

COUNCIL COMMUNICATION

City Clerk Use Only

DATE: July 21, 2004

TITLE: Growth Management Visioning – Work Program and City Council Direction

CONTACT: Paul Richardson, Planning Director, 774-5276
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Meeting Date: July 21, 2004

SUMMARY RECOMMENDATION

Staff recommends that the City Council take the following actions:

1. Approve the formation of a Growth Management Visioning Committee (GMVC) to assess the City's 2020 General Plan Growth Management Policies with the following objectives:
 - a) Review existing Growth Management Policies;
 - b) Promote community participation; and
 - c) Make recommendations on the City's growth management policies.
2. Adopt the *Guiding Principles* to be used by the GMVC in preparing its findings and recommendations to the City Council.
3. Direct staff to prepare a scope of work, budget and contract for a consultant to assist in meeting facilitation; and
4. Direct staff to prepare a scope of work, budget and contract for a consultant to conduct a community survey through Datacycles to provide broad community input on growth issues.

BACKGROUND

There is community interest regarding the City of Roseville's future growth and the choices the City has in managing City and regional growth. As a result of this interest, the City Council directed staff to gather input at fourteen community meetings that were held over the months of May and June. The outreach effort culminated in a joint City Council/Planning Commission workshop held on June 30, 2004. At their joint meeting, the City Council and Planning Commission reviewed the City's existing General Plan Growth Management Policies.

Implementation of the existing Growth Management Policies places Roseville in a stronger position to control impacts from proposed development beyond the City's western border. The City Council and the Planning Commission reviewed the existing policies and concluded that it would be appropriate to strengthen and refine the policies, so that the intent would be clear to the existing community and neighbors along the City's border to the west. The City Council and Planning Commission recommended that staff bring back a work program on July 21, 2004 that outlines a process to evaluate existing policies using a committee process similar to the Community Standards and Visioning Committee process.

Based on growth projections by regional agencies, landowner interest and modifications to Placer County development policies, growth is certain to occur west of Roseville. How this growth will occur needs to be addressed in the immediate future as adjacent development projects are scheduled to be considered by the Placer County Board of Supervisors in October 2005. Additionally, landowners immediately west of Roseville and south of the West Roseville Specific Plan are inquiring as to process for future entitlements. Roseville has choices in addressing future growth. The City has been and continues to be dynamic, constantly changing in response to community needs and desires as well as other regulatory and financial influences, such as State Budget considerations. It will be valuable to evaluate the City's growth management policies in context with these issues.

Guiding Principles

At the June 30th joint workshop with the Planning Commission, the City Council supported the idea of using a focused Growth Management Visioning Committee (GMVC) to ensure community participation in reviewing existing growth management policies and making recommendations. Staff is requesting that the Council review the following Guiding Principles that will be provided to the members to clearly define the purpose of the Committee and the tasks for which the Committee will be created. The principles will be included in the initial packet of information provided to the members and will be reviewed by the facilitator as part of the Committee's orientation. The principles will also be posted at the meetings as a constant reminder of the Council's direction.

- 1. The purpose of the Committee is to assess the City's 2020 General Plan Growth Management Policies and, in accordance with the Community Standards and Visioning Committee (CSVC) Long Term Community Vision Statement, provide recommendations to the City Council for modification, as the Growth Management Committee deems appropriate.**

The Committee will be asked to review the City's current General Plan policies that describe a vision of the boundaries of the City in 2020. In conjunction with information about regional growth and opportunities for the City to control or leverage that growth, the Committee will provide specific recommendations on the City's current Growth Management Policies.

- 2. Assume that the City's 2020 General Plan policies related to the provision of existing level of service standards will be maintained.**

The City's 2020 General Plan contains policies related to the provision of all City services (fire, police, parks & recreation, etc) and establishes acceptable service levels (including traffic, public safety, water, sewer & electric reliability, etc.). For purposes of assessing the City's growth management policies, it is assumed that these service levels would not be diminished or modified. For example, current water policies requiring that new development rely on surface water resources and not diminish existing City water reliability are assumed not to be changed.

- 3. The timeframe for the growth management policies strategy is a 20-year horizon.**

It is recognized that the City is a dynamic, changing community. Growth management policies should position the Community to respond to ever changing circumstances.

- 4. Make policy level findings and recommendations regarding the future size of the City.**

The Committee's task is to make recommendations and review new draft General Plan policies and Zoning Ordinance changes as appropriate, in order to strengthen and clarify the City of Roseville's growth management policies.

5. Present written Findings and Recommendations to the City Council at their March 2, 2005 meeting.

March 2, 2005 is a target completion date. Given the tremendous growth pressures in the South Placer area and the number of pending large development applications, it is important to update and clarify the City's growth policies so that Council and staff can clearly articulate the City's vision.

6. Committee members are charged to consider the entire Roseville community in preparing findings and recommendations and to limit focus on areas of special interest.

While Committee members each bring individual opinions and ideas, each member should consider the opinions and ideas of the entire community. To aid the Committee members, the City will conduct a survey that will provide information on community preferences early in the Committee's growth management visioning process.

7. Recognize that from diverse points of views, new opportunities and ideas come forth. The Committee should seek consensus in developing its Findings and Recommendations, while recognizing that consensus on every issue may not be possible, and a majority of the Committee can forward a recommendation to the City Council.

The City Council desires direction on the City's western edge to be a collaborative process. Therefore, the Committee process should be collaborative, based on mutual respect among the members that seeks to understand the interests of each other and strive for consensus.

Growth Management Visioning Committee (GMVC)

The GMVC would be more limited in scope than the Community Standards and Visioning Committee in that it would have a focused topic. As a result, the Committee composition could be smaller than that used for the CSV. Staff recommends a GMVC size of 15 people with the following composition:

- 5 appointments, 1 appointed by each Council member
- 3 Commission appointments, 1 from each: Planning Commission, Transportation Commission and Public Utilities Commission
- 7 appointed from the community at large

Appointments will be made from applications submitted by interested citizens who must reside in the City of Roseville. All applicants will be videotaped as is standard practice for Council appointments. Staff will prepare a summary of the applicants by areas of interest prior to the Council meeting when appointments are made, to ensure that a cross section of experience and areas of interest are represented on the Committee.

The GMVC would be charged with reviewing existing policies including the existing General Plan Policies, the Guiding Principles adopted as part of the General Plan Amendment for the West Roseville Specific Plan, the Memorandum of Understanding between the City of Roseville and Placer County, and Transportation policies to review the City's standards for new development within its boundaries. The GMVC would also review urban growth boundary ordinances currently in place in other communities. Some issues for the GMVC to consider as they embark on this effort is whether to have a policy in place that seeks a match of an open space buffer from the County as they begin planning efforts on the City's western border and what to do with applications to the City within the City/County MOU or Sphere of Influence Area while the committee process is in progress.

Facilitator

Staff recommends hiring a facilitator to help facilitate the GMVC Meetings. A meeting facilitator is a non-objective participant to help set meeting expectations, facilitate comments and assist in consensus building to make findings and formulate policy recommendations. A meeting facilitator would also help to focus the meeting within the Committee's Guiding Principles established by the City Council. The City used the professional services of MIG to assist with the CSVC meetings and was happy with their work. Due to MIG's experience with this recent committee process and their current knowledge of the City, staff recommends using them as the facilitator for the GMVC process if they are available. This will ensure a firm with good recent experience and save time in the consultant selection process as well. Staff will bring back a scope of work, budget and budget adjustment for Council approval.

Community Survey

At their joint meeting on June 30th, the City Council and Planning Commission supported the use of a community survey to assist in developing recommendations for use in the growth management discussion. The Community Standards and Visioning Committee used Datacycles, a firm specializing in statistically accurate surveys, to develop and administer an on-line community survey. Staff recommends using Datacycles or similar firm, to conduct a community survey regarding growth issues. This information would be available for use by the Growth Management Visioning Committee as they formulate findings and recommendations. Staff will bring back a scope of work, budget and budget adjustment for Council approval.

Work Program

The City Council and Planning Commission recommended that staff bring back a work program on July 21, 2004 that outlines a process for reviewing growth management issues. Attached to this report is a flowchart summarizing a visioning process to strengthen the City's Growth Management Policies (Attachment 1). Major work program tasks contained in the flowchart are summarized in this report and include formation of a Growth Management Visioning Committee, the development of a community survey, retention of a meeting facilitator and a tentative schedule.

Schedule

The goal is to have policy recommendations returned to the City Council in March 2005. This target will require the Growth Management Visioning Committee to conclude their work in January to allow sharing the results/recommendations with interested community groups, Planning Commission and City Council. A tentative schedule is outlined below.

- **July 21, 2004** – Initial Council direction, adopt Work Program and Guiding Principles
- **August 2-20, 2004** - Recruitment of the Growth Management Visioning Committee
- **September 1, 2004** – Council appoints Growth Management Visioning Committee
- **September 2004 – January 2005** – GMVC Meetings and community outreach efforts
- **January 2005** – Joint Planning Commission/Council Workshop to share GMVC results.
- **February 2005** – Council direction as to implementation of Committee findings and recommendations.

FISCAL IMPACT

The fiscal effect of Council direction to initiate the refinement and strengthening of Growth Management General Plan policies consistent with the work program outlined in this report would require various staff resources from each of the following Departments: City Manager's

Office, Community Development, Planning, Economic and Community Services, Public Works, Environmental Utilities, and other departments as needed. Existing City staff would be used to absorb the workload. Consultants will be needed to assist in meeting facilitation and to conduct the on-line community survey. The consultants will require a budget adjustment for funding from the City's General Fund. Staff is hoping to use the consultants who participated in the recent CSVC process due to their recent experience and knowledge of the City. Staff will bring back information regarding the consultant's scope of work, cost and a budget adjustment for City Council approval. Utilizing a Committee process will require a higher commitment of staff resources and consultant costs, however, the additional community input and support of the committee process is a significant benefit.

ENVIRONMENTAL REVIEW

Environmental review for the Council's direction on a work program is not required.

RECOMMENDATION

Consider the work program contained in this Council Communication and direct staff to:

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Respectfully Submitted,

Nela Luken,
Sr. Planner

Paul Richardson
Planning Director

APPROVED:

W. Craig Robinson
City Manager

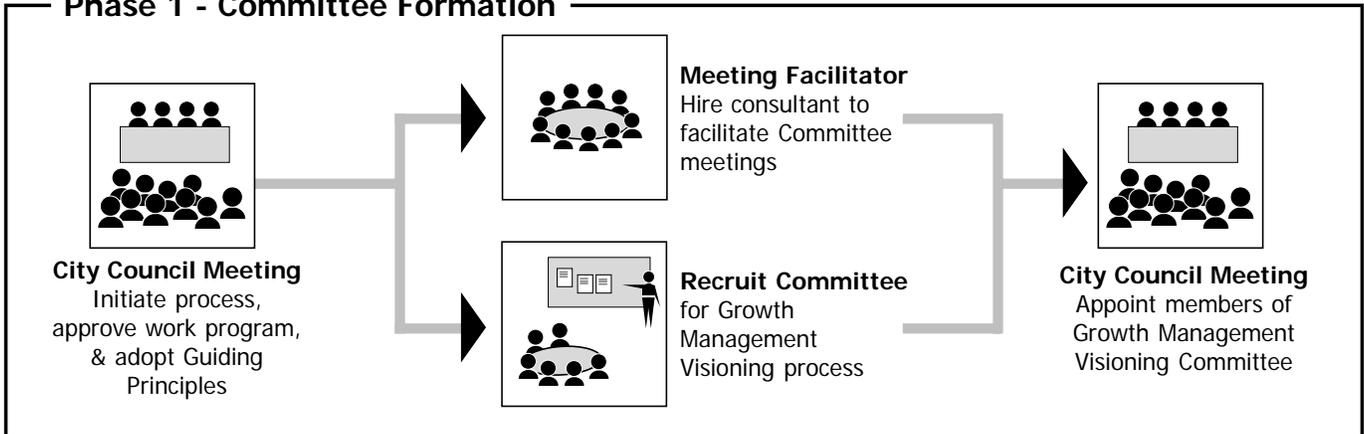
ATTACHMENTS TO THE CC

- A) Work Program Flowchart

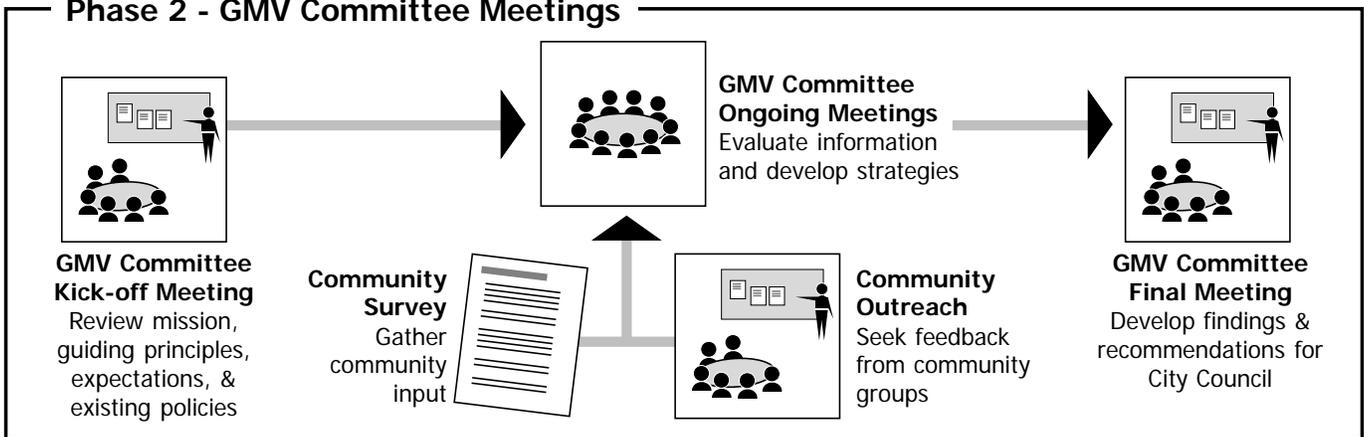
Growth Management Visioning

Preliminary Work Program

Phase 1 - Committee Formation



Phase 2 - GMV Committee Meetings



Phase 3 - City Council & Planning Commission Review

