

# Soledad General Plan 2045

*Siempre Soledad*

## Planning Commission

March 14, 2024



# Agenda

- **General Plan Update Brief Overview**
- **Visioning Outreach Round One**
- **Draft Vision Statement and Guiding Principles**
- **Visioning Outreach Round Two**
- **Next Steps**
- **Clarifying Questions**
- **Public Comment and GPAC Discussion**
- **Adjourn**

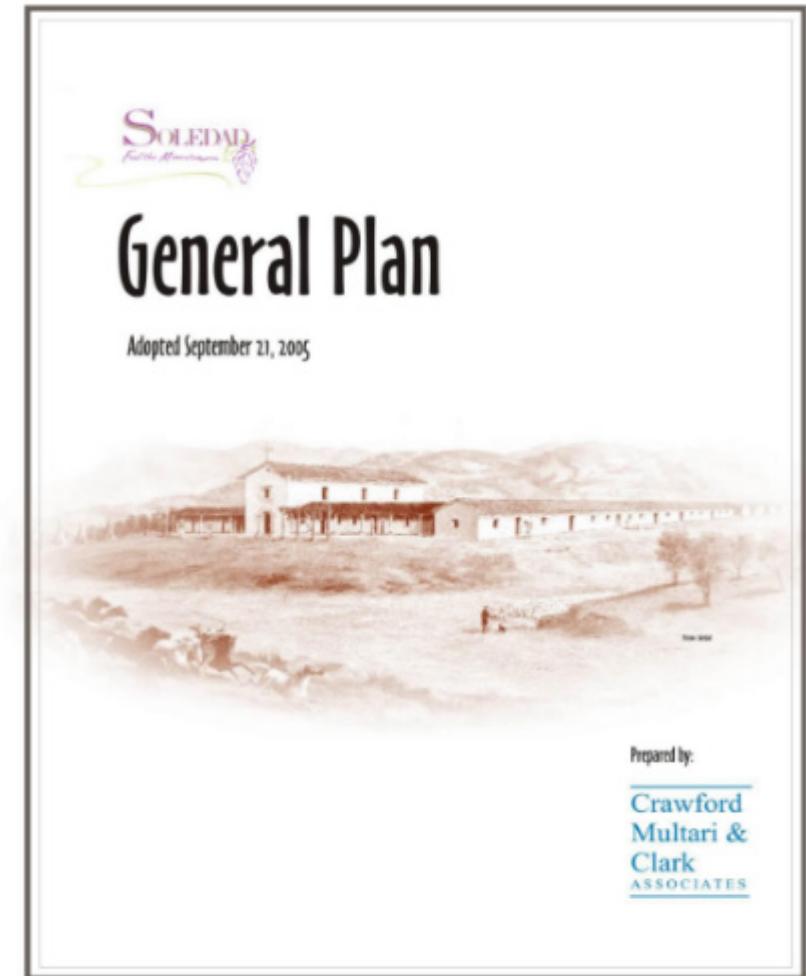




# General Plan Update

# What is the General Plan?

- **Required by State Law**
- **Fundamental land use and development policy document**
- **Shows how the city will grow and conserve resources**
- **Establishes community vision for the physical form of the city**
- **Identifies important community issues**
- **Basis for fair and consistent local land use decisions and related policies**



# General Plan Elements

- **Required:**

- » Land Use
- » Circulation
- » Housing (on a faster schedule due to State law)
- » Open Space and Conservation (includes Parks & Recreation)
- » Noise
- » Safety
- » Environmental Justice


- **Custom for Soledad:**

- » *Community & Economic Development*
- » Climate Change (will be integrated into multiple elements)

- **Last Full Update 2005**



# Where Are We Now?

- Existing Conditions Memos and Briefing Book
- Vision and Guiding Principles  We Are Here!
- Policy Development
- Draft Alternatives
- Housing Element
- Draft General Plan document
- Environmental Impact Report (EIR)
- Final General Plan and Adoption



# Visioning Outreach Round One



# Community Input Ahead of the Vision

- **Summer 2023 through Winter 2023**
- **Community pop-up events**
  - » Hot Summer Days
  - » National Night Out
  - » Farmer's Market
  - » Resource Fair
- **Economic development focus groups**
- **Dia de los Muertos community event**
- **Online visioning survey = 166 responses**

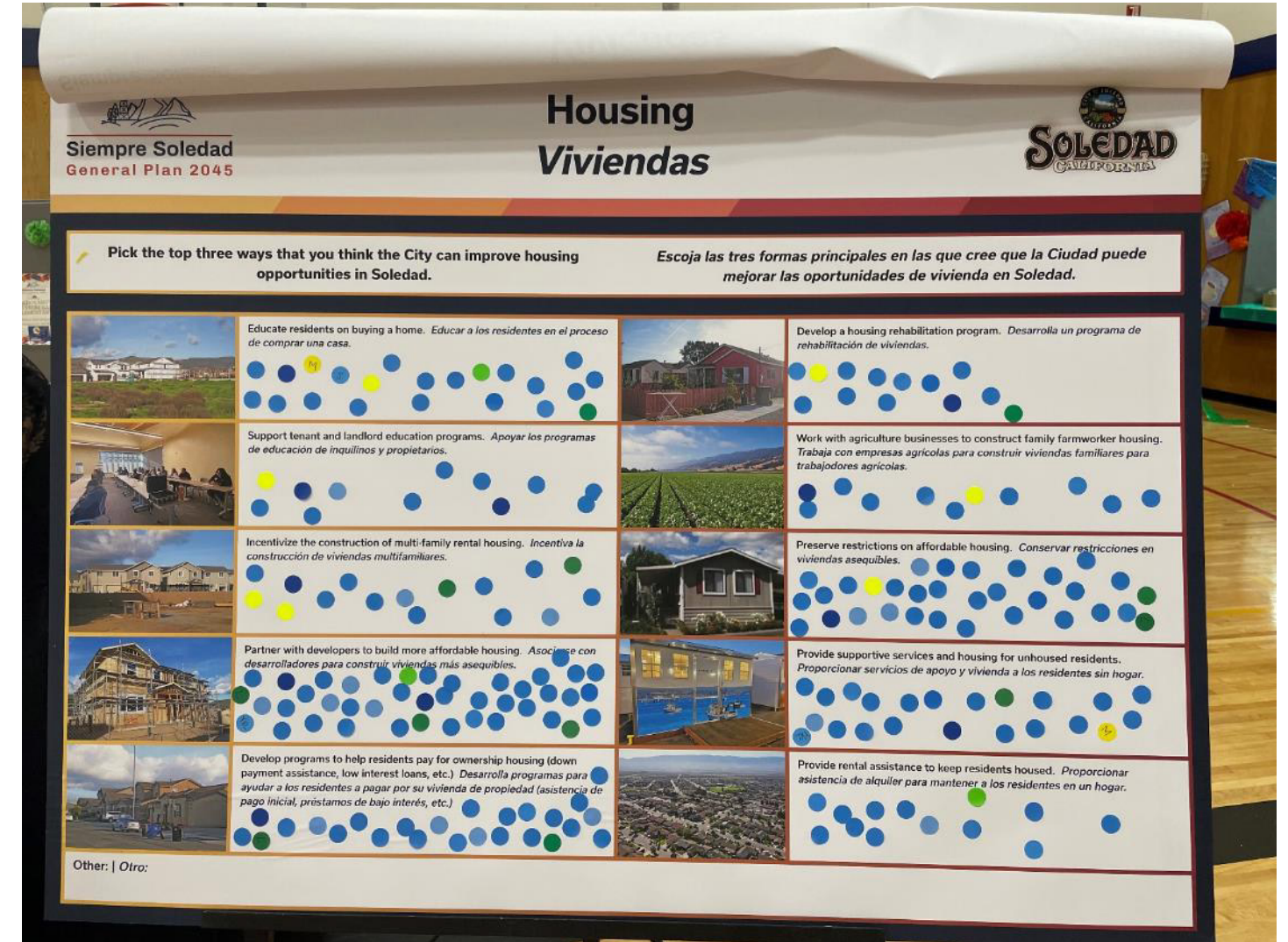
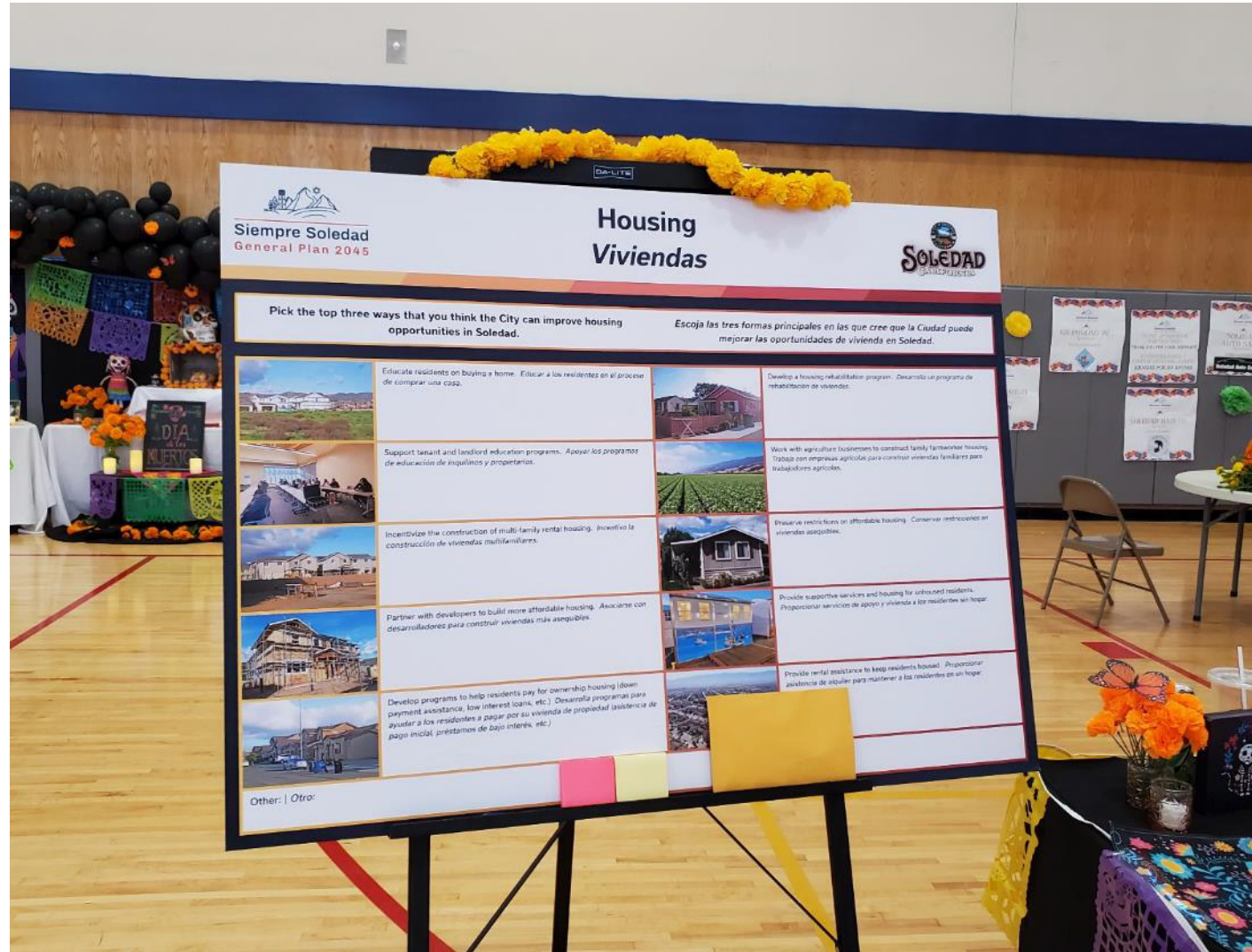




# Dia de los Muertos Event



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# Online Vision Survey

- **Live from October to January**
- **City supported on-the-ground promotion of the survey**
- **166 responses to 10 questions**
- **8 multiple choice/ranking questions and 2 open-response**
- **Focus on housing, neighborhood amenities, transportation, and demographic questions**

# What We Heard

## Residents want:

- Affordable housing for existing residents
- Large, national retailers like Target, Walmart, and Costco
- More grocery stores and places to buy healthy, fresh food
- Local jobs that pay a living wage
- Educational offerings at all levels and workforce training

# What We Heard

## Residents want:

- More work and social opportunities for young people
- Improved freeway entrance/exits to relieve congestion
- More ways to reach retail areas across town
- Healthcare services, including urgent care clinics, labs, dentists and pharmacies
- More spaces for recreation, both indoor and outdoor

# Vision & Guiding Principles



# Vision Statement

*Soledad is a small town with big ideas, celebrating our rich cultural heritage and serving as the gateway to the Pinnacles. We are a welcoming and diverse community that is committed to improving quality of life, growing businesses, and being a safe and healthy city where everyone thrives.*



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**Vision:** Soledad is a small town with big ideas, celebrating our rich cultural heritage and serving as the gateway to the Pinnacles. We are a welcoming and diverse community that is committed to improving quality of life, growing businesses, and being a safe and healthy city where everyone thrives.

## Guiding Principles



### Economy

We cultivate a thriving economy that supports quality retail for our residents' shopping needs, small businesses, and regional tourism. We aim to provide our residents with secure and well-paying jobs that will serve as the backbone of their livelihoods. Residents are able to shop locally for their essential needs.



### Safety

We prioritize a safe and open community. Our streets have ample lighting, well maintained sidewalks, highly visible crosswalks, and protected bike lanes. Freeway access accommodates our need for evacuation in the event of an emergency. Our safety and law enforcement providers are partners with all of us in preparing for emergencies and preventing crime.



### Housing

We ensure access to quality and diverse housing near schools, jobs, retail, and parks that is affordable to residents of all income levels.



### Youth

We invest in our youth by providing safe communities, access to health care, workforce development, educational pathways, quality housing, and parks and recreational opportunities for their well-being and growth.



### Equity

We believe everyone has a voice in shaping Soledad and participating in local decision making.



### Health

We promote both physical and mental health services through our infrastructure, facilities, stores, and services. This includes walking, biking, and access to healthy and safe foods. Healthcare and social services are plentiful and accessible to everyone in the community.



### Community Places

We value parks, public gathering spaces, recreation, cultural events, and a vibrant Downtown that is comfortable and welcoming to all. We advance our beautiful park and recreation system with amenities that offer moments of play and connection with our neighbors.



### Education

We invest in the prosperity of our community and local workforce through a range of educational programs that provide academic advancement and job skills training. We are proud to provide educational services in Spanish, English, and other languages spoken locally.



### Mobility

We have high-quality road and public transit systems that minimize traffic congestion and allow convenient access to daily destinations. We are proud of our safe, walkable, and bikeable neighborhoods that promote these non-automobile modes of transportation.

# Economy Guiding Principle

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# Visioning Outreach Round Two



# GPAC Input on Draft Vision

- Supportive of the vision and guiding principles
- Would like to incorporate the following revisions:
  - » Add National Park to Pinnacles in the vision.
  - » Include balanced and orderly growth in the vision.
  - » Acknowledge people with disabilities in the guiding principles, specifically in the transportation guiding principle.
  - » Acknowledge a commitment to intervention and prevention programs in the safety guiding principle.
  - » Acknowledge commitment to diversity, equity, and inclusion in the equity guiding principle.
  - » Expand the community places principle to go beyond Downtown and highlight the City's goal to also make other community places vibrant.

# Community Input on the Vision

- **Round two outreach occurred in February 2024**
- **Community pop-up events**
  - » State of the City
  - » Las Viviendas Affordable Housing Workshop
- **Online visioning survey = 98 responses**



# Did We Get the Vision Right?

- **The majority of survey respondents support the draft Vision Statement and Guiding Principles.**
- **Approximately 90% approval for the Vision Statement and over 70% approval for each Guiding Principle.**
- **Some respondents believe that they do not reflect on-the-ground conditions. However, the vision is aspirational and future-oriented.**

# Did We Get the Vision Right?

## Feedback received aligns with that received prior to drafting Vision:

- Lack of access to retail, recreation, jobs, and healthcare services.
- Desire for more entry points to the freeway.
- More affordable housing.
- Services to attract tourists, including hotels and restaurants.
- More diverse opportunities and activities for young people.
- More education opportunities for all ages and skill levels.
- Improve public streets and infrastructure.





# Next Steps

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- If needed, revise Draft Vision and Guiding Principles to address feedback received
- City Council meeting to confirm Vision Statement planned for April 3<sup>rd</sup>
- Start Land Use and Circulation Alternatives Process



# Website and Online Activities

<https://www.soledadgeneralplan2045.com>

- **Website includes:**
  - » Background information
  - » Public engagement opportunities
  - » Events calendar
  - » Links to documents
  - » Housing Element page
- **Future potential online activities**







Any Questions?



# Public Comments

# Planning Commission Discussion





Thank you!