



MEMORANDUM

TO: City Council

FROM: Brian Pedrotti, Director of Community Development

BY: Andrew Perez, Planning Manager

SUBJECT: General Plan Update Progress Report – November 2024

DATE: November 26, 2024

RECOMMENDATION:

Receive and file an update on the Comprehensive General Plan Update project.

IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:

The financial and personnel impacts associated with this progress report are included in the budget for the Comprehensive General Plan Update.

BACKGROUND:

The last progress report for this project was presented to the City Council on [October 22, 2024](#)¹. That report described the initial efforts for the land use alternatives phase of the project and summarized the first meeting of the General Plan Citizens Advisory Group.

ANALYSIS OF ISSUES:

Work continues to be done on the current phase of the project, which consists of evaluating and developing land use alternatives for growth and development over the life of the new General Plan. An online mapping exercise was made available on the project website on October 22, 2024. Respondents are asked to identify areas, or specific sites, within the City where land use changes are appropriate and areas where growth should or should not occur. Changes may include increases in residential density, changes in land uses (residential, commercial, institutional, etc.), or development intensity. An analysis of land use alternatives will determine which areas are appropriate for housing, business and economic development, circulation and mobility, recreation, and open space for the life of the general plan. Development of policies and programs will hinge on the outcome of the land use alternatives phase, and therefore, staff is looking to maximize community involvement and input during this phase.

¹ <https://pub-arroyogrande.escribemeetings.com/filestream.ashx?DocumentId=12820>

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In an effort to maximize community involvement, a postcard was mailed to every postal customer in the city to publicize and encourage participation in the [survey](#). Community members who are signed up to receive notifications (approximately 320) about the project were also sent an email about the survey. Additionally, staff was present at the Soto Sports Complex on Saturday, November 9, 2024, during the AYSO Tournament to educate residents about the survey and project in general. Finally, the City’s social media accounts also posted about the survey.

At the conclusion of the activities planned for this phase, the land use alternatives will be presented to the Planning Commission in March for a recommendation, then ultimately to City Council to select a preferred land use alternative during a meeting in April. The preferred land use alternative will shape the land use map and guide the preparation of General Plan goals, policies, and implementation programs.

ALTERNATIVES:

The following alternatives are provided for the Council’s consideration:

1. Receive and file the update on the Comprehensive General Plan Update; or
2. Provide other direction to staff.

ADVANTAGES:

Regular updates to the City Council will inform decision-makers and the community on the status of the project.

DISADVANTAGES:

None identified.

ENVIRONMENTAL REVIEW:

No environmental review is required for this General Plan Update. An EIR will be necessary to evaluate the potential impacts of the update, which has been included in the scope of work.

PUBLIC NOTIFICATION AND COMMENTS:

The Agenda was posted at City Hall and on the City’s website in accordance with Government Code Section 54954.2.