



AGENDA

WESTMINSTER GENERAL PLAN ADVISORY COMMITTEE MEETING

Regular Meeting

July 13, 2016 6:30 PM

Miriam Warne Community Building/Chamber of Commerce
14491 Beach Boulevard, Suite A
Westminster, CA 92683

If you need special assistance to participate in this meeting, please contact the Planning Department at (714) 548-3247. Notification of 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. (28 CFR 35.102-35.104 American Disabilities Act Title II)

NOTE: Any writings or documents provided to a majority of the GPAC regarding any item on this agenda is available for public inspection at the public counter at City Hall located at 8200 Westminster Boulevard, Westminster, CA during normal business hours. These writings are also available for review in the public access binder located in the meeting room.

AGENDA

JULY 13, 2016 6:30 PM

CALL TO ORDER

ROLL CALL: Vincent Agor, Don Anderson, Gloria Conostas, 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:

ABSENT:

SALUTE TO FLAG:

PUBLIC COMMENTS:

THIS IS THE TIME OF THE MEETING THAT MEMBERS OF THE PUBLIC MAY ADDRESS THE GPAC REGARDING ANY ITEMS ON THE AGENDA OR NON-AGENDA ITEMS THAT ARE WITHIN THE SUBJECT MATTER JURISDICTION. UNLESS OTHERWISE EXTENDED BY A MAJORITY VOTE OF THE GPAC, COMMENTS SHALL BE LIMITED TO FIVE (5) MINUTES PER SPEAKER. ANY PERSON WISHING TO ADDRESS THE GPAC SHOULD COMPLETE A GREEN SPEAKER SLIP THAT IS PROVIDED IN THE ROOM AND SUBMIT THE CARD TO STAFF. WHEN YOUR NAME IS CALLED, PLEASE STEP TO THE PODIUM AT THAT TIME AND STATE YOUR NAME AND CITY OF RESIDENCE FOR THE RECORD.

APPROVAL OF MINUTES: February 1, 2016 and March 21, 2016

REGULAR BUSINESS:

Project Update

- Public Hearing Draft General Plan and Draft Environmental Impact Report released on July 1, 2016
- Community Open House on July 30, 2016 from 10:00 AM – 2:00 PM at the Miriam Warne Community Building
- Public Hearings Identified for Summer/Fall 2016

General Plan and Implementation Plan Highlights

- Presentation of Key Topics and Group Discussion
- Implementation of the General Plan's Goals and Policies and Group Discussion

Community Open House Planning

- Open House Organization
- Roundtable Discussion: Outreach Campaign

Visit www.WestminsterGP.org for more information!

Closing Remarks

- Member Recognition
- Next Steps for the General Plan Advisory Committee

ADJOURN



GENERAL PLAN ADVISORY COMMITTEE
Minutes of the Regular Meeting
Miriam Warne Community Building/Chamber of Commerce
14491 Beach Boulevard, Suite A
Westminster, CA 92683
February 1, 2016
6:30 p.m.

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

ROLL CALL: Vincent Agor, Don Anderson, Gloria Conostas, 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: Vincent Agor, Don Anderson, Sergio Contreras, Gilbert Cruz, Richard Jolly, Gia Ly, Sandra McClure, Khanh Nguyen, Tyler Nichols, Jamison Power, Patricia Robbins, Tri Ta, Diana Williams.

ABSENT: Gloria Conostas, Owen Eames, April Erazo, Lupe Fisher, Mimi Lozano, Lisa Manzo, Helen Ortega, Laura Sottile Rose (arrived late), Syed Shah.

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

PUBLIC COMMENTS: None

APPROVAL OF MINUTES: October 26, 2015

Motion: It was moved by GPAC Member Anderson, and seconded by GPAC Member Nguyen, to approve the October 26, 2015 GPAC meeting minutes, as presented. The motion carried unanimously with one abstention by GPAC Member Robbins.

REGULAR BUSINESS:

Project Update

- Environmental Review
- Fiscal Analysis
- Upcoming GPAC Meeting Topics

Planning Manager Bashmakian reviewed the 10 strategies for Placemaking. The goal is to restructure government to support public places. The different Departments are focused on their own project not necessarily the spaces in between them. Everyone has brought value to the process and we are looking at it comprehensively. The Committee,

staff, the community, and the City Council worked together to create a vision we worked hard to draft a few months ago.

Associate Principal Grant wished the GPAC a Happy New Year. We are finally at the two optional elements: Community Design and Economic Development. We hear all the wish list items but we have to find ways to pay for the wish list. Chief Economist Gunnells will write the economic part of the plan. He will provide an overview of the economics and will go through exercises to prioritize and develop strategies.

Parks and Recreation

- Westminster's Existing Parks and Recreation Programs

Community Services Director Dobbert made a presentation regarding the existing Parks and Recreation Programs. The City has established facilities and has put a large investment towards them. These are much cherished spaces and there is not a lot of room to build more parks and recreation spaces. We are now looking to creating spaces in the built out areas.

Community Services Director Dobbert reviewed the Parks Renovation Process, as the City has invested \$10 million into parks including a new building and infrastructure improvements. Most of the funds went to addressing deferred maintenance on several projects. The City has 22 parks and received Quimby Act funds for subdivisions. The next step in the Parks and Facilities Master Plan would be to receive input and where the next improvements should take place and what should be prioritized. Next time the City spends \$10 million we want to see new parks and spaces, not deferred maintenance.

Associate Principal Grant stated that there is a ratio, a minimum of 3 acres per 1000 residents which the City is trying to achieve. Cities try to find every bit of open space it can. Certain areas, such as the cemetery, were designated as green open space in the current General Plan; however, it is not active, usable space and was reclassified. At the time when the City was established the focus was on neighborhood parks, rather than regional parks. There is also not sufficient parking at many of our parks.

GPAC Member Ly suggested bringing up two important park areas to add value to the plan, Hoover Corridor Walking Trail and Sigler Park Family Center.

Community Services Director Dobbert further elaborated that the City Council is committed to improving parks; certain ones are currently over programmed. There are many users and limited space. They are looking for opportunities to purchase larger lots in certain areas.

GPAC Member Nguyen inquired whether the 3 acre per 1000 resident ratio includes joint uses of school district space. He added that many of the schools are fenced off and unusable for a park area.

Associate Principal Grant stated that there are challenges when using school district space, but we really need to look at overall availability. There is an action item in the General Plan to look at joint use agreements and liability issues so that school areas can also be considered as useable park space.

Community Services Director Dobbert stated some of the school parks had more access previously, but the Safe School Act shrank usable park space, as the green space became less accessible. At this point, it is important to work toward a joint use after school program with the school district.

City Manager Manfro spoke about the proper rehabilitation of existing parks. Space was added at Russell Paris Park by filling in swampland with nine feet of dirt. This created a half-mile of actual, useable park space. In addition, additional funds were applied to use corridor for regular circulation and turning it from an eyesore to an amenity. There was also Family Resource Center building improvements and just because something is not specifically a parks project, it does not mean that we cannot look at other facilities and see if they can be used for usable space. The Hoover Corridor will be rehabilitated in multiple phases. Phase II will require more funding. The bicycle access will change how that corridor is utilized. There is a bigger vision of making the City a more usable space for pedestrians, bicyclists, and families.

Community Services Director Dobbert explained that the Park Facilities Master Plan provides the vision for the City's facilities, it is the roadmap to the future for our Parks and Recreation facilities.

In response to GPAC Member Contreras regarding the unused walkways and drainage courses are identified in the General Plan. Senior Associate Tropiano and Community Services Director Dobbert confirmed the Park Facilities Master Plan is still in the planning process and that the public wanted connectivity between parks. We are taking a look at what we have now and where the City wants to be ten years from now. We are identifying assets around existing facilities, looking at how and what those spaces can be used for. The public is also being engaged in the planning process to determine this roadmap for the future.

GPAC Member Williams expressed support for livability and walkability between all the parks and a desire for even small pocket parks. She also inquired regarding park memorial trees.

Associate Principal Grant and Community Services Director Dobbert noted that the majority of trees the City has planted over the past 15 years are drought resistant. The Senior Center exercise equipment is now used more often with the upgrade of exercise equipment. We are also looking at a 10 to 15 year re-evaluation of spaces they may need to be repurposed. The City is not always looking to acquire space. Another opportunity would be to have corporate sponsors improve spaces.

Community Services Director Dobbert described the memorial tree program which allows individuals to choose from a palette of approved trees and have it planted in memory of another individual. GPAC Member Rose suggested better marketing for the program. The State has also put money into trees and there are grants available for the City to plug into that money.

Community Services Director Dobbert and Associate Principal Grant further explained that we are looking to embrace every element of the community and we sometimes look for new developments to provide the open space. At this time, the City has about one (1)

acre per thousand residents and most developed cities in Orange County are at that ratio. It is difficult to achieve 3 acres per 1000 residents. As new development comes in they are responsible for providing that park ratio, and if they cannot provide it, they must pay in-lieu fees. The General Fund puts in the requirement for parks and the Parks Master Plan is the action plan to achieve the goal.

Associate Principal Grant and Director Dobbert explained that the parkland requirement must be publicly accessible land and each new development is reviewed on a case by case basis. The in-lieu fees are pooled as park dedication fees and are used to try and serve the area, not necessarily buy land. The General Plan Advisory Committee develops action items and regulations to achieve that.

A member of the GPAC Member Jolly inquired as to whether fencing off the schools and stopping youth groups from using the facilities because they cannot afford the insurance will ever change. The fencing has taken away much of the previously usable parkland. GPAC Member Nguyen responded that this will also be part of discussions relative to a future joint use agreement. Senior Associate Tropiano stated an inventory of the City's land uses is being prepared and ways to achieve the Park Master Plan are being investigated.

Placemaking

- What is Placemaking
- How will Placemaking be addressed in the General Plan?
- Establishing a Community Structure
 - Gateways
 - Enhanced Corridors and Intersections
 - Landmarks and Places of Local Significance
 - Neighborhoods and Districts

Senior Associate Tropiano described the organization “Project for Public Spaces” out of New York and showed exhibits and examples. The exercise began with a reflection on each of the GPAC members favorite spaces. Items for reflection included social environment, access, what links the space, and where do we want to see these spaces in Westminster. In terms of business retention and vacancy rates, the group was asked to review what could be done to encourage “active” and “vibrant” businesses.

Senior Associate Tropiano encouraged the group to think about people first and how they use places. Are these streets or sidewalks, outdoor dining experiences, walking kids to school, buildings and facades? They were also encouraged to think about how they would regulate these public or private spaces. Also, to take lesson learned from larger scale areas and apply those concepts to a smaller scale and to take into consideration activities for all ages, colors, lights, and other elements that can be brought in.

Senior Associate Tropiano spoke about the nine (9) strategies that can be considered when transforming place, including treating streets as spaces, as streets are the second largest land use, public parks and parking lots that are passive, designing buildings to define spaces, downtown appropriateness, linking public health with public spaces, and

involving community. The “Power of 10” was also discussed as to determining the 10 major destinations in Westminster, and then identifying the 10 uses for those 10 major destinations.

Senior Associate Tropiano stated it was determined that creating space was a priority for the GPAC and this was the time to create a wish list. Community structure was elaborated upon as an exercise from the small groups. The various areas of the City were described as gateways, corridors, activity centers, places that create districts, signage, special architecture, plaza spaces, general districts for Westminster that are not boundary lines, and discussing where these areas begin and end.

Associate Principal Grant described several districts including: Little Saigon, the Civic Center District, and the Downtown Area. Discussion ensued regarding the ability to get on and off the freeway. There will be flux with the 405 freeway expansion and many of the elements will change. Another district that was introduced was the Westminster Mall, which was described as having a mix of uses.

City Traffic Engineer Ozaeta stated the 405 Freeway was previously discussed and additional improvements favorable to pedestrians and bicycles were investigated including slowing things down, slip ramps from Westminster right into freeway ramp, the slowing down of vehicles onto regional highways, and looking at ways to have green striping when there are pedestrians likely in the area. It is likely that the construction will take 5 to 6 years.

City Traffic Engineer Ozaeta mentioned the City obtained an \$80,000 grant from OCTA to propose some improvements on Goldenwest from the 99 Cents Store to the Mall. However, CalTrans declined the previous proposal. He further explained the beauty of the project is that City owned infrastructure will be paid for by OCTA dollars and gives an opportunity for someone else to design and fund the corridors. GPAC Member Rose stated she would like to see the districts and the corridors addressed and encourage the owners of properties to upgrade.

Associate Principal Grant stated there is a concentrated effort to brand the districts or downtown so that people start to see them as recognizable areas. The design guidelines will encourage and foster these dynamics, including screening parking from the street. Also, the enhancement of corridors and intersections was prioritized and making the City more “green.” Enhanced paving could be installed and outdoor space activities could be encouraged at landscaped corners. Another option to consider, although expensive, would be the undergrounding of utilities as one of the objectives.

Discussion ensued on how the General Plan addresses private property improvements. Chief Economist Gunnells stated the City can advise property owners to make property look nice via policy and development code requirements to upgrade properties as changes are made to the property. The City can also establish funds for a financing program for façade improvements, establish design guidelines for particular areas, and entice people to upgrade their facilities. Associate Principal Grant further explained that it

is a fine balance to entice new businesses to come into the city without being too restrictive causing the business to move to another City.

Planning Manager Bashmakian explained code enforcement regulations also provide triggers for property owners to comply. It may be necessary to revise the existing guidelines down the road to force future improvement. GPAC Member Anderson stated another priority may be to more aggressively pursue Code Enforcement for regulations currently in the Code, but for which there is no staff to provide regulation.

The Cerritos Auto Square was given as an example of effective signage directing patrons to a particular place. The convergence of the two freeways in Westminster was also discussed as an area to focus on for gateways and districts.

For the purpose of identifying major gateways to Westminster, discussion ensued regarding a distinguishable sign, Civic sign plan, design guidelines and the particular look of each gateway. A sound wall plan to be built along the corridor was discussed and the opportunities to provide a window to the City where the sound walls are not located.

It was stated that gateways are not necessarily highways and it may be important to put a gateway on every single spot there is an entry. The General Plan will inventory future potential gateways and appropriate designs for it. The group was asked to think about where they would like to see enhanced gateways.

Discussion ensued regarding the difference between a gateway and a district and whether specific districts need to be identified by a different gateway sign.

Break

There was a motion and a second to adjourn and continue discussion on the next meeting by GPAC Members. Discussion ensued about making the next meeting longer to accommodate the economic presentation and additional discussion about staying to finish the presentation at this meeting. **No vote was taken on the motion, so the motion died.** Associate Principal Grant confirmed the benefit of going through the presentation at this meeting is that they will be sending an activity via email to all the GPAC members. The group will be asked to determine what is important and the different ways landscaping can be funded.

Economic Development

- What is Economic Development
- How can the City Implement its Vision?
- Funding and Financing Tools
- Prioritization of High-level Actions

Next Steps

Chief Economist Gunnells, reviewed the Economic Development component of the

General Plan. Economic development was explained as growth in the local economy that leads to the community's desired goals or goal categories including: more jobs, higher wages and household income and wealth, improvement in the community's quality of life, and the expansion and diversification of the tax base that generates revenues to pay for public facilities.

A chart was displayed which illustrated people who live in Westminster, people who work in Westminster, and people who have jobs and live in Westminster, and median household income relative to Orange County as a whole. Techniques were described as to how to get more income and revenues into the City. The dissolution of redevelopment was discussed, as well as the prioritization of economic development related projects.

The need for a strategic action plan was discussed in terms of a list of objectives to be achieved, including the resources, facilities, expertise, money and timing, grant funding, the commitment of General Fund dollars, Development Impact Fees and development requirements and a greener environment City-wide.

Senior Associate Tropiano stated there would be two more GPAC meetings scheduled. The first one would be approximately in March depending on how quickly responses are received and the next one would be in April basically unveiling the General Plan. Planning Manager Bashmakian also reminded the members about the Community Open House will be held in May. He added that the General Plan Public Hearings will be scheduled between July and September, with a final decision by the Council in September 2016.

Planning Manager Bashmakian noted this was his last meeting with GPAC as he was leaving the City for another organization on February 19, 2016. He offered his gratitude to the group stating he has been impressed with the caliber of the members, adding that the work being done is going to help future staff members and Council members.

ADJOURN:

There being no further business to come before the General Plan Advisory Committee, Chair adjourned the meeting at 8:34 p.m. to a date to be determined.

Mayor Tri Ta
Chairperson

Prepared by:

Alexis Oropeza
Associate Planner



GENERAL PLAN ADVISORY COMMITTEE
Minutes of the Regular Meeting
Miriam Warne Community Building/Chamber of Commerce
14491 Beach Boulevard, Suite A
Westminster, CA 92683
March 21, 2016
6:30 p.m.

CALL TO ORDER: Chair TA called the meeting to order at 6:35 p.m.

ROLL CALL:

PRESENT: Vincent Agor, Don Anderson, Sergio Contreras, Lupe Fisher, Richard Jolly, Khanh Nguyen, Patricia Robbins, Tri Ta, Diana Williams

ABSENT: Gloria Constas, Gilbert Cruz, Owen Eames, April Erazo, Mimi Lozano, Gia Ly, Lisa Manzo, Sandra McClure, Tyler Nichols, Helen Ortega, Jamison Power, Laura Sottile Rose, Syed Shah

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

PUBLIC COMMENTS: None

APPROVAL OF MINUTES: February 1, 2016

There was no action taken on the minutes due to lack of a quorum.

REGULAR BUSINESS:

Project Update

Associate Principal Grant shared with the group that this meeting would be the second to last meeting for the GPAC. She also stated, this meeting would be the last interactive meeting and the information gathered will be used for the draft in the next four weeks. The summary should come back to the GPAC before going out to the larger community at the open house; and, public hearings are tentatively scheduled for the summer. She explained, at this meeting the group will walk through some example of ideas of what staff has been studying, but the bulk of time will be spent defining the General Plan Goals and Objectives.

Neighborhood Enhancement

Senior Associate Tropiano spoke about community design, corridors, gateways and key centers. She then spoke about neighborhoods since the GPAC has stated previously that Westminster neighborhoods are important. She shared how neighborhoods and neighborhood enhancement will be used in the General Plan.

Senior Associate Tropiano presented a definition of neighborhood enhancement, based on the GPAC's direction which includes preserving existing neighborhoods and keeping them well maintained, clean, and safe; preserving property values and promoting pride of ownership. She provided an example of this from a resident who sent in pictures of the Fourth of July block party held in their neighborhood. She stated, they take a lot of "pride of place" and we want to make sure that we capture that in the General Plan.

Senior Associate Tropiano presented the Goals and policies for neighborhood enhancement. Examples given for goals included: adequate supply of housing and upgrade to homes. To implement these goals there are complementary policies including investing in resources for housing stock and allocating State and Federal funds for low-income households.

Senior Associate Tropiano presented some different alternatives for the GPAC to consider. "*Keep America Beautiful*" is a national organization encouraging local affiliates to invest in their communities. They empower residents and neighborhood organizations to work together and tackle lots of different issue like graffiti and littering. The participants adopt a half-mile segment in the City and use a sliding scale fee schedule, responsive to the specifics of each City, in order to encourage organizations to participate. They mark the segment to recognize the City and the organization. She described some of the associated costs and stated they would love to partner with Westminster. She added, Six hundred communities across the County have participated.

One of the ways people responded best to the General Plan update was through signage. Senior Associate Tropiano provided an example of a Commission called the Neighborhood Beautification Commission. They are appointed by the City Council and they meet once a month. Another example of a trailer was shown which bridges the gap between the community members who want to preserve the neighborhood and the resources needed for it. She explained, the trailer can be reserved and it can be used for neighborhood beautification processes; the City manages the reservation system and the drop off and pick up of the trailer. The program has been well received in the community.

Senior Associate Tropiano offered an example from the City of Palm Springs; which elevated the importance of neighborhood preservation by creating an Office of Neighborhood Involvement. They have 40 recognized, identified neighborhoods and preserving their character is important to the City. They use neighborhood definitions as a marketing tool. Each neighborhood is of varying size; there is no minimum size required. There are citywide events that the City facilitates, but it really is the neighborhood itself that initiates efforts.

General Plan Priorities and Objectives Exercise

Chief Economist Gunnells provided a definition of economic development. The first goal of economic development is to improve the quality of life; expanding the local tax base helps to pay for some of the items that provide a quality of life. The goal of the meeting

tonight is to create a list of priority objectives to move forward. The focus should be on specifics that the City will accomplish in the next several years to make the goals happen. After going over resource and cost information the GPAC will then be asked to prioritize and define the highest priority objectives. Once the priorities have been established, the City can re-engage the community to determine how new funding could be created. He reminded the group that when it comes to funding the priorities, there are limited options for funding such as the City's General Fund or grants; however, a special district could be created to accomplish projects.

Cost estimates were provided for the GPAC's consideration on top priorities:

- ❖ Encourage and enable Westminster Mall to intensify with additional shopping, dining, and entertainment – approximate Cost \$550,000 to \$650,000 to prepare a Specific Plan. This estimate is just the cost to get started, there may be additional cost involved.
- ❖ Redevelop part of Westminster Boulevard to create a walkable mixed-use destination – approximate cost \$10 to \$40 million dollars and \$100,000 to \$500,000 per year for ongoing operations, maintenance, and reserves. It is important to put in financial incentives in place to bring in the type of tenants you want in this area.
- ❖ Redevelop the Civic Center as a walkable mixed-use destination – approximate cost \$10 to \$40 million, capital cost and \$100,000 to \$500,000 per year for ongoing operations, maintenance, and reserves.
- ❖ Attract new businesses that generate new municipal revenues and increase the number of jobs – approximate cost \$1,000 to \$250,000 per year in addition to current budget.
- ❖ Help retail businesses improve their building facades – approximate cost \$10,000 to \$25,000 per business, for 10 to 20 businesses per year, \$175,000 to \$350,000.
- ❖ Promote and facilitate the growth and expansion of existing businesses – \$100,000 to \$250,000 per year in addition to the current budget. The focus in this area would allow for new programs, marketing materials, or training.
- ❖ Clean up less attractive areas of the city where litter, signage, and property maintenance has been identified as a problem – approximate cost \$150,000 to \$250,000 per year.
- ❖ Improve the streetscape along key corridors with landscaping, wide sidewalks, street furniture (benches, trash receptacles, etc.) and pedestrian lighting – approximate cost 1.5 to \$2 million per year in capital cost and \$40,000 to \$75,000 per mile per year for ongoing operations & maintenance and reserves.

- ❖ Require new and refurbished buildings to be attractive and complement their surroundings – approximate cost \$25,000 to \$50,000 for development code amendment.
- ❖ Increase the total amount of open space per person in Westminster – approximate cost \$1.5 to \$2 million per acre, capital cost and \$25,000 to \$50,000 per acre per year for ongoing maintenance and reserves.
- ❖ Host more family-friendly summertime events, like movies in the park, carnivals, and food trucks – approximate cost \$15,000 to \$75,000 per event.
- ❖ Make parks and recreation facilities more sustainable by using native plants and trees – approximate cost \$150,000 to \$420,000 per acre, capital cost and \$2,500 to \$7,000 per year in additional cost for ongoing operations, maintenance, and reserves.
- ❖ Develop a network of an on- and off-street pedestrian, bike, and multipurpose paths and trails (especially along flood control facilities, abandoned railroad tracks, and areas around schools and key destinations) – approximate costs on-street \$45,000 to \$65,000 per mile, off-street bike/pedestrian path \$1.3 to \$1.5 million per mile, and rails-to-trails \$2.8 to \$3.4 million per mile.
- ❖ Reconfigure Westminster Boulevard in the Downtown area as a multipurpose roadway – approximate cost \$1.5 to \$2.1 million per mile, capital cost and \$100,000 per mile per year for ongoing operations, maintenance, and reserves. The approximate figures do not include the cost of land acquisition.
- ❖ Create safe pedestrian crossings (crosswalks with reflective markers, signs, lights, etc.) at park locations – approximate cost \$250,000 per crosswalk, capital cost and \$5,000 per year per crosswalk for ongoing operations, maintenance, and reserves.
- ❖ Install traffic-calming measures in neighborhoods where speeding is a regular problem – approximate cost \$2.5 to \$6 million for a range of measures across a typical neighborhood, capital costs.

Round Table Discussion

At this time the GPAC broke into two groups and discussed which items the City should fund through the formation of a special district. Associate Principal Grant explained an implementation plan will be developed based upon the priorities set by the Committee. She further explained, a special district would create the opportunity of issuing bonds where the property owners are paying a fee each year of the project's financing.

Senior Associate Tropiano asked Committee Members to share the group's choices for the special districts.

Committee Member Anderson stated, for special districts we had:

- Improve the streetscape along key corridors, the landscaping sidewalk, street furniture, and benches.
- Help retail businesses improve their façades.
- Reconfigure Westminster Boulevard in the downtown area.
- Redevelop part of Westminster Boulevard to create walkable/mixed use in the Downtown area. The feeling was this item and the previous item could be combined.
- Develop a network of an off-street pedestrian, bike and multi-purpose paths, similar to what is going on right now on Hoover Street. Steve pointed out that we could make the whole City a special district and link all the paths up throughout the City.

Committee Member Nguyen stated his group had some similarities with the other group. The group felt the bottom three are great projects but based on the costs alone with the million dollar price tag per year on the maintenance costs. So naturally we chose the district for the financing. Regarding traffic calming, we felt it was important but at 2.9 to 6 million for a range of measure, thought the district would be the best to fund it. Regarding improved streetscape, we felt it is important but better to budget for it rather than place in a district. He added, that it should be an ongoing activity, but could wait if the City is in a budget crunch. We had four dots down below, but we didn't think of the cost. He added, after further consideration, we think this can be done at staff level because all you're doing is changing the Development Code amendments for any new development. The item that received the most dots for our group is the park and recreation item. The cost is significant, but we like the idea of sustainability so that the future budget is not burdened for maintenance. With the Westminster Mall, the cost is not significant as it is a one-time cost for a Specific Plan and our group would really like to see improvement at the mall. We would like to see retail businesses improve their buildings. And, then, there is code enforcement, it is great if we can do the program within \$150,000 to \$250,000.

Associate Principal Grant stated, in her group they talked about the neighborhood enhancement in the code enforcement program, not just the code enforcement part. We have been talking about quality of life and the involvement of all these neighborhoods and there is a lot of momentum, energy, and potential for the program. Aesthetics was a big topic for the groups. She shared that the quality of life and image created are a huge step in the right direction. Once you start to improve image, then it starts to attract different businesses to the area and it snowballs.

Senior Associate Tropiano indicated that Placeworks would summarize the two groups' information together from tonight's meeting creating a cohesive response and then would also open this exercise up to those GPAC members that were not able to join us to provide their feedback as well and see where the final priorities of the GPAC end up.

Associate Principal Grant stated that Placeworks may take some of the highest priorities and put out an online survey. What we wanted to do tonight is give all of you the opportunity to give us your last free advice as we begin writing. When we come back and share the General Plan with you it is not the "end all be all" there is still opportunity during

the public comment period for further input. If there is something you think we just didn't hit or we forgot, that's always something you could share and there could be an opportunity to fold it into the General Plan as we are going through hearings. But tonight, this is that time to have your voice heard on the most important issues to you and to the community so we can consider implementation in the General Plan.

Committee Member Williams stated, "I think of revitalization and the General Plan giving us an opportunity to revitalize the tax revenue and revitalize neighborhoods. So I like to hear more about new ideas like building new community partnerships with the neighborhoods, small steps, and then I would like to see efforts to build communication with businesses and so that perhaps other business people can draw new businesses into the community. And I think lastly, I would like to see something that addresses on how that General Plan will not just be put to a shelf or sit or whatever. My background has been dealing with master plans and they typically get put on the shelf and just sit there. I would like to see a plan in place so this won't happen with the General Plan. Perhaps a group that will help springboard immediate things and steps that can be done whether it be looking at money, or taking small steps trying to move it along, keeping the plan alive basically. If there is community involvement it will help keep it alive."

Associate Principal Grant stated, "I think your point to that keeping it alive is something it is a big investment to the community and that is something we are very cognizant of. We have been talking to the City Manager about different ways to do that. At the implementation, I think when you see that packet that's going to be the thing that gets revisited in some way, shape, or form, you know, every so many years. And that it will be fresh."

Committee Member/Mayor Ta stated, "I think Committee Member Williams covered everything."

Committee Member/Mayor Pro Tem Contreras stated, "I agree. I think the fact that we are even doing this is enough to get some sort of inertia to get people thinking and taking a look at it, so I think we are on track."

Committee Member Robbins stated, "I definitely agree we need to do something to revitalize the City to bring in new businesses. Definitely restaurants, I recently went to the packing district and it was neat because it was basically just huge building, but within that building they had a lot of little eclectic foods and desserts; it was unique enough to draw people in. The parking was a pain there, but people were still coming. Even if we could do something like that, sustain and encourage people to come to Westminster instead of going to other places. So, we should be trying to do something to bring people in, even if is in one particular spot, just revitalize and bring people to Westminster."

Associate Principal Grant commented that Committee Member Robbins comments were similar to what Chief Economist Gunnells had said earlier about experienced-based shopping and environments.

Committee Member Agor stated, "Beautify the City. I like the Henderson, Nevada idea for the 20 foot clean-up trailer which can be used by anybody in the City to clean. If people don't have the tools but we bring the trailer, people will clean."

Committee Member Jolly stated, "We need to concentrate on the communication to the residents and the businesses because I do not think we are getting the word out well enough. We've put up some signs and we have some community members interested, but we draw the community out for this and I don't know how to draw them out. We have to figure out how to get the community interested. Also, I think we need to educate the people on code enforcement. I know the parking control created a big stir but it was needed. As an example, I have a neighbor next door his house is a joke, the weeds in the backyard are as tall as I am but I don't know who to go to about it. The yard is rat infested, but you have to call the vector control and they are a county thing. We need to know where to go for City things and I don't think the residents know where to go. There are a lot of things that we need to concentrate on and we are doing it. I love the beautification of the City and plans for a downtown area. Currently, if I was a businessman looking for a place to relocate, I would not relocate anywhere near Westminster Boulevard as it is a dump. I don't know what we can do about it but I hope this is a starting point."

Associate Principal Grant commented that an FAQ sheet might be helpful for the community.

Committee Member Fisher stated, "I will agree with the two gentlemen about the 'Keep America Beautiful' that's a program that I hadn't heard of but because of the involvement of the community I think that would kind of go with what you were saying because it requires community involvement to do the projects to keep your neighborhood clean. Then you have more communication and maybe that would help spread some information about what we need to learn about the dos and don'ts. And the other thing that we didn't go over too much but I think that someone kind of clarified it for me there was the infrastructure of the City. I think that it, it really is, it should be a top priority but I suppose it, as we get into some of the projects that we talked about, that will be part of the project of whichever one it is. Hopefully that the infrastructure will be part of what is redeveloped. Because we need to do our infrastructure, like every City in the US."

Committee Member Nguyen stated, we need to rebrand our City as it is dated. Look at Westminster Mall, who wants to go to there? It's kind of like the old Huntington Beach Mall which transformed to Bella Terra and is now taking all our customers and money. The General Plan is a start, it is like a blueprint that will help the developers invest in our City. It will make the developer more comfortable to do business with overlay zones and they are able to get loans and do improvements in our City. The General Plan will also attract business; that is our economic engine. And, by beautifying and getting the word out, revitalizing, attracting families and tourists to the City. If we can make a destination place out of Bolsa and the Westminster Mall, we will be halfway to our goal. So, we are doing what we need to do in order to help the City. Let's get this General Plan done.

Committee Member Anderson stated, "In my opinion it all gets down to looks, appearance, image of the community and Westminster has a lot of assets. It's got a great location, great weather. It's got access to all of Southern California. It's got Little Saigon, Westminster Mall, and Westminster Center. There is a lot going for the community but there needs to be, from the top down, a recognition that Westminster can be a lot more than it is and the people here, again, in my opinion, I think most of the residents would get behind a program to improve the community, but they have to be told what needs to be done and I think that's why we have some of our residents who do nothing to maintain their property and we have others who do maintain their property. But if a program would be put together as part of General Plan and working in concert with the General Plan you put a program together of community improvement from the top down from the City Council, staff, down to the Commissions, Committees to the residents that people will get behind it and adopt it. There's a lot of ways to do it, to get a community involved. "Keep Austin Beautiful," it needs to be put in there, "Keep Westminster Beautiful," and make improvements there. Again, a lot of potential. My wife and I have lived here since 1973. We have added on to our home three times. I don't think we have much more room to add. We believe in the community, we are sticking around. We are not going anywhere. It would be great one day that we could all take a look at Westminster Boulevard and the other, the areas. It has been pointed out that some of our areas are not attractive but they could be. There's no reason they can't be."

Associate Principal Grant stated, "Thank you all this has been extremely helpful tonight. Thank you for always being dedicated and committed to this so that we get good information. Responsiveness on the emails was helpful because that got us to this point faster. Now we what we do is take all this and we put it in the planning/writing machine. You will get from us at the next meeting that consolidated document with maps, the goals, the policies and hopefully you will be able to see all these ideas translated into some of these goals and policies that we are putting together. And by all means if we missed it you should let us know because you spent a lot of time in helping out. That is the end of our meeting unless anybody has anything else to add."

Committee Member Fisher stated, "I do. I just thought of it when we were making comments, I think we need to focus more on the weather that we have here because the weather is something that really keeps people. I know it keeps me here. Really focus on it or maybe come up with a little phrase."

Associate Principal Grant stated it is in our vision statement. "It is a nice climate to live in because it allows you to be outside and have more access to things that you wouldn't otherwise if you were different climate." "Alright, everybody give each other a high-five. Thank you."

ADJOURN:

There being on further business to come before the General Plan Advisory Committee, Chair Ta adjourned the meeting at 8:22 p.m. to a date to be determined.