



City of Gilroy
COMMUNITY DEVELOPMENT DEPARTMENT
7351 Rosanna Street, Gilroy CA 95020
(408) 846-0451 (408) 846-0429 (fax)
www.cityofgilroy.org

DATE: May 7, 2014
TO: Gilroy GPAC
FROM: Stan Ketchum, Senior Planner
General Plan Project Manager
SUBJECT: **Agenda Item V. Approval of the Draft Vision and Guiding Principles**

Attached is the Revised Draft of the Vision and Guiding Principles. The revisions are in response to the GPAC discussion at its April 16th meeting. The staff and consultants reviewed the many comments and ideas expressed at the meeting and have tried to capture the consensus of the GPAC on changes to the Vision and Guiding Principles. The following excerpts from the Draft Vision and Guiding Principles report included in the April 16 packet may be helpful in finalizing the document.

- A vision is a description of an ideal future for the community to work towards. Guiding principles express the key values and aspirations for Gilroy's future and serve as guideposts for the goals, policies, and implementation measures contained within the General Plan. These principles expand on the main ideas contained in the vision statement so that important concepts are given more weight.
- Vision statements and guiding principles are not intended to specifically mention every policy issue in the General Plan, but they can present the larger themes and toics that will be inclusive of all General Plan policies and programs.

Many suggestions were provided by GPAC members at the April 16 meeting. Those that reflected the consensus of the GPAC were incorporated into the attached revised version.

In addition to the changes reflecting GPAC discussion, staff has included recommended changes and additions in Guiding Principles 10, 11 and 12. The additions to Principle 10. Foster a sustainable community - are intended to include the concepts of high quality new development and to encourage more complete neighborhoods. Principle 11. Promote fiscal strength

emphasizes the importance of maintaining the right balance of city revenues and costs in the planning of the city and to manage fiscal resources in a responsible and efficient manner. Principle 12. Engaged community - was added based on comments received about the importance of citizen participation in community improvement activities and in conversations regarding city actions affecting them.

The following excerpt from the GPAC Procedures should be considered in taking action to approve a recommendation to the Planning Commission and City Council.

"7. Advisement and Voting

- A. Decision-making by the Committee should occur through dialog and consensus, whenever possible
- B. For decisions which cannot be reached by consensus, the presence of a quorum and the affirmative vote of a quorum is required."

Staff recommends the GPAC discuss the proposed revisions to the Vision and Guiding Principles, agree on any additional refinements, and make a recommendation to the Planning Commission and City Council for approval of the Vision and Guiding Principles.

Vision and Guiding Principles

The Vision

~~1. In 2040, Gilroy is a diverse, family-oriented, and and culturally rich community. Gilroy residents enjoy Gilroy's small-town feel and connection to open space, with a small town feel. Gilroy's economy is thriving, with a healthy business environment and ample job opportunities for residents. Visitors flock come to Gilroy for its wineries, shopping, and festivals. It is well-known throughout the region for its excellent schools, agriculture, downtown, and recreational opportunities.~~

~~2. In 2040, Gilroy is a thriving, culturally rich community with a small-town feel.~~

Guiding Principles

1. Foster Economic Growth. Promote a strong local economy by fostering the growth and expansion of a diversified business community. Support businesses that create good jobs for Gilroy's resident workforce. Attract visitors to Gilroy's many destinations.

2. Cultivate a Downtown Renaissance. Transform downtown into an authentic Gilroy destination unique from other retail, entertainment, arts, and dining options in the area. Support and attract businesses and provide the infrastructure and amenities needed for the growth of downtown. Support new development, including commercial, housing, and mixed-use projects.

~~**3. Balance Growth and Open Space.** Focus growth in areas that are already serviced by roads, sewers, and infrastructure. Support a balanced growth management strategy that protects productive agricultural lands and sensitive wildlife habitats while allowing for new economic opportunities. Ensure Gilroy retains its "small-town feel."~~

4. Support Housing Options. Encourage a mix of housing types to create diverse neighborhoods that meet the needs of all Gilroyans. Promote the building, retention, and renovation of quality housing for all incomes, ages, and abilities.

5. Ensure Public Safety. Provide public safety services at a level that will keep the community safe, even as Gilroy grows. Manage growth to ensure that it does not create new hazards, exacerbate existing hazards, or place undue strain on public safety services.

6. Provide Transportation for All. Connect Gilroy's residents, workers, and students through a network of safe and convenient transportation options. Design the community neighborhoods and build transportation improvements that encourage more residents to walk, bike, or use transit.

7. Offer Recreation Opportunities. Ensure all residents have easy access to City parks and recreation opportunities. Maintain parks and recreation programs to ensure safety and high levels of use. Provide a variety of sports and activities for Gilroy's youth.

8. Support the Arts. Promote a wide range of high-quality cultural opportunities for Gilroy residents. Explore new avenues for public art and cultural enrichment.

9. Promote a healthy community. Enhance opportunities for physical activity and healthy eating. Promote a built environment that makes it safe and easy for residents to walk, run, and bike; access nutritious foods; and access health care.

10. Foster a sustainable community. Balance resource conservation with economic growth to ensure today's needs are met without jeopardizing the community's ability to meet future needs. **Exemplify best practices in sustainability through City operations, projects, and policies, and support of water and energy considerations and alternative energy use.** Promote high-quality, long-lasting development that allows residents to meet daily needs, such as shopping, employment, and recreation, in close proximity to their homes. Promote efficient use of energy and natural resources.

11. ~~Ensure~~Promote fiscal strength. Plan land uses, their intensities, and their locations to provide the right balance of revenues and costs to allow the City to deliver the high-quality services expected by the community. Manage fiscal resources in a responsible and efficient manner. ~~Operate City government in a fiscally responsible manner that does not waste taxpayer funds. Plan ahead to ensure taxpayer funds are available and used at opportune times to maximize their public benefit.~~

12. Engaged community. Encourage citizens to participate in activities that improve the community. Engage the community in meaningful discourse regarding City actions that affect them.