



CITY OF COSTA MESA

City Council/Planning Commission Joint Workshop: Vision Statement

M I G | Hogle-Ireland

Agenda



- **What is a Vision?**
- **Purpose of General Plan Vision and General Plan Samples**
- **How Costa Mesa Developed this Vision?**
- **Proposed Draft Vision**



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What is a Vision?

What is a Vision?

- Long-term, aspiration describing what city would like to achieve
- Guides choosing courses of action
- Typically determined through interactive public process designed to build consensus about community's common future



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Purpose of General Plan Vision?

General Plan Samples

Costa Mesa General Plan Vision

- Establishes General Plan's purpose, provides foundation for goals and policies
- Defines and envisions future development in Costa Mesa
- Offers guidance to decision makers and staff in the decision making process

General Plan Vision Samples

■ Newport Beach

COMMUNITY SERVICES

We provide parks, art and cultural facilities, libraries, and educational programs directly and through cooperation among diverse entities. The City facilitates or encourages access to high-quality health care and essential social services. Newport Beach is noted for its excellent schools and is a premier location for hands-on educational experiences in the natural sciences.

Our streets are safe and clean. Public safety services are responsive and amongst the best in the nation.



CHAPTER 2 Vision Statement



General Plan Vision Samples

- Anaheim

Housing:

Anaheim provides an array of housing choices for its diverse population. Anaheim's mix of housing types, including rental and for-sale housing, appeals to all economic segments of the community. Well-designed residential neighborhoods are supported and balanced by an ample amount of open space, parks, and other amenities. Appropriately sited multiple-family housing is designed to high standards and supported by responsible on-site management and maintenance arrangements.



GENERAL PLAN
MAY 25, 2004

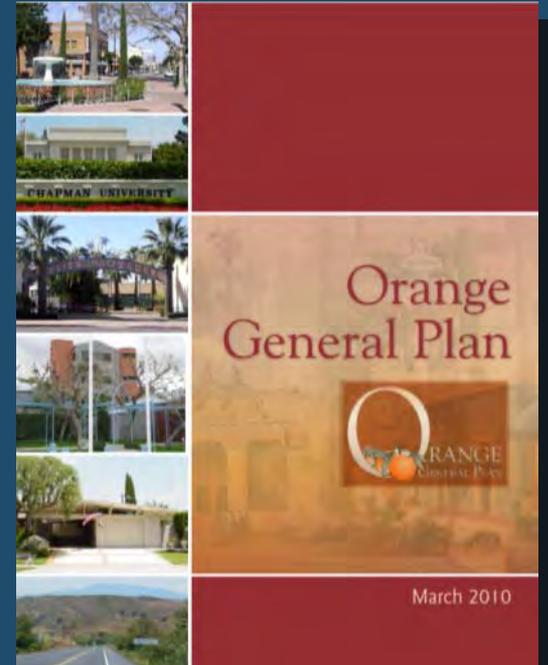
General Plan Vision Samples

■ Orange

Where We Live

Our vision for Orange is to continue to provide housing for all lifestyles within its diverse population. The General Plan will strive to maintain the different residential areas that make Orange unique: whether living in a semi-rural area that provides scenic views of natural beauty and convenient access to nature and trails; residing in a traditional suburban neighborhood setting; or enjoying the urban core experience near shops, restaurants, civic facilities, and public services. In the future, we will strive to achieve the following objectives:

- Orange must continue to encourage a variety of living environments for a diverse population, consistent with existing neighborhoods.
- The City will build upon existing assets to create a living, active, and diverse environment that complements all lifestyles and enhances neighborhoods, without compromising the valued resources that make Orange unique.
- The City will continue efforts to protect and enhance its historic core. This same type of care and attention will be applied throughout the rest of the City.



General Plan Vision Samples

■ Mountain View

ECONOMIC PROSPERITY

Mountain View has long been home to research facilities and forward-thinking companies. This supports economic growth with significant new local jobs, a diversified tax base and worldwide recognition as a hub of technology and innovation. A strong and diverse economy is vital in helping the City continue to generate the revenue required to provide high-quality services and programs.

Overarching strategies to support Mountain View's economy include:

- Supporting business needs through increased land use intensities and highly sustainable, well-designed business districts. (Land Use and Design)
- Improving the overall economic base and diversity of businesses and increasing the City's future revenues. (Land Use and Design)
- Improving transportation services between North Bayshore and the Mountain View Transit Center. (Land Use and Design)

Mountain View's General Plan Vision

Mountain View's General Plan vision, developed by the community in 2008 as part of the General Plan Visioning Process, this core vision represents the community's ideal future:

In 2030, the City of Mountain View endures sustainable living and provides for the needs of all residents. It is a place that radiates inclusivity, business preservation with innovation and provides quality education. The community supports a family orientation, robust neighborhoods and a healthy economy.

Where We've Been and Who We Are

Located in the heart of Silicon Valley, Mountain View is a community defined by distinctive neighborhoods, diverse residents, a rich natural environment and a desirable quality of life. The city has evolved from its agricultural roots into one of the country's foremost centers of industry and innovation.

Evolution of the City

Mountain View began as an agricultural community with a compact downtown core surrounded by farms and orchards. The City was incorporated in 1902 and retained its agricultural character until the 1950s, while gradually adding population and new development. After World War II, the population increased from approximately 6,500 in 1950 to almost 55,000 in 1970. This rapid growth transformed Mountain View into a city with complete services and new neighborhoods, parks and commercial and industrial districts. As residents took jobs, different areas of the city began to take shape, each with a unique character. These included quiet family-oriented neighborhoods, residential commercial areas along El Camino Real and large industrial areas.



During the Visioning Process, the community articulated important values and planning principles, identified assets and opportunities, and outlined key needs for change and preservation. These components built the foundation for development of the General Plan goals, policies and actions.

Growth continued over the next several decades. New single-family developments expanded north of Central Expressway and south of El Camino Real. New multi-family residential developments were built throughout the city. Regional shopping centers such as Mayfield Mall and San Antonio Center opened, offering residents new local shopping opportunities while attracting customers from around the region.

General Plan Vision Samples

■ Chula Vista

1.3 Theme 3 Strong and Safe Neighborhoods

Chula Vista is a diverse, yet integrated, community that celebrates its neighborhoods as the building blocks that make it a great place to live.

Each neighborhood in Chula Vista continues to express its individuality and character; is safe and attractive, with good access to necessary facilities and services; and provides convenient transportation options. Citizens feel safe to walk within and among neighborhoods and allow their children to do the same. Chula Vista also takes a leadership and collaborative role in ensuring the safety of its citizens on a citywide and regional level.



The theme of strong and safe neighborhoods is highlighted in several elements of this General Plan, including the Land Use and Transportation Element, the Housing Element and the Public Facilities and Services Element. The theme is developed through a land use plan providing sufficient and varied housing opportunities, and through the provision of excellent public services; including police and fire protection; quality schools; and convenient parks and recreation facilities.



1.0 Theme 1 Strong Community Character and Image

Chula Vista continues to develop as a city with a distinct identity that its citizens are proud to call home.

Our community highlights the culture, values, and history of our unique location on the Pacific Rim, linking the mountains, rivers, bay, and border region. Some notable elements that define Chula Vista's identity include:



- Unique physical features that provide open space, trails, and recreational opportunities;
- The bayfront, which will become a water-oriented gathering and focal point;
- The downtown area, which serves to draw people together through its combination of public, civic, commercial, entertainment, and residential uses;
- The Otay Ranch Eastern Urban Center, which will serve as a regional retail and business center;
- The future development of a substantial technology park to serve the needs of the region; and
- The potential establishment of a multi-institutional university center.

Strong community character and image is highlighted in the Land Use and Transportation Element of this General Plan. The theme is developed through Chula Vista's choice of land use distribution, well thought out urban design principles, and a focus on neighborhood preservation. Planning areas identified in the Land Use and Transportation Element develop their own character through specific goals and policies geared toward their unique attributes and needs.

General Plan Vision Samples

■ Arcadia

Balanced Growth and Development

The General Plan establishes a balance and mix of land uses that promote economic growth and maintain a high quality of life for Arcadia residents. Our development decisions reflect Smart Growth principles and strategies that move us toward enhanced mobility, more efficient use of resources and infrastructure, and healthier lifestyles.

Connectivity

Arcadia has a balanced, integrated, multi-modal circulation system—which includes streets, sidewalks, bikeways, and trails—that is efficient and safe, and that connects neighborhoods to jobs, shopping, services, parks, and open space areas.

Neighborhood Character

Arcadia's single-family and multifamily residential neighborhoods have given the City its identity as a "Community of Homes". The City protects and preserves the character and quality of its neighborhoods by requiring harmonious design, careful planning, and the integration of sustainable principles.

Schools

Our schools are a valuable community asset. The quality of the schools draw people to our City. We remain committed to working with the school district to achieve mutually beneficial goals.



General Plan Vision Samples

■ Ventura

In the future, Ventura is a community that...

Environment

- Seeks sustainability by simultaneously promoting ecological health, economic vitality, and social well-being for current and future generations.
- Acts as an environmentally responsible model for other coastal areas.
- Protects and restores the natural character of its beaches, ocean views, hillsides, barrancas, and rivers as a scenic backdrop for its high quality urban environment.





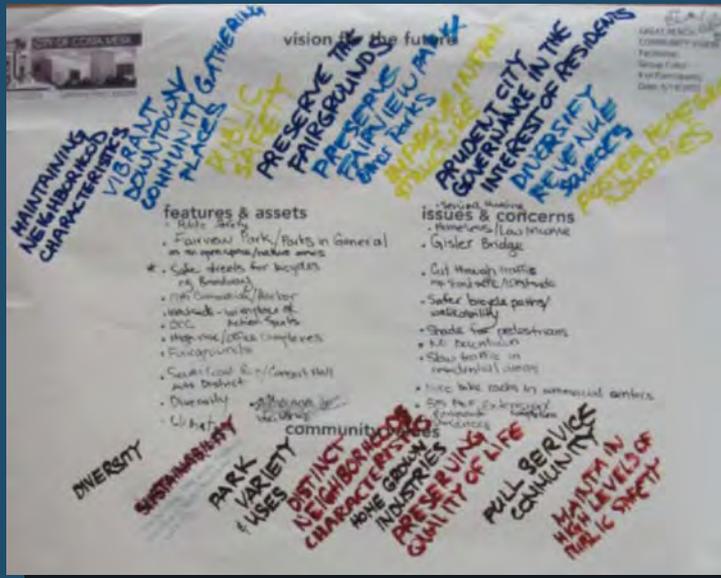
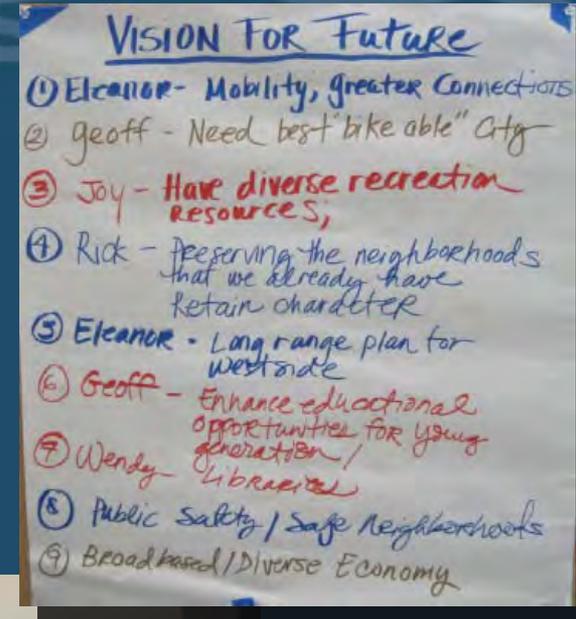
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How Costa Mesa Developed this Vision?

Community Workshops

June 19, 2013

- Community's vision interpretation



Small Group Discussions

Community Workshops

August 21, 2013

- Visual preference survey



Introductory
Session

Questions
and Answers

Visual Preference Survey Meeting
Costa Mesa General Plan Update - The Great Reach
August 22, 2013

Community Workshops

September 12, 2013

- Support or not to support preliminary draft vision statements



GREAT REACH SEPTEMBER 12, 2013 - PROPOSED VISION STATEMENTS

| Proposed Vision Statements | Support | May Support It... | Do Not Support |
|--|---------|-------------------|----------------|
| 10. Costa Mesa is a City of the Arts: a "place" to experience and enjoy visual and performing arts and cultural events. The City fosters creativity and cultivates cultural enrichment and lifelong learning. | 13 | | 2 |
| 11. Pedestrian, bicycle, and transit connectivity are as important as private automobile accommodation. Costa Mesa's road network will be retrofitted to put local mobility needs first. New developments and public spaces will be designed with transit, pedestrians, and bicycles in mind. | 14 | 2 | 2 |
| 12. As a city served by freeways and regional travel corridors, Costa Mesa recognizes that vehicles moving through Costa Mesa often are headed to other destinations. Traffic will be managed in a manner that ensures local mobility needs are not compromised and that Costa Mesa's growth and productivity are not stifled. | 9 | 5 | 2 |

12 Vision Statements Discussed and Voted On





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Draft Vision Statement

Draft Vision Statement

Six statements focusing on:

- Land Use and Mobility
- Housing
- Economy
- Open Space
- Culture
- Transportation

Costa Mesa: A Vision for Land Use and Mobility

Costa Mesa is a vibrant community of diverse and distinctive neighborhoods. We pride ourselves with having businesses, institutions and commercial districts of regional and international renown, and wonderful parks and open spaces that respond to our many needs. We embrace the founding principles that established our community as a great place to live and own a business, with a readiness to anticipate and adapt to regional influences that will move Costa Mesa in positive directions. The City will change over time, but will do so in a manner that ensures that new development is economically and environmentally sustainable, and is compatible in scale and character with our neighborhoods.

Housing Our Residents

We pride ourselves in being inclusive, multi-generational, and economically and culturally diverse. Our neighborhoods reflect this diversity, both in terms of the range of available housing types and household composition. From single-family homes to apartments to live/work units, residents have many choices of creative living spaces. We aim to preserve this diversity and increase homeownership opportunities throughout the City.

Sustaining Our Economy

We foster conditions that support a modern and diverse economy—one that retains and attracts new businesses and industries, cultivates innovation, supports our tax base, establishes employment for all skills and educational levels, and sustains the ability of the City to provide high-quality services. A healthy economy means a healthy community. We promote an entrepreneurial spirit and ensure a business-friendly culture that strengthens both locally based businesses and national/international enterprises. Costa Mesa's reputation as a well-known shopping destination represents just one part of our economic base. The industrial districts and urban-scale office complexes provide places where investment and creativity thrive.

Providing Great Open Spaces

Costa Mesa recognizes that parks and open spaces contribute to the good physical and mental health of our residents, and to the health of ecosystems and the environment. We are committed to providing open spaces for residents in all life stages. We will maintain our established parks to serve the purposes they were originally intended and provide for flexible new gathering spaces to meet our evolving needs. Natural open spaces will be retained so they can continue to provide valuable functions as habitat resource conservation/protection, and places of education.

Celebrating Cultural Life

Costa Mesa is a City of the Arts; we are the “place” to experience and enjoy visual and performing arts and cultural events. The City supports intellectual and artistic creativity, and cultivates cultural enrichment and lifelong learning.

Moving In and Around the City

Pedestrian, bicycle and transit connectivity are as important as vehicular travel. New developments, public spaces and improvements to existing roadways will be designed to accommodate non-motorized transportation and transit needs, in addition to meeting automobile traffic requirements.

Manage local and regional travel needs by constructing improvements for all modes of circulation, adopting land use intensities commensurate with planned circulation improvements and implementing a traffic demand management program for large developments.



CITY OF COSTA MESA | General Plan: The Great Reach

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questions/comments

