



REPORT TO COUNCIL

City of Sacramento

915 I Street, Sacramento, CA 95814-2604
www. CityofSacramento.org

Information
November 20, 2007

Honorable Mayor and
Members of the City Council

Title: Status Report on the Fall 2007 Planning Academy

Location/Council District: Citywide program encompassing all Council Districts

Recommendation: Receive and File

Contact: Helen Selph, Assistant Planner, 808-7852; Jim McDonald AICP, Senior Planner, 808-5723

Presenters: Helen Selph, Assistant Planner, 808-7852;

Department: Planning Department

Division: Long Range Planning

Organization No: 4912

Description:

The Fall 2007 Planning Academy is the 9th Planning Academy session since the Planning Academy was initiated in 2002. Twenty three participants representing a diversity of affiliations and perspectives completed the fall session, bringing the cumulative total of graduates to 246. A roster of the graduates is provided on page 5 (Attachment 2).

Policy Considerations: The Planning Academy is consistent with the City's Smart Growth Principles, and the City's goal of reconnecting with its neighborhoods and enhancing educational opportunities for the entire community, as stated in the City's Strategic Plan. City Council directed staff to create a smart growth implementation strategy, which would include the Planning Academy, when it adopted Smart Growth Principles into the General Plan on December 4, 2001. Since its inception, the Planning Academy has provided information to citizens about the City's planning process, the benefits of Smart Growth, and how to more effectively participate in future planning efforts.

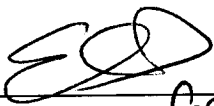
Committee/Commission Action: None is required for this report

Environmental Considerations: Not applicable

Rationale for Recommendation: Not applicable

Financial Considerations: The Planning Academy costs approximately \$5,000 per course to operate, not including in-kind staff time, depending on the number of participants and course length. Costs are funded through the Planning Department's operating budget. Due to current budget constraints, it is unlikely that a course will be held in spring 2008.

Emerging Small Business Development (ESBD): Not applicable

Respectfully Submitted by: 
for Thomas S. Pace,
Long Range Planning Manager, Planning Department

Approved by: 
Carol Shearly
Director of Planning, Planning Department

Recommendation Approved:

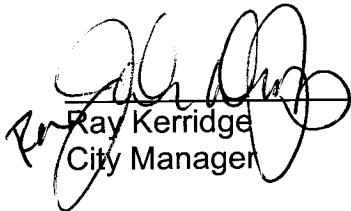

Ray Kerridge
City Manager

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ATTACHMENT 1

BACKGROUND INFORMATION

Purpose of the Planning Academy:

- To encourage citizens and other stakeholders to participate in the City's planning process by providing information about the planning process (MATRIX, General Plan, Zoning, Design Review, Historic Preservation, and the California Environmental Quality Act [CEQA])
- To help participants become more effective community advocates for good planning by helping facilitate a better understanding of the complex issues that growth and development encompass.

History of the Planning Academy:

- City Council directed staff to create a Smart Growth implementation strategy, which would include the Planning Academy, when it adopted Smart Growth Principles into the General Plan on December 4, 2001.
- The first classes took place in 2002 and 2003.
- Nine Planning Academy courses have been completed, including Fall 2007
- The Planning Academy received the American Planning Association's *Leadership and Service Education Program Award* in 2003.

Planning Academy Graduates:

- Cumulative total to date: 246
- Graduates are more effective in their respective neighborhood organizations
- Many have served on various City committees and commissions, such as the Planning Commission, Design Review Commission, General Plan Advisory Committee, Project Area Committees (PACS), Redevelopment Advisory Committees (RACS), even on City Council.

Selection Process:

- Fall 2007 participants were selected from 61 people who applied in response to the City's recruitment efforts.
- Applications were reviewed to determine each applicant's interest in community involvement, in particular activities related to community planning.
- The goal was to select those participants deemed most likely to participate in future planning decisions and share their knowledge and experience through community participation.
- Staff also strived for balanced participant representation from all council districts.

Course Content:

The Fall 2007 Planning Academy consisted of ten class sessions and two field trips over a ten week period. Participants were exposed to a variety of speakers and topics. The course syllabus outlines specific topics and lists individual speakers and is attached on pages 6-15 (Attachment 3).

The following topics were covered in the course:

- The City's current planning process: zoning, design review, historic preservation, & the MATRIX.
- Environmental review and CEQA compliance
- The role of the General Plan and Community Plans
- The status of the City's General Plan Update & tour of opportunity areas
- Regional planning & the SACOG Blueprint
- Smart growth principles and practices
- Housing, affordable housing and jobs/housing balance
- Downtown revitalization projects, walking tour of the downtown
- Ecological building, sustainability and the City's Draft Sustainability Master Plan
- Planning for public health & livability
- Transit oriented development and the inter-dependent relationship between land use and transportation
- Effective participation in the planning process and, in turn, inspiring and training other community members
- Economic development and infill

Planning Academy Speakers:

Speakers included individuals from the private sector and public officials, including architects and developers as well as representatives from the following agencies and organizations:

- City of Sacramento, Council Office
- City of Sacramento, Planning Commission
- City of Sacramento, Planning Department
- City of Sacramento, Development Services Department
- Capitol Area Development Authority (CADA)
- Local Government Commission (LGC)
- Sacramento Area Council of Governments (SACOG)
- Sacramento Housing and Redevelopment Authority (SHRA)
- California Energy Commission (CEC)
- Regional Transit (RT)
- County of Sacramento, Department of Health and Human Services,
- Community Activist
- Professionals from the development sector (Mogavero Notestine Associates, Lionakis Beaumont)

Feedback & Continual Improvement:

Academy participants are given the opportunity to evaluate the speakers and the value of each class. At the conclusion of the course, they are given an opportunity to evaluate the course as a whole. Suggestions from speakers are also considered.

Schedule: The Academy is usually offered twice annually, in the spring and fall. Class length and timing during the General Plan Update may vary, depending on staff workload. The date for the next Planning Academy is unknown, due to budget constraints.

ATTACHMENT 2**Fall 2007 PLANNING ACADEMY PARTICIPANT LIST**

Last Name	First Name	Pertinent Affiliation/Activities	Council District
Anderson	Cynthia	Syrah at Natomas Social Planning committee	1
Barry	Mark	Vice president Environmental Council Of Sacramento, Carmichael Colony Neighborhood Association	3
Barton	Blair	Tahoe Park Neighborhood Association	6
Chang	Joseph	Natomas Creek Neighborhood Association, Natomas Chamber of Commerce, Sacramento Asian Chamber of Commerce	1
Clough	Gary	Lake Greenhaven Homeowners Association	7
Conway	Daniel	Sacramento County Young Democrats	6
Cooper	Samuel	Uptown/North Sacramento Chamber	2
Davydova	Carol	Hollywood Park Neighborhood Association, Coalition of Women in Environmental Design, River District (consultant), Florin Road Partnership (consultant), SACOG MTP volunteer	4
Falamaki	Shaudi	Urban Land Institute	4
Green	Kathleen	Sacramento Old City Association Board, Friends of Memorial Auditorium; Sacramento Bungalow Heritage Association.	3
Hernandez	Rosa	Housing Element Workshop	3
Hill	Loren	None at this time	5
Jensen	Jon	Land Park Community Association (president)	4
Johnson	Terrence	Oak Park Business Association (PBID) Chairperson Redevelopment Advisory Committee, Board Member	5
Kalenik	Jessica	Ben Ali Community Association	3
Lum	Morris H.	2007 Chairperson for Newton Booth Neighborhood Association, Urban Land Institute (member), CADA R street Implementation Plan, R-street light rail workshop, Neighborhood Advisory Group, Innovative Parking Strategies, Urban Design Alliance, Chinese American Citizens Alliance (CACA)	4
Rosa	Maximilian	North Sacramento Chamber of Commerce, Robla Park Community Association	2
Munsee	Catherine	Ben Ali Community Association, 2006 City Management Academy	3
Munz	Molly	Terrace Park Neighborhood Association	1
Nipper	Carol	Lake Greenhaven Homeowners Association	7
Raj Narayan	Jay	Southeast Village Neighborhood Association, Neighborhood Response Team Zone 5, George Sim Community Center Selection Committee	6
Reeves	Emily	Southside Park Neighborhood Association	4
Rubin	Donald	State of California Department of Housing	1

ATTACHMENT 3

FALL 2007 CITY OF SACRAMENTO
PLANNING ACADEMY
SEPTEMBER 12 THROUGH NOVEMBER 14
COURSE SYLLABUS

Class 1: Welcome, Planning Academy Objectives, Planning 101 (Part 1)

- DATE: Wednesday, September 12th, 5:30-8:30pm
LOCATION: New City Hall, 915 I Street, 5th Floor, Conf. Rm. 5110
- THEME: Planning 101 – Overview of Planning and Review of Development Projects
- 5:30pm Dinner (buffet style)
- Icebreaker: Why did you enroll in Planning Academy?
- 5:45 pm: Meeting Facilitators – Helen Selph, Assistant Planner (916-808-7852)
- Introductions
 - Overview of City Planning Academy objectives and policies
 - Ground Rules
- 6:15 pm: Speaker – Jim McDonald AICP, Senior Planner, Long Range Planning, Planning Department
- Brief History of Planning
 - Planning Overview
 - How City departments are organized
- 7:00 pm: Q&A
- 7:15 pm: Speaker – Bridgette Williams, Development Project Manager
- Overview of the MATRIX
 - How to obtain information about development projects (Accela)
- 7:45pm: Q & A
- 8:05-8:30pm: Closing Announcements & Speaker Evaluation

Readings:

A Citizen's Guide to Planning
DSD newsletter & website information
Planning Dept. newsletter & website information

Other resources:

<http://www.cityofsacramento.org/dsd/>
<http://www.cityofsacramento.org/planning/>

Class 2: Planning 101 Continued (Part 2) Implementation of the City's General Plan:

DATE: Monday, September 17, 5:30-8:30pm
LOCATION: New City Hall, 915 I Street, 5th Floor, Conf. Rm. 5110

THEME: Zoning & CEQA

5:30pm Dinner (buffet style)
• Icebreaker: Have you ever needed a building permit? What was your experience?

5:45 pm Meeting Facilitator – Helen Selph, Assistant Planner (916-808-7852)
• Planning 101 part 2 – Context
• Announcements

6:00 pm: Speaker – Joy Patterson, Zoning Administrator, Development Services Department;
• Zoning 101

6:45 pm: Q&A – Zoning

7:00pm: Break

7:15 Speaker Ellie Buford, Environmental Services Manager, Development Services Department
• CEQA 101 – The California Environmental Quality Act

8:00pm: Q & A - CEQA

8:15-8:30pm: Closing Announcements & Speaker Evaluation

Readings: CEQA: The California Environmental Quality Act
Excerpts on Zoning

Exercise: Observe design in your neighborhood – are there “McMansions” or other design issues?

Other resources: <http://www.cityofsacramento.org/dsd/>
<http://www.cityofsacramento.org/planning/>

Class 3: Planning 101 Continued (Part 3) Implementation of the City's General Plan

DATE: Wednesday, September 26th, 5:30-8:30pm
LOCATION: New City Hall, 915 I. Street, 5th Floor, Conf. Rm. 5110,
THEME: Design Review & Historic Preservation.

- 5:30pm: Dinner (buffet style)
- Icebreaker: Do you have design issues in your neighborhood? Should you and your neighbors, be held to a higher level design standard?
- 5:40pm: Meeting Facilitator – Raymond Costantino, Assistant Planner (916-808-8826)
- Overview & Context
- 5:45pm: Speaker – Greg Taylor, Senior Architect, Development Services Department – Urban Design Alliance.
- Urban Design and Livability
- 6:25pm: Q & A
- 6:40pm Luis R. Sanchez, AIA, Senior Architect, Development Services Department
- Design Review
- 7:10pm Q & A – Design Review
- 7:25 pm Roberta Deering, Senior Planner for Historic Preservation, Development Services Department
- Historic Preservation 101
- 8:00 pm Q & A – Historic Preservation
- 8:15-8:30pm: Closing Announcements & Speaker Evaluation

Readings: See Preservation Element of Sacramento General Plan at:
http://www.sacgp.org/GP_Documents/1988_GP/1988-GP-Section_10_web.pdf

Class 4: Regional Planning for Smart Growth and Livability

DATE: Monday, October 1, 5:30-8:30pm
LOCATION: New City Hall, 915 I Street, 5th Floor, Conf. Rm. 5110,

THEME: Smart Growth and Regional Planning

5:30pm Dinner (buffet style)
Icebreaker: What do you think Smart Growth is?
OR
Did you attend SACOG Blueprint/MTP workshops? What did you learn?

5:45pm: Meeting Facilitator – Greg Sandlund, Assistant Planner (916 808-8931)

- Introductions, overview & context
- Announcements

6:00 pm: Paul Zykofsky, Local Government Commission

- Smart Growth, Livability, and the Public Realm

6:50pm: Q&A

7:10pm: Break

7:15pm Speaker – Kacey Lizon, Blueprint Implementation Coordinator, Sacramento Area Council of Governments (SACOG)

- Sacramento Region: Blueprint Transportation and Land Use Study

8:00pm: Q&A

8:15-8:30pm: Closing Announcements & Speaker Evaluation

Readings: The Ahwahnee Principles
Better Ways to Grow - Seven Principles of Growth
Special Report: SACOG Preferred Blueprint Alternative

Other Resources:

http://www.sacregionblueprint.org/sacregionblueprint/the_project/localGovtFeatures.cfm

Class 5: The 2030 General Plan

DATE: Monday, October 8th, 5:30pm-8:30pm
LOCATION: New City Hall, 915 I Street, 5th Floor, Conf. Rm. 5110

THEME: Overview of General Plans & the City's New General Plan update.

5:30pm Dinner (buffet style)

- Icebreaker: Is your neighborhood "complete"?

5:45pm: Meeting Facilitator – Greg Sandlund, Assistant Planner (916 808-8931)

-

6:00 pm: Speaker – Alan Porter, Senior Planner, Long Range Planning, Planning Department

- How General Plans regulate development
- A new General Plan for the City of Sacramento
- General Plan Opportunity Areas
- Exercise: City Leadership Work

6:45pm: Q&A

7:00pm: Break

7:15pm: Greg Sandlund, Assistant Planner, Long Range Planning, Planning Department
Cindy Cavanaugh, Assistant Director of Housing Policy, Sacramento Housing and
Redevelopment Authority (SHRA)

- The Housing Element of the General Plan
- Affordable Housing and Jobs/Housing Balance
- Mixed Income Ordinance
- Housing Trust Fund Fee Program
- SRO Ordinance
- Ten-Year Plan to End Chronic Homelessness

8:00pm: Q&A

8:15-8:30pm: Closing Announcements & Speaker Evaluation

Readings: Priority: Sacramento General Plan Newsletter
Priority: Sacramento General Plan Update Vision and Guiding Principles
Priority: Myths & Facts about Affordable and High Density Housing
Sacramento General Plan Update Q&A
Sacramento General Plan Update Snapshot

Class 6: Getting around in Sacramento: The Land Use and Transportation Connection

DATE: Monday, October 15th, 5:30-8:30pm
LOCATION: New City Hall, 915 I. Street, 5th Floor, Conf. Rm. 5110,
THEME: Perspectives on the transportation-land use connection. Is it possible to accommodate future growth without gridlock?

5:30pm: Dinner (buffet style)
Icebreaker: How do you get to work? What is your ideal way to get to work?

5:45pm: Meeting Facilitator – Helen Selph, Assistant Planner (916-808-7852)

- Overview & Context
- Group Photo

6:00pm: Speaker – Paul Marx, Director of Planning, Regional Transit
• Public Transit Planning

6:35 pm: Q & A

6:45 pm: Speaker – Sparky Harris, Senior Planner, DOT
• Level of Service Standards
• Alternate Modes
• Pedestrian Master Plan
• Bikeway Master Plan

7:20 pm: Q & A

7:30 pm: Break

7:40 Speaker – Seann Rooney, Friends of Light Rail & Transit (FLRT)
• History of FLRT
• FLRT Project Overview
• Planning and Outreach
• Trends and Future Efforts

8:00 pm: Q & A

8:15-8:30 pm: Closing Announcements & Speaker Evaluation

Readings: Calming the Community – Traffic Calming in Downtown Sacramento
Which Comes First, the Neighborhood or the Walking?

Class 7: Infill & Economic Development

DATE: Wednesday, October 24th, 5:30-8:30pm
LOCATION: New City Hall, 915 I. Street, 5th Floor, Conf. Rm. 5110,
THEME: Infill development is the cornerstone of smart growth and economic development makes it happen. How can the City encourage growth from within?

5:30pm: Dinner (buffet style)
Icebreaker: What new developments are in your neighborhood?

5:40pm: Meeting Facilitator – Helen Selph, Assistant Planner (916) 808-7852
• Overview & Context

5:50pm: Speaker – Jim Rinehart, Citywide Division Manage, Economic Development Department
• The City's Economic Development Strategy

6:20 pm: Q&A

6:35 pm: Speaker – Wendy Saunders, Director of Project Development, New Faze Development
• Developer Perspectives on Economic Challenges

7:05 pm: Q & A

7:20 pm: Break

7:30 pm: Desmond Parrington, Infill Coordinator, Planning Department
• Infill Development Program

8:00 pm: Q&A

8:15 -8:30 pm: Closing Announcements & Speaker Evaluation

Readings:

City in a Bottle: San Francisco's Half Recovery

Saturday General Plan Tour

Date: October 27th, 8:30 am-12:00 noon (Meeting at 8:30am and leaving promptly at 9:00pm)

Meeting Location: New City Hall, 915 I Street (We will be meeting at the passenger loading area on the backside of the New City Hall facing H Street between 9th and 10th Streets)

Tour Leader: Jim McDonald, Senior Planner, Long Range Planning, Planning

Tour Coordinator: Greg Sandlund, Assistant Planner (916) 808-8931

Class 8: Smart Growth in Sacramento

DATE: Monday, October 29th, 5:30-8:30pm
LOCATION: New City Hall, 915 I Street, 5th Floor, Conf. Rm. 5110
THEME: What is Smart Growth? What does it look like? How can it help Sacramento become a more livable city?

- 5:30pm Dinner (buffet style)
Icebreaker: What are your thoughts from the General Plan tour?
- 5:45pm Meeting Facilitator: Greg Sandlund, Assistant Planner (916) 808-8931
- Overview & Context
 - Announcements:
 - David Bain from City of Sacramento Planning Academy Alumni Network (CSPAAN)
- 6:00pm: Speaker – David Mogavero, Architect
- Green Buildings and Infill Development
- 6:45pm: Q& A
- 7:00pm: Break
- 7:10 Speaker – Aaron Sussman, Pardee Homes
- Green Building and Smart Growth, a Production Home Building Perspective
- 7:55pm: Q&A
- 8:10-8:30pm: Closing Announcements & Speaker Evaluation

Readings: *City of Sacramento Smart Growth Implementation Strategy*
Shining Places: Sacramento and National Examples of Smart Growth

Homework: Determine your *ecological footprint* (how much land, water, and other natural resources are needed to support your lifestyle) by navigating your browser to www.myfootprint.org:

- Hover cursor over the map. “Select United States” and “English”
- Under “How big is the city, town, or place where you live?” Select 100,001-1,000,000.
- Under “What city has weather the most similar to yours?” Select “Los Angeles”.
- Follow the remaining directions. Print the results and bring to class on Tuesday.

Class 9: Sustainability, Health, & Livability

- DATE: Tuesday, November 6th, 5:30 – 8:30
LOCATION: New City Hall, 915 I. Street, 5th Floor, Conf. Rm. 5110,
THEME: How Can Sustainability in our Planning effect the Health and Livability of our City?
- 5:30pm: Dinner (buffet style)
Icebreaker: What is your ecological footprint?
- 5:45pm: Meeting Facilitator – Helen Selph, Assistant Planner (916-808-7852)
- Overview and Context
- 6:00pm: Speaker: Teri Duarte, Department of Health and Human Service, Sacramento County
- “Land Use Planning: What’s Health Got to do with it?”
- 6:45pm: Q & A
- 7:00pm: Speakers – Helen Selph, Planning Dept. – City of Sacramento Sustainability Master Plan.
- 7:45pm: Q & A
- 8:00pm: Closing Announcements & speaker evaluation
- Readings: *Measuring the Health Effects of Sprawl*
Our Changing Climate: Assessing the Risks to California
Draft Sustainability Master Plan

Other resources: *Land Use and Health* - <http://www.healthyplanning.org/>

Saturday Central City and R Street Corridor Walking Tour

Date: November 10th, 8:30 am-12:00 noon (Meeting at 8:30am and leaving promptly at 9:00pm)

Meeting Location: Meeting at Crepeville at 18th and L Streets and ending at Safeway at 19th and S Streets

Tour Coordinator: Greg Sandlund (916 808-8931), gsandlund@cityofsacramento.org

Readings: *R Street Corridor Revitalization Plan*

Class 10: Panel Discussion – Obstacles to Smart Growth and the Importance of Citizen Involvement

DATE: Wednesday, November 14th, 5:30-8:30pm
LOCATION: New City Hall, 915 I. Street, 5th Floor, Conf. Rm. 5110,
THEME: Panel discussion on Obstacles to Smart Growth and the Importance of Citizen Involvement

- 5:30pm: Dinner (buffet style)
Icebreaker: How will you use what you've learned in Planning Academy?
- 5:40 Meeting Facilitators – Greg Sandlund, Assistant Planner (916 808-8931) and Helen Selph, Assistant Planner (916-808-7852)
- Overview & Context
 - Introductions
- 5:45pm: Opening Remarks: Brooks Truitt
- 6:00pm: Panel Discussion: Perspectives on Political setting, obstacles to Smart Growth and the Importance of Citizen Involvement in community planning.

Moderator: Liz Brenner, Neighborhood Services

Panelists

- Robert King Fong, Councilmember
- Barry Wasserman, Planning Commissioner,
- Greg Bitter, Principal Planner, Development Services Department
- Mary Brill, Community Activist
- Panama Bartholomy, General Plan Advisory Committee, California Energy Commission
- Bruce Starkweather, General Plan Advisory Committee, Architect

- 7:00 Break
- 7:15 Q&A for Panel
- 8:00 pm: Liz Brenner – Closing Remarks on continued involvement
- 8:05-8:30 Closing announcements/Class evaluation