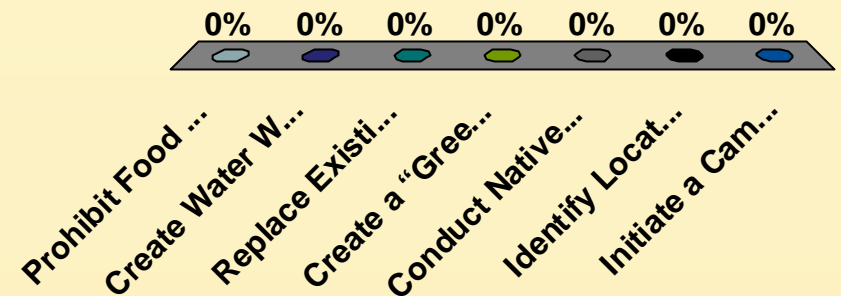
Community Character Measures - Please Choose the Top THREE Most Important Actions

1. Establish an Arts, Culture, and Education District with Distinct and Unifying Design Guidelines
2. Organize Community Art Contests and Festivals
3. Host Community-Wide Cleanup Events
4. Identify and Protect Locally Significant Historical Resources
5. Designate and Establish Gateways at Major Entrances to the City
6. Incorporate Art into Public Places
7. Develop a Street and Park Tree Management Plan



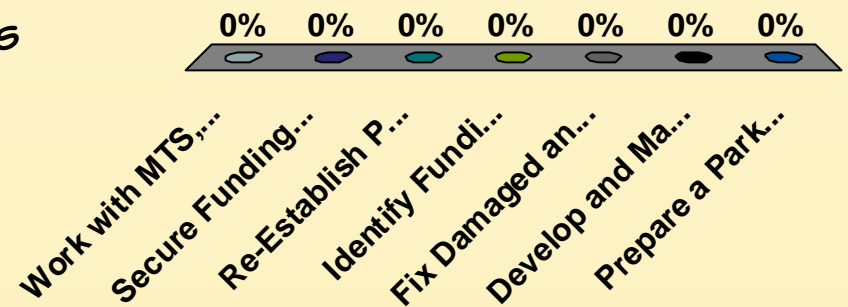
"Green" Implementation Measures - Please Choose the Top THREE Most Important Actions

1. Prohibit Food Vendors from Selling Food in Polystyrene Foam Containers
2. Create Water Waste Prohibitions and Expand Mandatory Conservation Practices
3. Replace Existing Street Lights with LED Units
4. Create a "Green" Business Program to Recognize Business that have Adopted "Green" Practices
5. Conduct Native Plant Restoration Projects
6. Identify Locations for Stormwater Reuse
7. Initiate a Campaign to Increase Recycling Participation



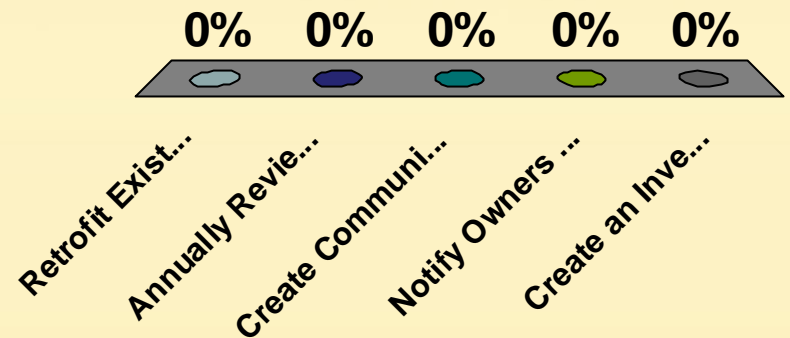
Circulation Implementation Measures - Please Choose the Top THREE Most Important Actions

1. Work with MTS, SANDAG, and Caltrans to Plan the Future South Bay Bus Rapid Transit Station at I-805 and Plaza Blvd.
2. Secure Funding For and Implement Safe Routes to School Improvements
3. Re-Establish Paradise Creek as a Pedestrian Connection
4. Identify Funding For and Implement Community Corridor Improvement
5. Fix Damaged and Deficient Sidewalks
6. Develop and Maintain a Bikeways Master Plan
7. Prepare a Parking Master Plan for Areas with a Parking Deficiency



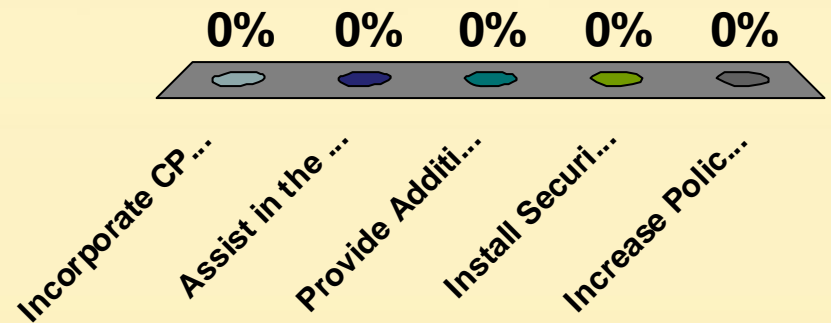
Safety Implementation Measures - Please Choose the Top THREE Most Important Actions

1. Retrofit Existing Structures to Make Them Earthquake Resistant
2. Annually Review Areas of the City that are Subject to Natural Hazards to Ensure Compatibility of Development
3. Create Community Education Programs on Public Safety Issues
4. Notify Owners of Structures Built Prior to 1980 of Lead Paint Based Hazards
5. Create an Inventory of Permitted and Remediated Hazardous Materials Sites



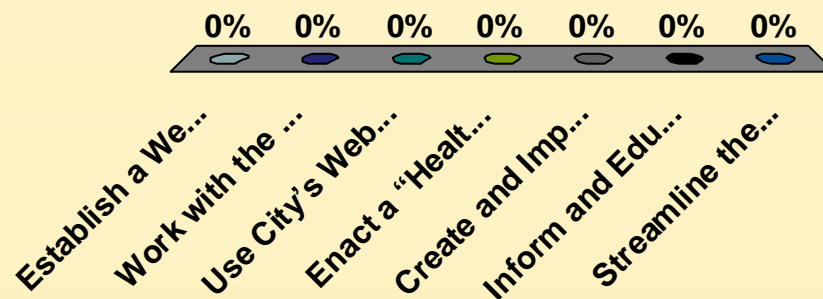
Safety Implementation Measures - Please Choose the Top THREE Most Important Actions

1. Incorporate CPTED Techniques into Development Proposals
2. Assist in the Creation of Citizen-Initiated Neighborhood Watch Programs
3. Provide Additional Lighting in Public Spaces
4. Install Security Cameras in Public Spaces
5. Increase Police and Security Personnel and Operations



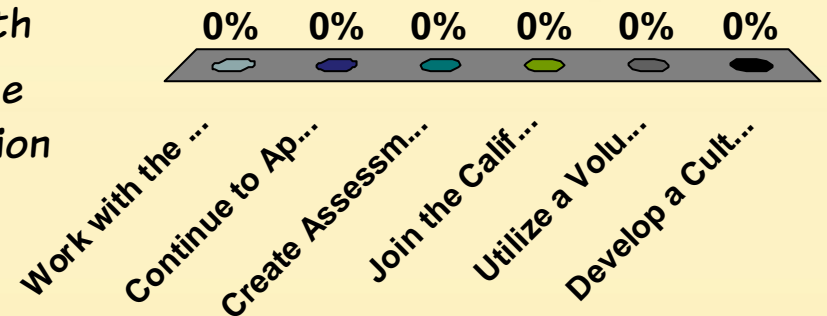
Access to Healthy Foods Implementation Measures - Please Choose the Top THREE Most Important Actions

1. Establish a Weekly Farmer's Market
2. Work with the School District on Child Health and Nutrition Initiatives
3. Use City's Website to Identify Food Establishments that Comply with Dietary Guidelines, Ban Trans Fats, and/or Serve Locally Grown or Harvested Foods
4. Enact a "Healthy Meetings Policy" for All City Meetings – Purchase Only Healthy and Locally Produced Foods
5. Create and Implement a Community Garden Program
6. Inform and Educate the Public Regarding the Benefits of Gardening, Healthy Cooking, and Tree Planting
7. Streamline the Permitting Process and Establish Other Incentives for Grocery Stores



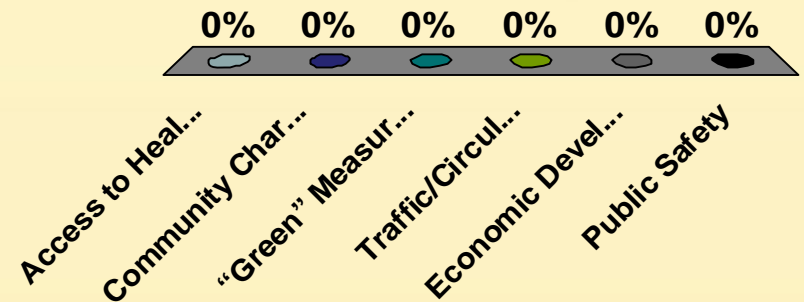
Economic Development/Financing Implementation Measures - Please Choose the Top THREE Most Important Actions

1. Work with the National City Chamber of Commerce to Attract Appropriate Businesses and Industries.
2. Continue to Apply for Federal, State, and Local Grants to Fund Projects
3. Create Assessment Districts or Community Facilities Districts to Provide Financing For Improvements Providing a Public Benefit
4. Join the California Healthy Cities and Communities Network (or similar organizations) to Secure Funding and Develop Programs Related to Public Health
5. Utilize a Volunteer Workforce to Guide the Implementation of the Neighborhood Action Plans
6. Develop a Cultural Heritage Tourism Program



Of the Following Six General Implementation Categories, What THREE are Most Important to You?

1. Access to Healthy Foods
2. Community Character
3. "Green" Measures
4. Traffic/Circulation/Parking
5. Economic Development
6. Public Safety



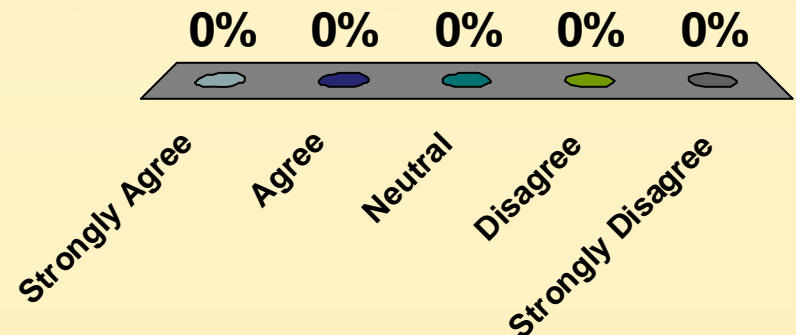


Proposed Las Palmas Park Expansion

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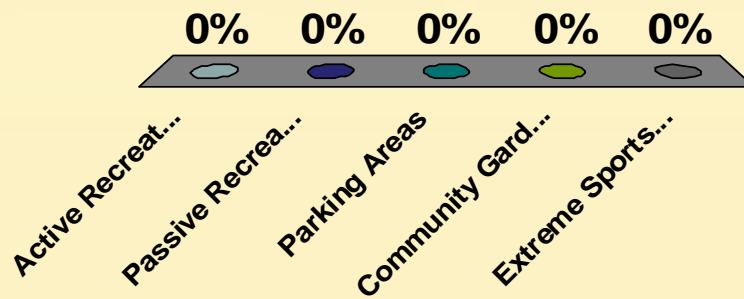
The National City Golf Course Should Be Converted to a Public Park with Recreation Facilities

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree



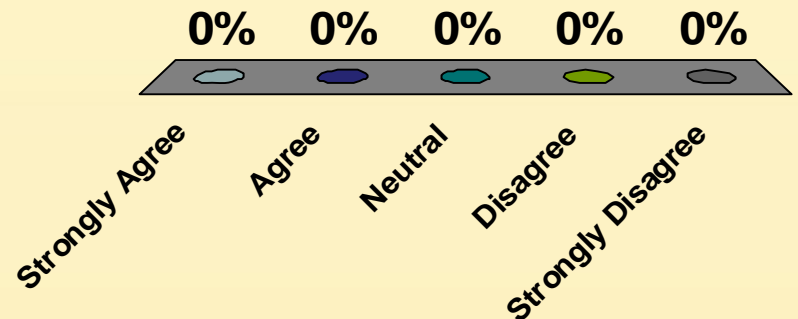
If Las Palmas Park Expands, Which THREE of the Following Would You Like to See in the Park?

1. Active Recreation (ball fields, etc.)
2. Passive Recreation (trails, seating areas, etc.)
3. Parking Areas
4. Community Gardens and Produce Stands
5. Extreme Sports (BMX, skate park, etc.)



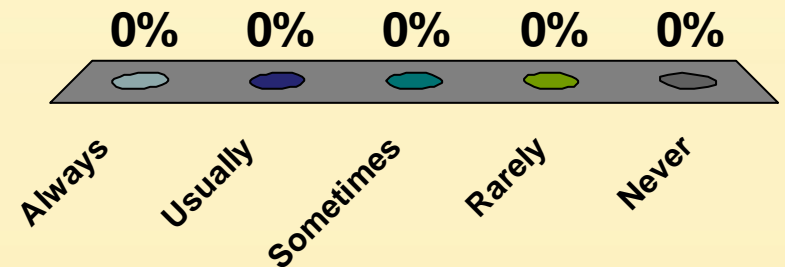
A Commercial Development Should Be Included (On Sweetwater Road) to Generate Additional Revenue and Provide Supporting Retail, Service, and Dining Uses

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree



How Often is There a Parking Problem at Las Palmas Park?

1. Always
2. Usually
3. Sometimes
4. Rarely
5. Never





Next Opportunities to Participate

- *Provide Comments and Suggestions Today*
- *DEIR Scoping Meeting May 11th at City Hall*
- *Attend the City Council Working Meetings*
- *Attend the Next Community Workshops in September*
- *Look for the Public Review Draft of the General Plan, EIR, and Land Use Code*