



GENERAL PLAN ADVISORY COMMITTEE
Minutes of the Regular Meeting
Miriam Warne Community Building/Chamber of Commerce
14491 Beach Boulevard, Suite A
Westminster, CA 92683
November 3, 2014
6:30 p.m.

CALL TO ORDER: Chair Ta called the meeting to order at 6:30 p.m.

ROLL CALL: Don Anderson, Gloria Constat, Sergio Contreras, Gilbert Cruz, Owen Eames, April Erazo, Lupe Fisher, Richard Jolly, Mimi Lozano, Gia Ly, Lisa Manzo, Sandra McClure, Khanh Nguyen, Tyler Nichols, Helen Ortega, Jamison Power, Patricia Robbins, Laura Sottile Rose, Syed Shah, Tri Ta, Diana Williams

PRESENT: Don Anderson, Gloria Constat (arrived at 6:35) Sergio Contreras, Gilbert Cruz, Owen Eames, April Erazo, Lupe Fisher, Richard Jolly, Gia Ly (arrived at 6:44 p.m.), Lisa Manzo, Sandra McClure, Tyler Nichols, Jamison Power, Patricia Robbins, Laura Sottile Rose (arrived at 6:42 p.m.), Syed Shah, Tri Ta, Diana Williams

ABSENT: Mimi Lozano, Khanh Nguyen, Helen Ortega,

SALUTE TO FLAG: GPAC Member Syed Shah led the assembly in the Salute to the Flag.

PUBLIC COMMENTS: None

APPROVAL OF MINUTES: October 6, 2014

Motion: It was moved by GPAC Member Sergio Contreras, and seconded by GPAC Member Lupe Fisher, to approve the October 6, 2014 GPAC meeting minutes, as presented. The motion carried unanimously.

REGULAR BUSINESS:

- **Setting the Stage: Existing Land Use Analysis and Current General Plan**

Associate Principal, Wendy Grant, Place Works, reviewed documents provided for the Committee's review. She thanked those who visited the website and completed the survey.

- **Community Snapshot Presentation**

Amanda Tropiano, Place Works, Senior Associate, provided a presentation addressing establishing the framework and understanding and defining the City's long-term vision. She stated that the vision should be timeless and guide the City's decision-making

process. She addressed the City's demographics, diversity in the community and regional comparisons.

Discussion followed regarding the process and criteria for selecting comparable cities.

Ms. Tropiano continued with the presentation addressing demographics in terms of resident ages, ethnic diversity, languages at home and languages spoken other than English. Additionally, she addressed housing including household size, composition, and types and years built. She noted that the City is built out with very little new housing.

Discussion followed regarding City residences and businesses being in a state of deferred maintenance and the need for refurbishment. It was noted that the elements of the General Plan could define goals in terms of aesthetics and quality of life. Discussion followed regarding goals, policies and implementation, the possibility of offering incentives for enhancements and considering opportunities for businesses.

Ms. Tropiano addressed housing values and existing land-uses.

Ensuing discussion pertained to City-owned property, vacant land, possible future land-change opportunities and conducting land-use analyses. Discussion continued regarding attracting developers and taking advantage of rezoning for increasing the value of under-utilized properties.

Ms. Tropiano addressed mobility, employment and transportation. She added that the information, including presentations, will be available online for public review.

- **Market Trend Analysis Presentation**

Steve Gunnells, PlaceWorks, Chief Economist, addressed economic issues that the GPAC may want to consider in developing the City's vision. He addressed quality of life, quality of the built environment, jobs and income, revenue-generating land uses and property values. He provided information regarding job sectors, base economic sectors, education, local-serving sectors and under-served categories.

Discussion followed regarding resident employment in the City versus outside the City.

Mr. Gunnells addressed availability of the workforce for specific job sectors, accounting for temporary employment and employment in waste management and recycling. Additionally, he addressed poverty rate and household income.

Brief discussion ensued regarding the impact of the aging population on household income.

Mr. Gunnells addressed categories of retail, historical birth rates and related economic and housing implications, multi-generational households, accommodating growth in multi-generational housing, growth in college costs and average student-loan debt.

In terms of household income, Mr. Gunnells encouraged the GPAC to consider whether it needs to be reflected in the City's vision and whether anything can be done about it, as a City. Additionally, he reported that whatever is defined as quality of life should be

reflected in the vision. These could include commute time to work, greater access to medical services for the aging population and increasing municipal revenues to pay for public services. Consideration should also be given to land uses, preferable job sectors, and changes in work force, education, expanding local-serving sectors and identifying niches as well as expanding experience-oriented businesses and providing a mix of activities and a sense of place. Additionally, he addressed the changing residential market demand noting that it needs to be thought through when developing a vision.

Mr. Gunnells reported there are requirements to accommodate certain density in terms of housing which is typically addressed in the Housing Element of the General Plan. The City must show what it is doing to accommodate specific housing requirements such as senior housing.

Discussion followed regarding the need to look at the big picture, changes in land uses, parking and transit, connectivity, walkability, considering the values of the community, expanding revenue-generating businesses and translating the community's values into land plans. It was noted that a more-comprehensive report will be posted on the website.

- **Next Steps Including the First General Plan Open House**

Senior Associate, Amanda Tropiano, Place Works, provided highlights of the upcoming community General Plan Open House. She announced that it will be held on Saturday, November 15, 2014, from 1:00 p.m. to 4:00 p.m. inside the Westminster Mall near the Target entrance area. The event is being designed around six stations and Ms. Tropiano addressed the goal of the event.

It was noted that the Chamber of Commerce has the information on its website.

Ms. Tropiano identified each of the six stations and opportunities available. She reported that the event will be suitable for all ages.

Discussion followed regarding reaching out to the community, the GPAC role in the event and Ms. Tropiano asked that each GPAC Member extend invitations to at least, two people. She added that translators will be available for Spanish and Vietnamese speakers and referenced fliers that will be posted around the community with information about the event.

Ensuing discussion pertained to working with the school district to distribute information about the event, asking specific questions to engage a variety of people and advertising and promotion efforts.


ADJOURN:

There being no further business to come before the General Plan Advisory Committee, Chair Ta adjourned the meeting at 8:30 p.m. to December 8, 2014, at 6:30 p.m.



Mayor Tri Ta
Chairperson

Prepared by:



Art Bashmakian
Planning Manager