

GENERAL PLAN UPDATE

Workshop Series #2 – Land Use Alternatives



COMMUNITY WORKSHOP SERIES #2 | JANUARY
2024



Land Use Alternatives

AGENDA

- Project Team Introductions
- General Plan Update Process
- Land Use Alternatives Overview
- Table Group Activity and Discussion



Project Team

KEY PERSONNEL

CORE CONSULTANT TEAM



Brooke
Peterson

AICP

PROJECT
MANAGER



Vicrim
Chima

ASSISTANT
PROJECT
MANAGER



Carey
Fernandes

AICP

ENVIRONMENTAL
TASK LEAD



Diego
Velasco

AICP, LEED AP

URBAN
DESIGN &
OUTREACH
TASK LEAD



Joseph
Vacca

AICP

COMMUNITY
DEVELOPMENT
DIRECTOR



Michael
Ressler

PRINCIPAL
PLANNER
PROJECT
MANAGER



Patsy
Chow

DEPUTY
DIRECTOR OF
COMMUNITY
DEVELOPMENT /
CITY PLANNER

CORE CITY STAFF

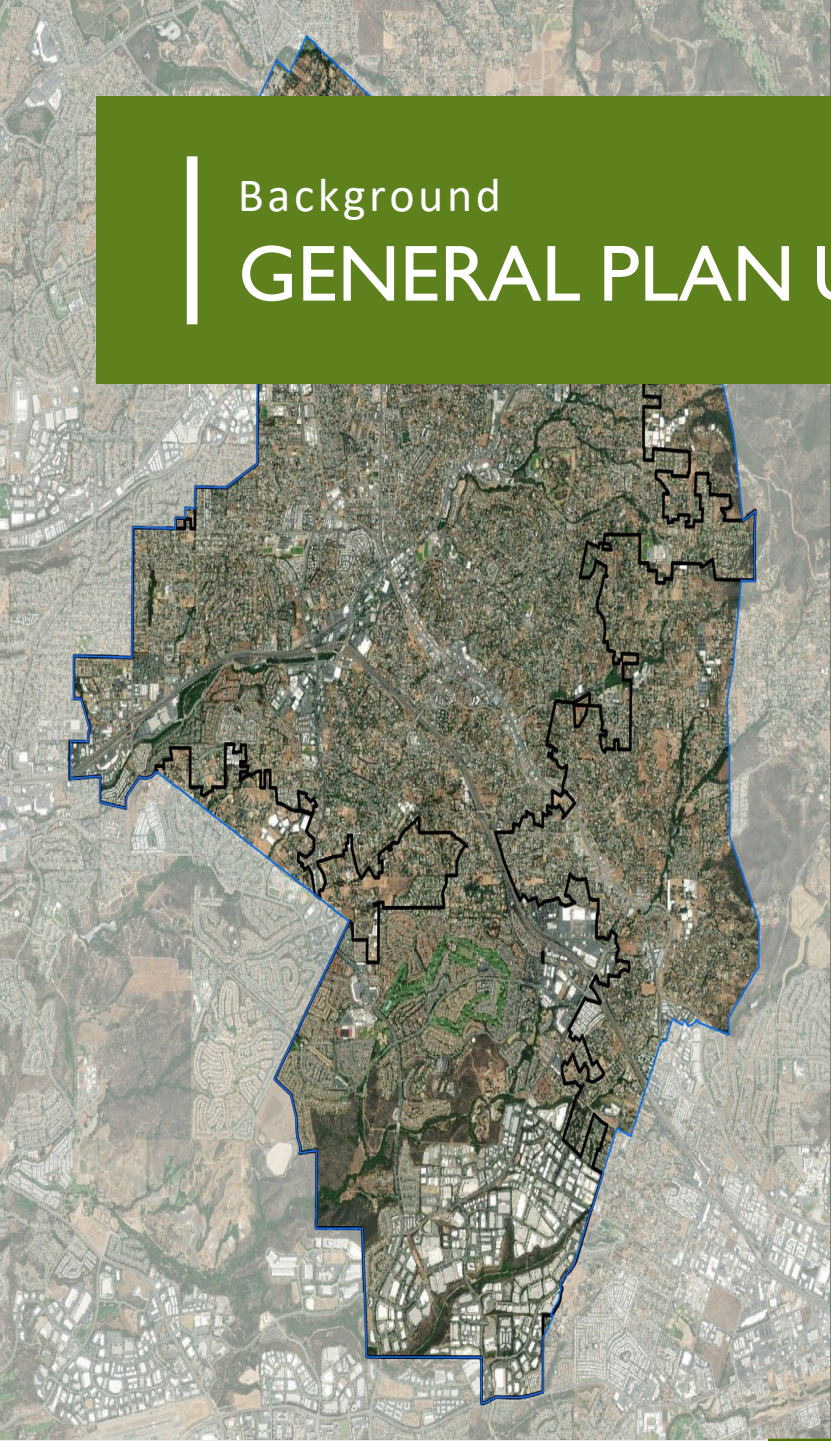
A photograph of four children playing on a large, fallen log in a wooded area. The children are wearing casual clothing and are engaged in climbing and sitting on the log. The background shows dense foliage and trees.

Background

GENERAL PLAN UPDATE

A General Plan is...

- Required by State Law – contains Goals and Policies, a General Plan Map, and Implementing Measures
- A document that links community values, vision, and goals to land use decisions
- A comprehensive and long-term policy document that provides the general framework for all zoning and land use decisions
- Every General Plan is required to contain at least 7 elements: Land Use, Circulation, Housing, Open Space, Conservation, Safety, Noise



Background

GENERAL PLAN UPDATE GOALS

- Build off the strong policy framework of the 2030 plan and preserve the balance of what is working well
- Accommodate growth while preserving existing neighborhoods
- Reflect the diversity of Vista – create access and opportunity for all
- Incorporate recent legislation and Office of Planning and Research guidance

Project History

PROGRESS TO-DATE



Welcome to Vista 2050!

YOU'RE INVITED!
Come and provide input on the City's General Plan Update at a workshop in your neighborhood



Workshop Information

Monday JANUARY 29	Tuesday JANUARY 30	Wednesday JANUARY 31	Thursday FEBRUARY 1
DISTRICT 9 Vista Innovation and Design Center 6:00-8:00pm	DISTRICT 1 North Mesa Veto 6:00-8:00pm	DISTRICT 7 Quartz North Mesa Veto 6:00-8:00pm	DISTRICT 2 Glenn McCaffrey Center 6:00-8:00pm

Everyone is welcome to come and share your ideas on the City's future.

This series will focus on how feedback received during the first visioning outreach series influenced changes to the current plan, and options for the future of Vista.

To stay updated and see all the latest information, register at www.Vista2050.com or contact Michael Resler at mresler@cityofvista.com

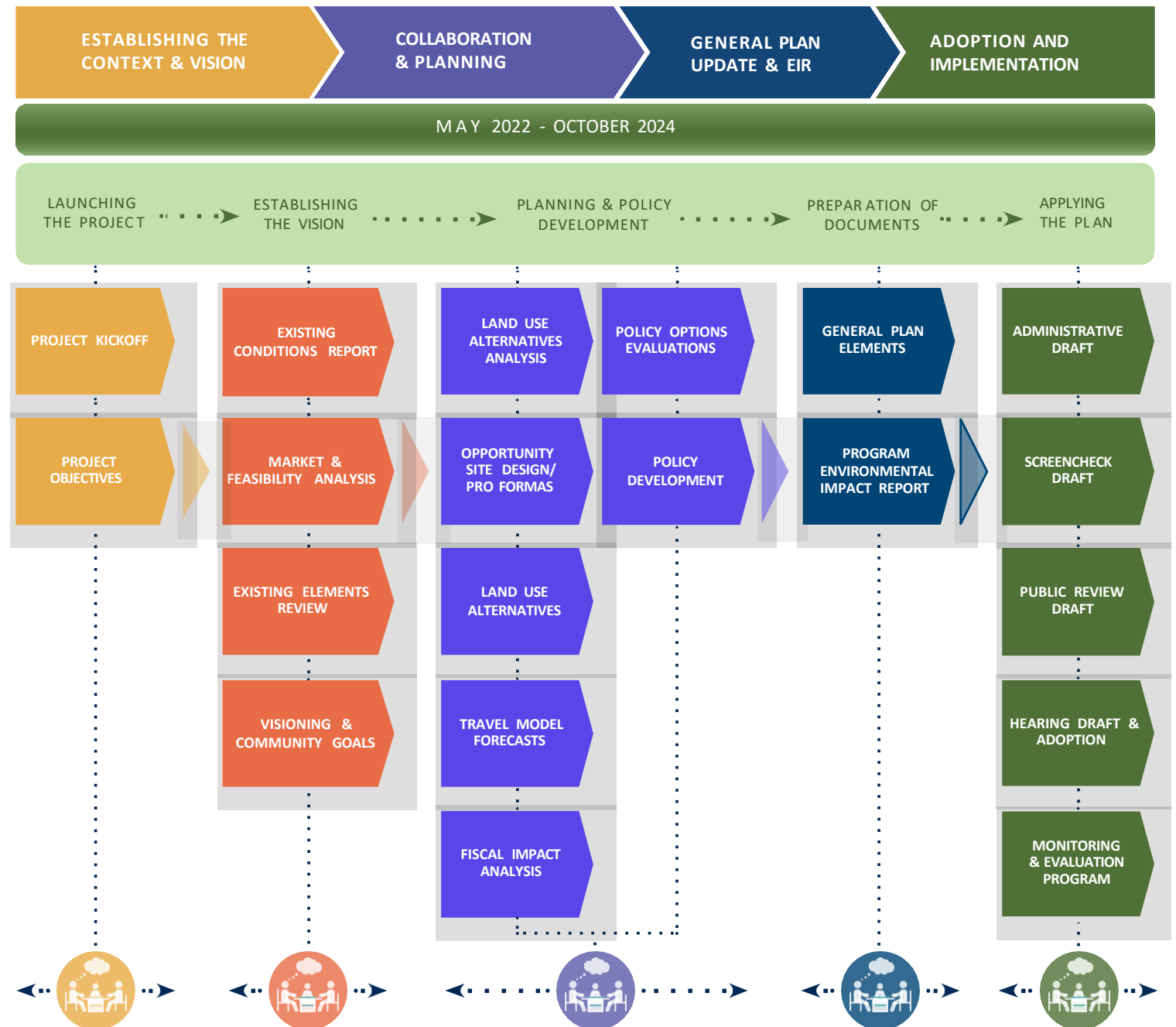
RICK PLANNING + DESIGN

Please Join Us!



- General Plan Update Kickoff – June 2022
- Existing Conditions Report – July-December 2022
- Project Website/Outreach Launch – January 2023
- Workshop Series #1 (Establishing the Vision) – March 2023
- Preparation of Land Use Alternatives – July-November 2023
- Workshop Series #2 (Land Use Alternatives) - January/February 2024

Process FLOWCHART



COMMUNITY ENGAGEMENT PROCESS



Community Engagement

SUMMARY OF KEY POINTS FROM VISIONING

- Maintain the scale and character of the City's established residential neighborhoods as well as preserving the community's rural character
- Target higher density growth in and around Downtown and along Major Corridors
- Proposed new mixed-use designations to reflect physical characteristics and development patterns along City's corridors
- Increased maximum density of mixed-use designations to better incentivize private development

COMMUNITY ENGAGEMENT

COMMUNITY ENGAGEMENT PROCESS



The General Plan Update include community engagement activities at all stages of the process and is designed with the following goals:

- An Informed Community
- An Inspired Community
- An Environmentally Compliant Document

COMMUNITY ENGAGEMENT ENGAGEMENT TOOLS



- Project Website: vista2050.com, detailed project information and updates
- Social Media: City and General Plan platforms reach more than 20,000 friends and followers
- Advertising:
 - Hard copy notices
 - Attendance at community events
 - E-blasts for interested parties
 - Peachjar
- Workshop Series #1 : Establishing the Vision
- City Council Updates: attending Council meetings to receive direction on GP throughout the process

COMMUNITY ENGAGEMENT OUTREACH EFFORTS TO-DATE



- 227 hits to the Project Website (since January 2024)
- 4 Social Media Platforms (LinkedIn, Instagram, Eventbrite, Twitter, Facebook)
- 1190 mailed notices
- Flyers distributed to all City facilities
- 3 Pop-up/Community Events (Chamber of Commerce Mixer, Festival of Arts, Winterfest)
- 4 E-blasts
- 4 Community Workshops- Series #1 City Council Updates
- 1 Community Online Survey

COMMUNITY ENGAGEMENT OUTREACH EFFORTS TO-DATE



- Collaborated with Peachjar Vista Unified School District Mailing List to expand outreach
- Chamber of Commerce Calendar
- South Vista Communities Bulletin
- Articles in the North County Star and North County Pipeline

LAND USE ALTERNATIVES

Land Use Alternatives

WHAT ARE LAND USE ALTERNATIVES?

What are Land Use Alternatives...?

A series of land use plan options that allow the General Plan team to better understand the community's direction and weigh tradeoffs across multiple questions, including:

- The overall mix of land uses
- The total amount of development in the city and its economic impact
- Where in the city new development should be targeted
- The maximum height of buildings allowed in different areas
- How the land use patterns relate to other plan outcomes, (mix of housing types, number and type of jobs, amount that people drive, and per capita greenhouse gas emissions)



Land Use Alternatives

PURPOSE – HOW WILL THEY BE USED?



- Land Use Alternatives allow communities to consider different land uses, types, and scales of development
- These differences include parcels that have lower development densities in one alternative versus higher densities in another
- Intent is to determine which alternative most closely achieves the vision defined in the Series #1 Workshops
- The alternative with the greatest support, will become the **“Preferred Alternative”** and a series of detailed, technical studies will follow



LAND USE ALTERNATIVES

A CEQA REQUIREMENT



California Environmental Quality Act

CEQA Requires Land Use Alternatives

- CEQA requires as part of the update process, that more than one map be developed
- The goal (from a CEQA Perspective) is to identify a scenario that achieves all the project objectives while reducing environmental impacts.
- In order to achieve this, CEQA depends on a concept known as buildout.

Land Use Alternatives

PROPOSED LAND USE DESIGNATIONS

Five Basic Categories:

- **Residential** designations - allow for the residential-only areas of the city.
- **Commercial** designations- provide areas for retail, offices, and service uses. Residential uses are not allowed in these designations.
- **Mixed-use** designations - allow for a mix of commercial and residential uses in an area, including vertical and horizontal mixed-use within a single project.
- **Industrial** designations- allow for a range of job-producing uses including light industrial, light manufacturing, research & development (R&D), and office uses. Residential uses are not allowed in these designations.
- **Civic Activity/Parks & Open Space** uses including schools, parks, open spaces, and other public uses.



Land Use Alternatives

PROPOSED MIXED USE DESIGNATIONS

Mixed Use – Corridor (21-45 du/ac)

2-3 Stories – Intended to facilitate redevelopment of under-utilized parcels and foster a wide variety of commercial retail, office, and residential uses. Buildings are oriented toward the street and have the potential to activate the street with additional pedestrian activity and landscaping.



Mixed Use – General (45-80 du/ac)

4-5 Stories – Intended to facilitate redevelopment at larger scales and densities, allowing for the interaction between private/public property. Higher densities provide developers in collaboration with cities to not only provide more types of housing but a higher number of units.



Land Use Alternatives

EXISTING MIXED USE DEVELOPMENT

MIXED USE - CORRIDOR

Terrace Lofts (516 S Santa Fe)

42 Dwelling Units on 0.8 Net Acres

58.3 Dwelling Units per acre



The Paseo Point (325 S Santa Fe)

69 Dwelling Units on 1.7 acres

39.65 Dwelling Units per acre



Land Use Alternatives

EXISTING MIXED USE DEVELOPMENT

MIXED USE - GENERAL

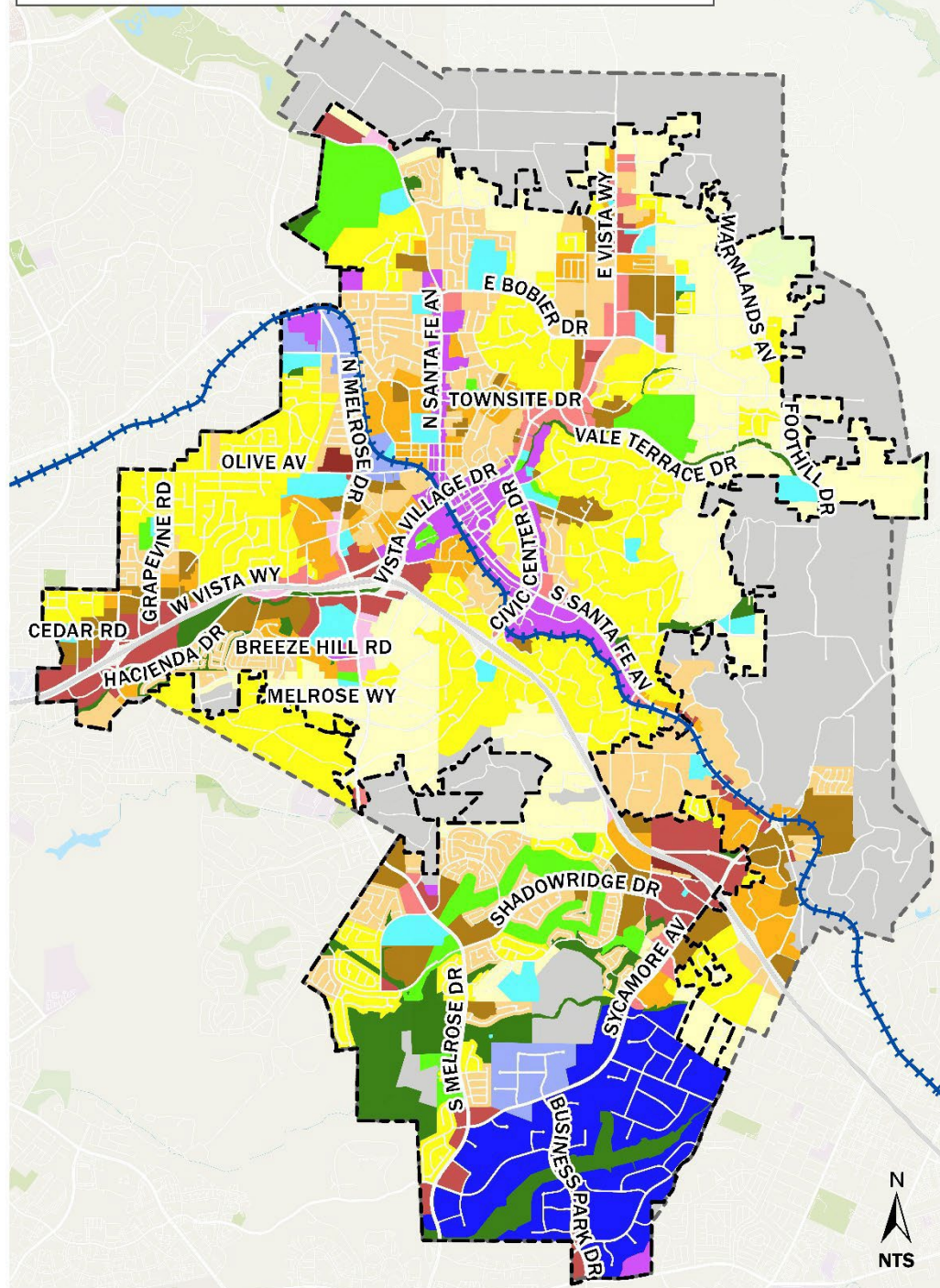
The Rylan (100 Main Street)
126 Dwelling Units on 1.23 Net Acres
102 Dwelling Units per acre



Paseo Artist Village (515 S Santa Fe)
60 Dwelling Units on 0.68 Net Acres
88 Dwelling Units per acre



City of Vista 2030 General Plan Land Use



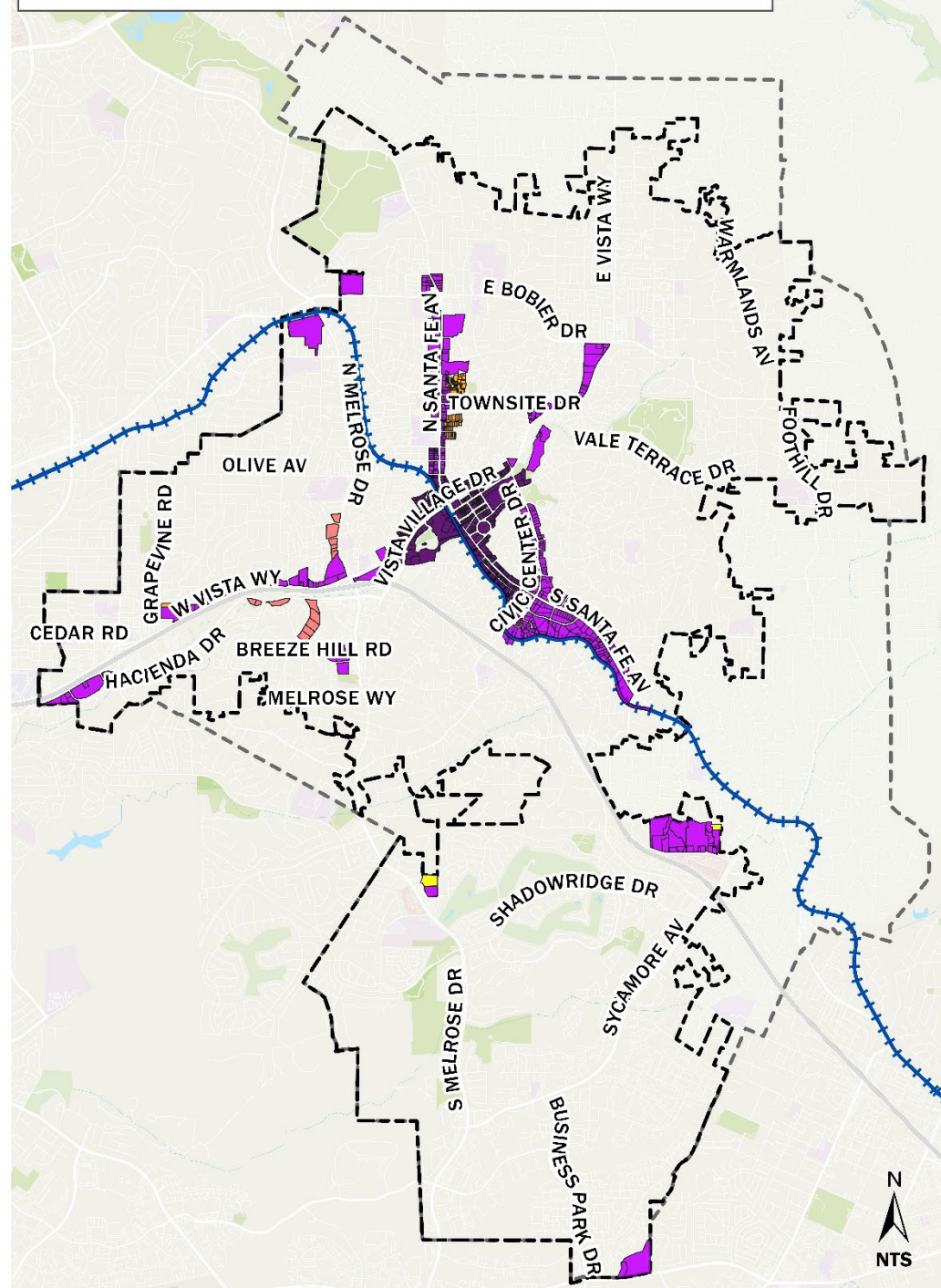
Legend

- Vista City Boundary
- Sprinter
- Vista Sphere of Influence

Land Use Categories

- Open Space Residential (OSR)
- Rural Residential (RR)
- Low Density Residential (LD)
- Medium Low Density Residential (MLD)
- Medium Density Residential (MD)
- Medium High Density Residential (MHD)
- High Density Residential (HD)
- Mixed Use (MU)
- Commercial Office (CO)
- Neighborhood Commercial (CN)
- General Commercial (GC)
- Commercial Service (CS)
- Industrial General (IG)
- Research Light Industrial (RLI)
- Civic Activity (CA)
- Parks and Recreation (PR)
- Open Space (OS)

City of Vista Intermediate Growth Alternative



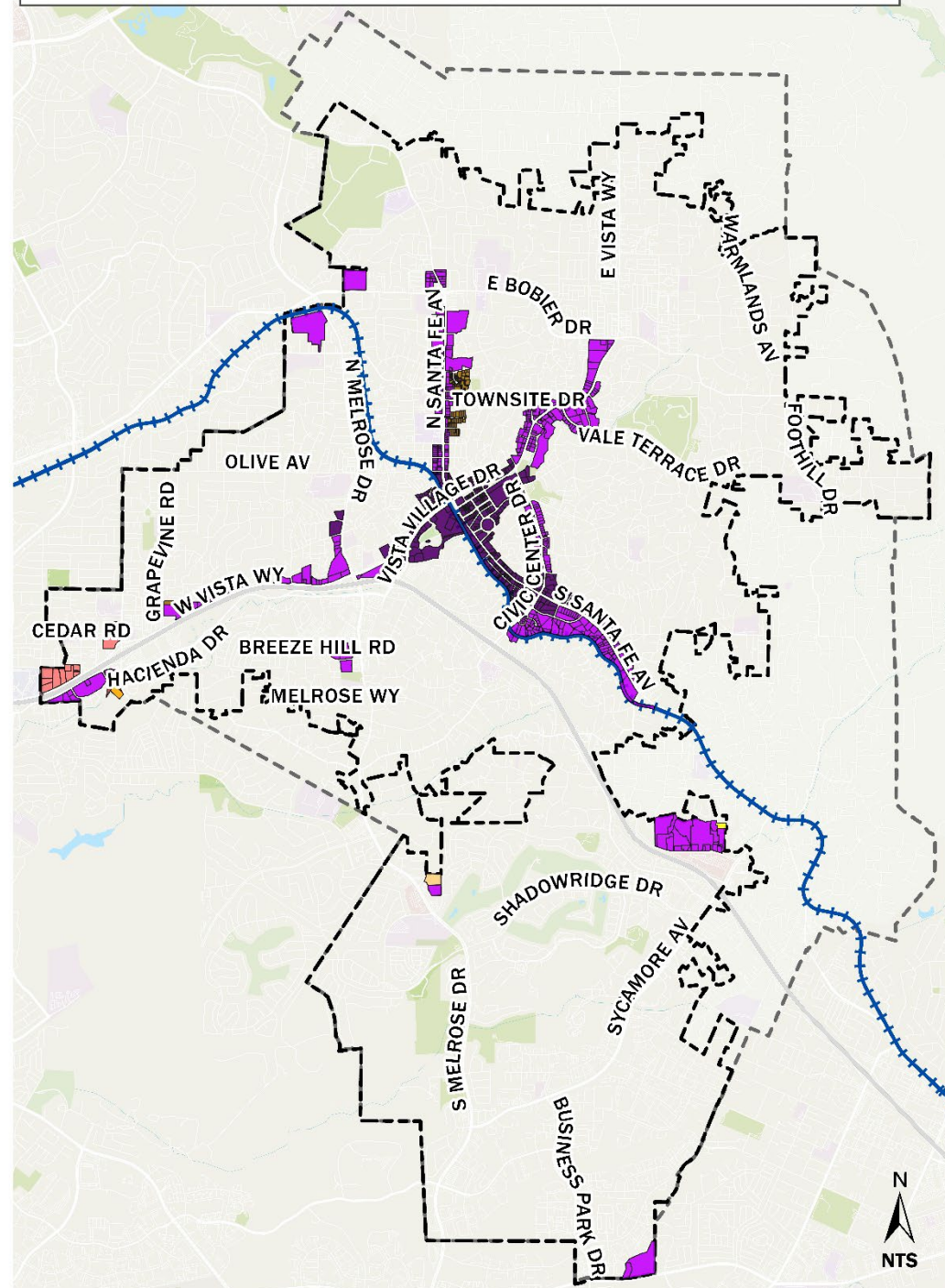
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- Mixed Use General (MU-G)
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City of Vista Sustainable-Focused Growth Alternative



Legend

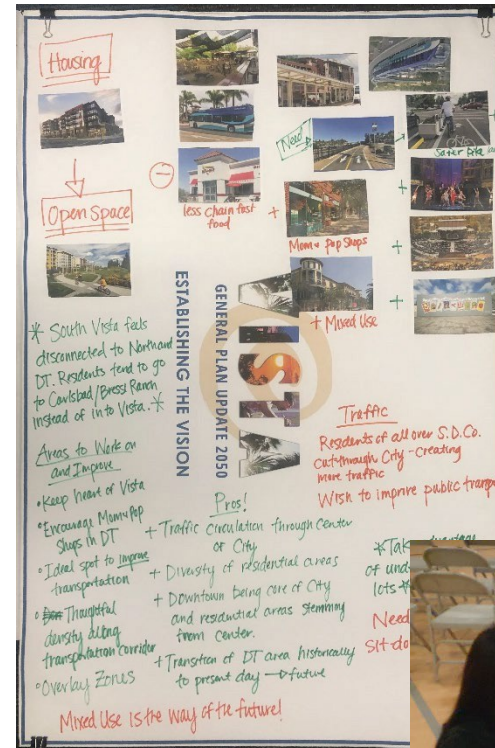
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WHAT'S NEXT...?

Land Use Alternatives

NEXT STEPS

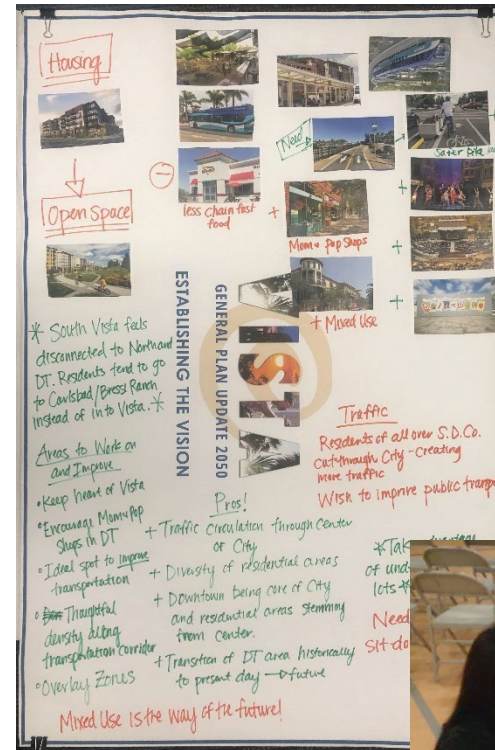
- Tonight's input on proposed designations and land use alternatives
- Council Update
- Community Survey/Questionnaire
- Project Team refinement of alternatives into Preferred Plan
- Notice of Preparation/Environmental Impact Report



Land Use Alternatives

NEXT STEPS

- Environmental Scoping Session – Spring 2024
- Preparation of Updated General Plan Elements
- Series #3 Workshops – Summer 2024
- Planning Commission and City Council Hearings



Land Use Alternatives

WHY IS IT IMPORTANT TO ENGAGE IN GENERAL PLAN UPDATES?



- To ensure that all types of housing, including workforce housing, are provided within the City
- To ensure the availability of public facilities including parks, public safety, and schools
- Maintain and expand the existing transit network for all modes of transportation and align new development with transit infrastructure
- Planning for growth that will support a robust economy while protecting established residential neighborhoods and preserving the rural character of hillside communities

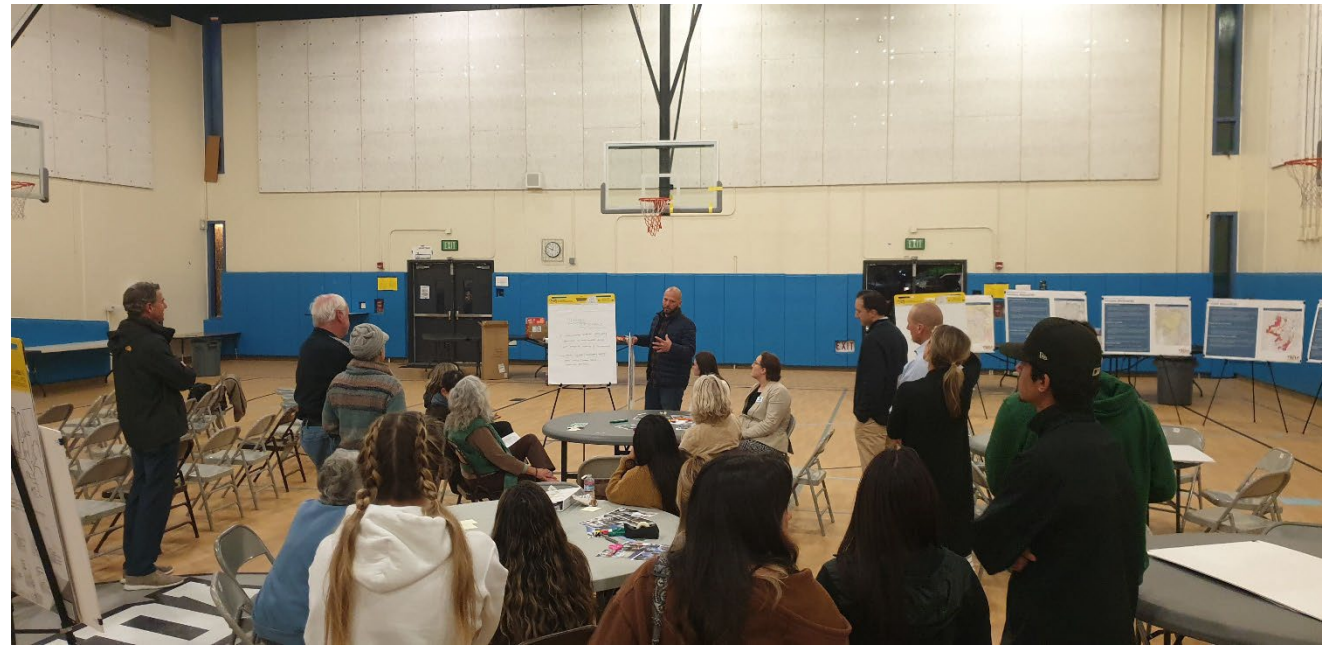


TABLE GROUP ACTIVITY

Table Group Activity

Table Group activity...

- Consider land use changes in different areas of the City
- Compare the specific corridors and the land use changes from the existing map, the intermediate map, and the sustainable focus map
- Compare how the streets and parcels could develop under the two alternatives
- Identify which alternative best serves the communities needs and fulfills the vision



An aerial photograph of a sports complex. In the center is a large, semi-circular stadium with tiered seating. Behind the stadium is a large, rectangular building with a flat roof. To the right of the stadium is a baseball field with a green outfield and a brown infield. The entire complex is surrounded by lush green trees. In the top left corner, there is a parking lot filled with cars and another building. The text "Q & A" is overlaid in the center of the image in a large, bold, green font.

Q & A