

REPORT TO GENERAL PLAN 2040 STEERING COMMITTEE

Subject: Downtown Precise Plan Visioning and Issues

EXECUTIVE SUMMARY

The Steering Committee will be introduced to the Downtown Precise Plan consultant--Opticos Design. Opticos will provide a short presentation and then facilitate a visioning discussion. Steering Committee members will be encouraged to discuss their thoughts about Downtown's strengths, weaknesses, and opportunities for the future.

REPORT

Background

As part of the General Plan Update, the City is preparing a Downtown Precise Plan. The Plan is being funded by a grant from the Metropolitan Transportation Commission and is intended to provide an updated vision for Downtown, as well as new zoning standards and design guidelines. In January 2019, the City approved a Professional Services Agreement with Opticos Design (Berkeley) to complete the bulk of this work. A number of subconsultants also are participating, and several of the General Plan technical consultants will have a role in the project.

The Steering Committee was briefed on the scope of this effort at the February 2019 meeting. At that meeting, Committee members also provided feedback on the proposed Downtown boundary, resulting in the addition of Montecito Shopping Center, the removal of the residential area along Mission east of Irwin, and several other minor boundary changes. The recommended boundary was accepted by the City Council as part of an Informational Report delivered on March 4, 2019.

Scope of the Visioning Session

The purpose of the visioning exercise is to discuss Downtown's strengths and weaknesses, along with opportunities for change and transformation. The visioning exercise will use a combination of electronic polling, index cards, and "round robin" style discussion. The consultant will also be giving a brief overview of the Community Design Charrette to be held in May and will be available to answer any questions.

We have allotted 75 minutes for this agenda item.