

# *Encinitas 2035*

*Yesterday...Today...Tomorrow*

## *Encinitas Comprehensive General Plan Update*

### Key Contacts and Other Information

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#### **More Information**

Comprehensive General Plan Update information online at [www.Encinitas2035.info](http://www.Encinitas2035.info)

Subscribe to City e-alerts [www.cityofencinitas.org/CE/E-subscriptionsLogin](http://www.cityofencinitas.org/CE/E-subscriptionsLogin) to receive email notifications of upcoming events.

**COMPREHENSIVE GENERAL PLAN UPDATE  
ADVISORY COMMITTEE MEMBER ROSTER**

<b>Stakeholder Group</b>	<b>Appointed Representative and Alternate (if known)</b>
Planning Commission*	Mark Steyaert
Senior Citizen Commission*	Lee Vance
Traffic Commission*	Peter Kohl
Parks and Recreation Commission*	John Gjata Alternate: Steve Valois
Youth Commission*	Derrik Marow Alternates: Lauren Barth
Cultural Tourism Committee*	Julian Duval
Commission of the Arts*	Erica Buxbaum
School District Committee*	Beth Hergesheimer Alternates: Sally Foster and Gail Coakley
Environmental Commission*	John A. Eldon
Cardiff-by-the-Sea Town Council*	Rahul Deshpande Alternate: Kathleen Rooney
Leucadia Town Council*	Kathleen Lees Alternate: Rachelle Collier
Olivenhain Town Council*	Patricia Klaus
Downtown Encinitas Mainstreet Association*	Bart Smith
Leucadia Mainstreet Association*	Mathew Gordon Alternate: Steve Shackelton
Encinitas Chamber of Commerce*	Genevieve Wing Alternate: Geoff Wing
Cardiff Chamber of Commerce*	Patricia Stidham
Agency advocating affordable housing or a non-profit developer	Naomi Pines, San Diego Housing Federation
Local representative from the real estate industry*	Dee Snow, San Dieguito Association of REALTORS (will also keep the BIA informed)
Local representative from the architectural industry*	Sjirk Zijlstra, North County AIA Alternate: Warren Scott
Representative from a social perspective (service or cultural)	Laurin Pause, Community Resource Center
Property Management Company from El Camino Real	Pete Bethea, Cushman and Wakefield Alternate: John Jennings
Nursery/Horticultural Business	Bob Echter
New Encinitas Representative*	Virginia Felker

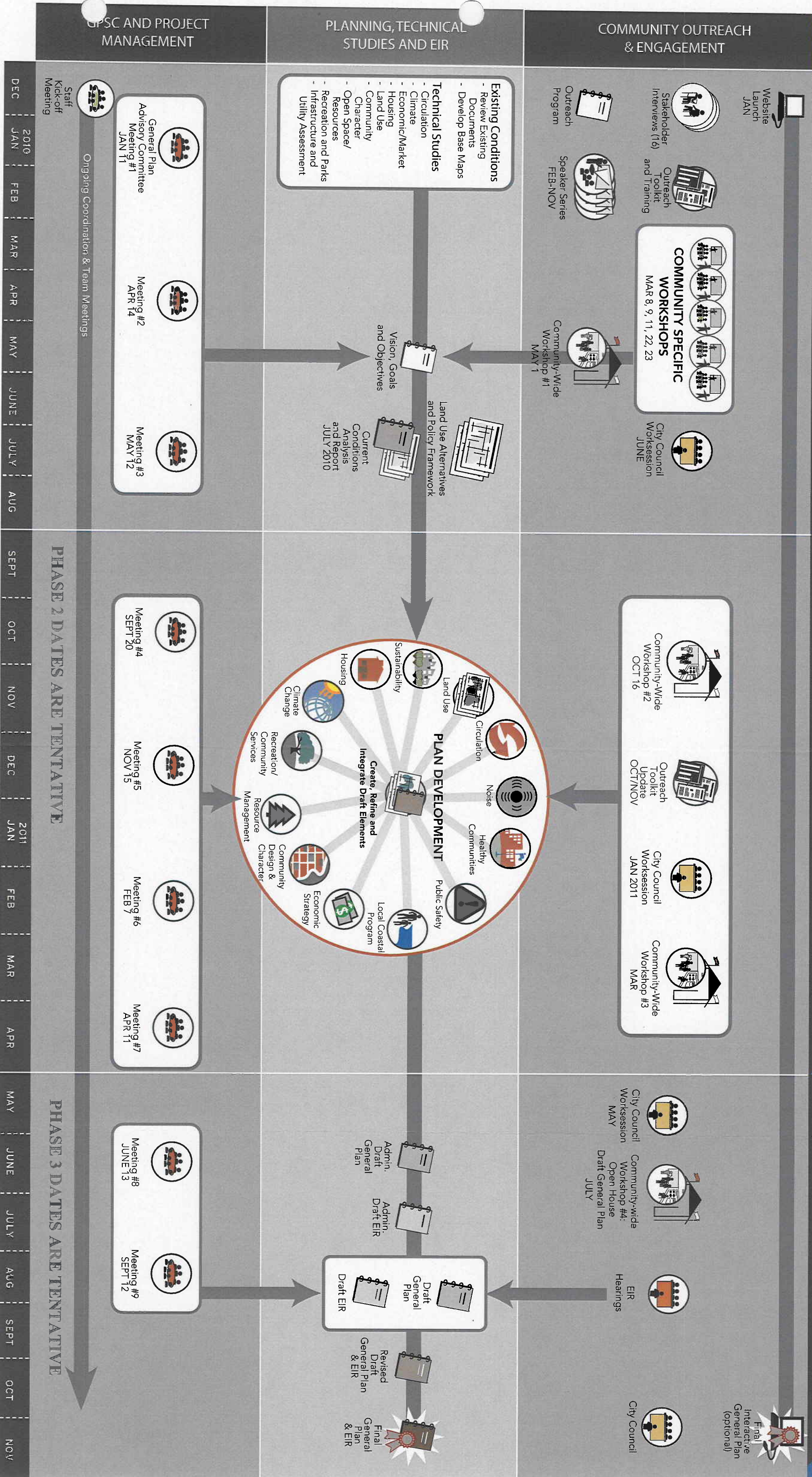
\* Representative required to be a City resident

## Comprehensive General Plan Update Planning Process

PHASE I: Develop Vision, Policy and Physical Framework

PHASE II: Develop General Plan

PHASE III: Finalize and Adopt General Plan



**UPSC AND PROJECT MANAGEMENT**

- General Plan Advisory Committee Meeting #1 (JAN 11)
- Meeting #2 (APR 14)
- Meeting #3 (MAY 12)
- Ongoing Coordination & Team Meetings
- Staff Kick-off Meeting (DEC)

**PLANNING, TECHNICAL STUDIES AND EIR**

- Existing Conditions
  - Review Existing Documents
  - Develop Base Maps
- Technical Studies
  - Circulation
  - Climate
  - Economic/Market
  - Housing
  - Land Use
  - Community Character
  - Open Space/Resources
  - Recreation and Parks
  - Infrastructure and Utility Assessment
- Vision, Goals and Objectives
- Land Use Alternatives and Policy Framework
- Current Conditions Analysis and Report (JULY 2010)
- Meeting #4 (SEPT 20)
- Meeting #5 (NOV 15)
- Meeting #6 (FEB 7)
- Meeting #7 (APR 11)

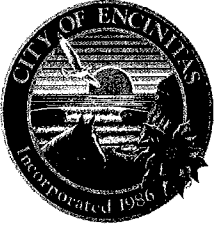
**COMMUNITY OUTREACH & ENGAGEMENT**

- Website Launch (JAN)
- Stakeholder Interviews (16)
- Outreach Toolkit and Training
- COMMUNITY SPECIFIC WORKSHOPS (MAR 8, 9, 11, 22, 23)
- City Council Worksession (JUNE)
- Community-Wide Workshop #1 (MAY 1)
- Community-Wide Workshop #2 (OCT 16)
- Outreach Toolkit Update (OCT/NOV)
- City Council Worksession (JAN 2011)
- Community-Wide Workshop #3 (MAR)
- City Council Worksession (MAY)
- Community-Wide Workshop #4: Open House Draft General Plan (JULY)
- EIR Hearings
- Draft General Plan
- Admin. Draft General Plan
- Draft EIR
- Revised Draft General Plan & EIR
- Final General Plan & EIR
- Final Interactive General Plan (optional)
- City Council

PHASE 2 DATES ARE TENTATIVE

PHASE 3 DATES ARE TENTATIVE

DEC 2009 JAN 2010 FEB 2010 MAR 2010 APR 2010 MAY 2010 JUNE 2010 JULY 2010 AUG 2010 SEPT 2010 OCT 2010 NOV 2010 DEC 2010 JAN 2011 FEB 2011 MAR 2011 APR 2011 MAY 2011 JUNE 2011 JULY 2011 AUG 2011 SEPT 2011 OCT 2011 NOV 2011



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## *Encinitas Comprehensive General Plan Update*

Tentative Advisory Committee and Public Workshop Schedule (2010)

### **General Plan Advisory Committee, all 6:30pm-8:30pm (Poinsettia Room)**

1. Monday, January 11th
2. Wednesday, April 14th
3. Wednesday, May 12th
4. Monday, September 20th
5. Monday, November 15th

### **Public Workshops, Community-Specific, all 6:00pm-8:00pm**

1. Monday, March 8th
2. Tuesday, March 9th
3. Thursday, March 11th
4. Monday, March 22nd
5. Tuesday, March 23rd

### **Public Workshops, Citywide, all 9:00am-1:00pm**

6. Saturday, May 1st
7. Saturday, October 16th



# *City of Encinitas* *Comprehensive General Plan* *Update*

## **COMPREHENSIVE GENERAL PLAN UPDATE ADVISORY COMMITTEE BY-LAWS AND RULES OF PROCEDURE**

**I. MISSION STATEMENT:** The mission of the General Plan Advisory Committee is to provide on-going, organized, effective and publicly based input to the consultant team and share information with, and seek feedback from, the constituencies they represent. Members will assist City staff and the consultant on issues affecting the City of Encinitas and/or the Comprehensive General Plan Update.

**II. GENERAL PLAN UPDATE:** The Comprehensive General Plan Update is anticipated to focus on policies and be developed to address recent court cases and state law or guidelines that have been enacted or otherwise arisen since the existing General Plan was adopted in 1989. It is anticipated that the Comprehensive General Plan Update will address new policy issues such as sustainable communities, healthy communities, climate change, storm water cleansing, and green building; and strengthen existing policies such as walkability, environment, economic sustainability, recycling (waste reduction), and circulation. Major land use changes are not proposed as part of the general plan update unless dictated by policies (i.e. the update will evaluate (3) three land use alternatives that increases density to address affordable housing and greenhouse gas emission reduction policies).

**III. PRIMARY FUNCTION:** The Advisory Committee is created for the purpose of assisting City staff and the consultant team with the preparation of the draft General Plan and to build community support for the updated plan that the community helps create. Members will play an important role in encouraging broader community participation throughout the General Plan update process. However, it is important to note that the residents of Encinitas will hold the primary role in developing the General Plan update through direction provided at public workshops and other public outreach venues.

The committee will be charged with providing input to the update process along with providing ongoing feedback to various community groups. Members must represent the perspectives of their constituents and carry out their responsibilities in the best interests of the public.

**IV. MEMBERSHIP:** The Advisory Committee will consist of 23 members and account for a board range of socioeconomic interests. Each stakeholder group will select their own representative to be dedicated to the General Plan Update.

The Advisory Committee shall be dissolved upon the completion of the work program.

**V. PRINCIPLES OF PARTICIPATION:** Advisory Committee members must adhere to the following roles and responsibilities:

A. Provide on-going, organized, effective and publicly based input to the consultant team including reviewing and commenting on major work elements.

B. Assist the consultant team to gain a broader understanding of public and interest group perspectives.

C. Provide a forum for interaction and communication.

D. In addition to attending all Advisory Committee meetings, members will be expected to be engaged throughout the work program and encouraged to attend the community workshops, educational series, and other public events advertised to the general public.

E. From time to time, assignments may be given to members to become familiar with the issues surrounding the community. Members may also be asked to research issues and review documents in order to prepare for upcoming meetings and participation on subcommittees.

F. Members must communicate with their constituencies on a regular basis in order to keep them informed of the update process and to solicit additional input. The facilitator will develop a "tool kit" of materials for members to share with the constituency that they represent.

G. If a committee member resigns from his or her appointment at any point during the work program or no longer represents the group, the position shall be filled in a timely manner. As some representatives are not from organized groups staff may need to specifically contact individuals to request constituent participation.

**VI. GROUP MEMBER EXPECTATIONS:** See Attachment "1"

**VII. GROUND RULES:** The Advisory Committee shall, at the first regular meeting, review and discuss ground rules about protocol and the manner in which members should conduct themselves. The committee is also expected to discuss member roles and responsibilities, as well as complete other organizational and introductory tasks.

A. Brown Act. All meetings and committee members are subject to the open meeting requirements of the Brown Act. (The Brown Act is contained in section 54950 et seq. of the Government Code.)

B. Quorum. For meeting purposes, a quorum shall consist of a simple majority of the constituent membership of the committee.

C. Meeting Schedule. The committee agrees to work in a manner to accomplish a General Plan update within a two (2) year period. The regular meeting schedule shall be established to accomplish this.

D. Attendance. Members are expected to attend all meetings that occur over a two (2) year process. The committee will meet a minimum of nine (9) times during the course of development of the work program. It is anticipated that the committee would typically meet as a whole; however, time and policy interests may dictate that additional special meetings are needed and/or subcommittees must be developed to focus on specific issues. If a member fails to attend two (2) consecutive regular meetings notice will be forwarded to the member's organization asking the organization to replace the member. In the instance where the member's organization has selected an alternate member, the alternate will be asked to participate and represent the stakeholder group.

E. Business. The Advisory Committee is not intended to be a voting body. The committee will operate by consensus and provide comments to the consultant team. Regular meetings shall continue until all agenzized business is concluded unless adjourned earlier by City staff or the consultant team. Any scheduled meeting of the committee may be canceled for lack of business or quorum by City staff or the consultant team.

F. Facilitator. The consultant team is responsible for the flow of the meetings and ensuring that the group works as a constructive and cohesive unit. The consultant team will facilitate and manage the meeting, maintain order, respond to inquiries or points raised, and keep the meeting on time so the agenda can be completed. No chairperson or vice-chairperson will be appointed.

G. Agenda. City staff shall prepare, post, and give proper notice of the agenda for each meeting. No matter may be considered or acted upon by the committee unless it is included on the posted agenda or supplemental notice. The minutes of previous meeting shall be approved, with additions, corrections, and deletions made by the committee. Minutes of the previous meeting(s) and supplemental reading material (if any) are to be mailed with the committee agenda.

H. Public Comment. 15 minutes will be set aside at the end of each agenda for the public to comment and address the committee on any matter under its purview. It is important to note that the committee is not a public hearing body. The consultant team needs to hear from each committee member. Significant public input and outreach will be provided through workshops, lecture series, open houses, surveys, meetings with staff, public hearings, and written correspondence.

I. Subcommittee. Subcommittees or a task force of volunteers may be formed by City staff, with committee member concurrence, to research topics in depth and report back to the full committee for discussion. For example, the Advisory Committee may use the services of local architects in reviewing design elements of the land use element. City staff, with committee member concurrence, can designate subcommittee or task force assignments. Any subcommittee or task force shall consist of at least three (3) committee members.

J. Location. Unless otherwise stated, regular meetings of the committee shall be held in the Poinsettia Room of the City of Encinitas Civic Center at 505 S. Vulcan Street, Encinitas, CA 92024.

**VIII. COMPENSATION:** The members of the Advisory Committee shall serve without compensation.

**IX. LIAISON:** The Director of Planning and Building Department or his designee shall serve as a liaison to the Advisory Committee. City staff and members of the consultant team will provide support to the committee to develop agendas, minutes, and other required materials.

Staff will advise the committee of all matters and provide administrative support and other functions as required. All documents will be distributed through City staff to ensure that all members have the same information. In the event that there is information that should be shared with other committee members, the information should be given to staff for timely distribution to the entire committee.

**X. COMMUNICATIONS WITH THE MEDIA:** Advisory Committee members agree not to characterize their viewpoints as representative of the entire committee when contacted by the media. Members agree not to use the media to unilaterally influence the process. Should members speak to the media, members are encouraged to provide accurate, factual information to inform the public about the program, but are asked to refrain from speaking on behalf of the committee unless authorized by the committee to do so. City staff and the consultant team will be available to assist in any communications to the media, if desired.

**XI. CHANGES:** The provisions of the By-laws may be changed, amended, or repealed by the City Council at any time, within the limitations imposed by the Brown Act.

**EXPECTATIONS FOR STAKEHOLDER GROUP MEMBERS:**

Members appointed to the group based on their organizational affiliation represent a constituency; their opinions should be consistent with and as authorized by their organization.

Members agree to make a good faith effort to attend each scheduled meeting and public involvement activity. If unable to attend, a member may send an alternate from their organization to serve as a proxy. The alternate is encouraged to actively participate in the meeting provided that he or she is adequately briefed as to the status of prior discussions and direction.

**During meetings, Advisory Committee members are expected to:**

1. Turn cell phones and other communication items off.
2. Be courteous and listen while others are speaking. Treat others in the group the way that you would like to be treated. Make an effort to understand each other's position.
3. Address the facilitator and members of the Advisory Committee rather than the public in a manner that allows the group to hear your comments. Members shall speak one at a time. If you have spoken once during a round of discussion, allow others to contribute before providing additional input.
4. Build on collaboration and provide constructive feedback to the consultant team and group. Keep an open mind and be interested in finding areas of understanding and/or agreement.
5. Participate actively, review documents by agreed upon deadlines, and adhere to the Comprehensive General Plan Update work program schedule.
6. Use the various tools to share information with and, as appropriate, request feedback from your constituency group. A schedule of specific outreach activities will be developed for the Advisory Committee during the regular meetings and through communications with the facilitator.
7. Maintain a positive outlook. This, along with providing constructive feedback, maintaining an open mind, and finding areas of understanding and agreement, will help the consultant team to facilitate the meetings with positive results.

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