



City of Pleasant Hill

MEMORANDUM

TO: Mayor Carlson, Councilmembers, Planning Commission Chairperson Abbott,
and Planning Commissioners

FROM: Danielle K. Habr, Senior Management Analyst

DATE: October 21, 2019

SUBJECT: Additional Correspondence Regarding Joint City Council/Planning Commission Meeting Agenda Item 4.1, Review of the 2040 Pleasant Hill General Plan Update and Jointly Endorse the General Plan Vision Statement and Guiding Principles

Attached, please find additional correspondence received regarding Item 4.1 on the October 21, 2019 Joint Council and Planning Commission Meeting Agenda.

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From: [Danielle Habr](#)
To: [City Council](#)
Cc: [June Catalano](#); [Andrew Murray](#); [Juanita Davalos](#); [Gayle Vassar](#); [Troy Fujimoto](#)
Subject: Agenda Item 4: Draft General Plan Vision Statement and Guiding Principals - Heather Rosmarin
Date: Monday, October 21, 2019 11:40:06 AM
Attachments: [General Plan Comment Letter \(Rosmarin\) 10.21.19.pdf](#)

Mayor Carlson and Councilmembers,

The attached correspondence and email below regarding agenda item 4.1, Review of the 2040 Pleasant Hill General Plan Update and Jointly Endorse the General Plan Vision Statement and Guiding Principles, on tonight's joint City Council/Planning Commission meeting will be shared with the Planning Commission and will be available to the public at the meeting.

Danielle

From: noreply@civicplus.com [mailto:noreply@civicplus.com]
Sent: Monday, October 21, 2019 10:13 AM
To: June Catalano <Jcatalano@pleasanthillca.org>; Danielle Habr <dhabr@pleasanthillca.org>; Andrew Murray <amurray@pleasanthillca.org>; Juanita Davalos <jdavalos@pleasanthillca.org>; Gayle Vassar <gvassar@pleasanthillca.org>
Subject: Online Form Submittal: Email the City Council

If you are having problems viewing this HTML email, click to view a [Text version](#).

Email the City Council

Please note that all emails submitted through this website will be shared with all Councilmembers and certain City staff members. These emails are considered public records under the California Public Records Act (Govt. Code Section 6250, et seq.)

Name:* Heather Rosmarin
Street 25A Crescent Drive #245
Address:*
City* Pleasant Hill
Phone
Number:
Email:* hrosmarin@mac.com
Subject:* Agenda Item 4: Draft General Plan Vision Statement and Guiding Principals
Question or Comment: Attached please find comments on the Draft General Plan Vision Statement and Guiding Principles (Agenda Item 4) of today's joint meeting of the City Council and Planning Commission. Thank you!
Upload File General Plan Comment Letter (Rosmarin) 10.21.19.pdf
Attachment
here

* indicates required fields.

View any uploaded files by [signing in](#) and then proceeding to the link below:
<http://www.ci.pleasant-hill.ca.us/Admin/FormHistory.aspx?SID=15400>

The following form was submitted via your website: Email the City Council

Please note that all emails submitted through this website will be shared with all Councilmembers and certain City staff members. These emails are considered public records under the California Public Records Act (Govt. Code Section 6250, et seq.):

Name:: Heather Rosmarin

Street Address:: 25A Crescent Drive #245

City: Pleasant Hill

Phone Number::

Email:: hrosmarin@mac.com

Subject:: Agenda Item 4: Draft General Plan Vision Statement and Guiding Principals

Question or Comment:: Attached please find comments on the Draft General Plan Vision Statement and Guiding Principles (Agenda Item 4) of today's joint meeting of the City Council and Planning Commission. Thank you!

Upload File Attachment here: General Plan Comment Letter (Rosmarin) 10.21.19.pdf

Additional Information:

Form submitted on: 10/21/2019 10:13:13 AM

Submitted from IP Address: 73.162.229.129

Referrer Page: <https://www.ci.pleasant-hill.ca.us/64/City-Council>

Form Address: <http://www.ci.pleasant-hill.ca.us/Forms.aspx?FID=137>

October 21, 2019

Pleasant Hill City Council and Planning Commission
Via Email

RE: Agenda Item 4: Draft General Plan Vision Statement and Guiding Principles

Dear Mayor Carlson, Council Members, and Commissioners,

I want to express my appreciation for GPAC's work on this draft vision statement and guiding principals. Below and attached are my comments, questions, and concerns.

- 1. The current draft vision statement does not include the top priorities identified during the public outreach process.** During the public outreach process (in person and online), the public was asked to select from a list of Values, Assets, and Adjectives to construct a vision statement. ***The top responses were "sense of community," "parks," and "family-oriented."*** However, as shown on the attached chart, these and other top ranked concepts (in bold italics) were not incorporated into the vision statement. I believe that the vision statement should be revised to include these priorities.
- 2. Suggested Revised Draft Vision Statement:** I respectfully submit the following revised Vision Statement to illustrate how it could be updated to include these priority concepts (underlined italics), while also retaining key elements of the current GPAC draft (*italics*):

Pleasant Hill will be a *welcoming family-oriented* city that is *safe* and *inclusive* and fosters a *strong sense of community*. We will strive to ensure that Pleasant Hill is a great place for people of all ages to live, learn, work and play by supporting healthy *neighborhoods, parks and open space*, excellent *schools*, a high quality *library*, a *vibrant downtown*, and *community events*. Pleasant Hill will be proud to be a *fiscally-sound* Bay Area community that values *diversity*, encourages *sustainable economic development*, and invests in *resilient environmentally conscious infrastructure*.

- 3. Draft(s) Should Be Recirculated for Public Comment Due to Consultant Errors:** Unfortunately, the consultants committed several errors that interfered with public review and feedback.
 - When the draft was considered by the GPAC on 9/25, the agenda did not include the draft or links to the draft. Therefore, the public was not able to submit written comments to the GPAC. I notified the consultants about this error. (Ex 1.)
 - When the draft vision statement was circulated after the GPAC meeting, it was sent only to the 110 people who signed up for the General Plan emails. It was not circulated via the City's social media accounts (Next Door, Facebook) to reach a wider audience. The email with the draft did not specify a deadline, and the comment link only connected back to the main General Plan website, not to an email address or comment form. Hence, only five comments were submitted.
 - For these reasons, there has not been sufficient opportunity for the community to review and provide input.

I recommend that the draft vision statement emerging from this meeting – or perhaps several drafts – be circulated widely for public review and comment and presented at the upcoming planning and design workshops on November 14-16 for community feedback.

I have also attached my comments on the draft Guiding Principles. Thank you for your consideration of these comments.

Sincerely,
Heather Rosmarin
Pleasant Hill, CA
Enc.

DRAFT VISION STATEMENT

RANKING OF COMMUNITY OUTREACH RESPONSES

Not included in Draft Vision Statement
Included in Draft Vision Statement

VALUES	ASSETS	ADJECTIVES	DRAFT VISION STATEMENT
<p><i>Top Responses</i></p> <ol style="list-style-type: none"> Sense of Community (9) Safety (5) Education (5) Environmental Awareness (4) Inclusiveness (4) Sense of Heritage & Tradition (1) Collaboration (1) <p><i>No responses</i></p> <p>Trust</p> <p>Health</p> <p>Fiscal Responsibility</p> <p>Creativity</p> <p>Fun</p> <p>Entrepreneurship</p>	<p><i>Top Responses</i></p> <ol style="list-style-type: none"> Parks (5) Downtown (5) Community events (4) Open Space (3) Library (3) Neighborhoods (3) Location (3) Schools (3) Multimodal Transportation (2) Civic Facilities (1) Trails (1) <p><i>No responses</i></p> <p>Natural Resources</p> <p>Historic Resources</p> <p>Hillside</p> <p>Community College</p> <p>Shopping</p> <p>Recreation Amenities</p> <p>Economic Diversity</p>	<p><i>Top Responses</i></p> <ol style="list-style-type: none"> Family-oriented (7) Welcoming (6) Vibrant (2) Bikeable (1) Walkable (1) <p><i>No responses</i></p> <p>Changing</p> <p>Unique</p> <p>Engaging</p> <p>Close-knit</p> <p>Sustainable</p> <p>Business-friendly</p>	<p><i>Responses not on choice list</i></p> <p>Dense</p> <p>Progressive</p>
			<p>Welcoming</p> <p>Diversity</p> <p>Safety</p> <p>Transparency</p> <p>Social interactions</p> <p><i>Mobility improvements</i></p> <p><i>Educational excellence</i></p> <p>Economic development</p> <p>Business friendly</p> <p>Resilient</p> <p>Fiscally sound</p> <p><i>Environmentally conscious</i></p> <p>Forward-thinking</p> <p><i>Inclusive</i></p>

Source: *Community Outreach Summary Summer 2019*, dated August 22, 2019.

CURRENT DRAFT VISION STATEMENT

Pleasant Hill will be a welcoming city that prides itself on diversity, safety, and transparency for all. We will strive to enhance Pleasant Hill through social interactions, mobility improvements, and educational excellence. We will solidify ourselves as a City that values economic development and that is business friendly. Pleasant Hill will be the best community in the Bay Area by being a resilient community that is fiscally sound, environmentally conscious, forward-thinking, and inclusive: a great place for people of all ages to live, learn, work, and play.

PROPOSED REVISIONS IN LINE WITH COMMUNITY INPUT

[Key concepts from GPAC version in italics, with community priority concepts underlined]

Pleasant Hill will be a *welcoming family-oriented* city that is *safe and inclusive* and fosters a *strong sense of community*. We will strive to ensure that Pleasant Hill is a great place for people of all ages to live, learn, work and play by supporting healthy *neighborhoods, parks and open space*, excellent *schools*, a high quality *library*, a *vibrant downtown*, and *community events*. Pleasant Hill will be proud to be a *fiscally-sound* Bay Area community that values *diversity*, encourages *sustainable economic development*, and invests in *resilient environmentally conscious infrastructure*.

Comments (10/21/19) submitted by Heather Rosmarin

GPAC Draft Guiding Principles

- **Encourage Smart and Sensitive Development (Community Development Element)** – Protect and enhance the community character that defines Pleasant Hill by guiding future residential and commercial development to meet the needs of the community and ~~is-be~~ respectful of the environment and neighborhood character.
- **Support Diverse Housing Options (Housing)** – ~~Create the conditions necessary to stimulate~~Encourage/incentivize housing options that provide opportunities for community members of all ages and incomes.
- **Foster Economic Diversity and Sustainability (Economic Strategy)** – Promote a diverse local economy that is flexible and adaptable to changes in consumer habits and market trends. Be a business-friendly community that supports businesses that foster new job growth ~~and~~, attract visitors to the city, and integrate principles of sustainability.
- **Barrier Free Mobility (Circulation Element)** – Advance and maintain a well-connected circulation system that minimizes barriers to travel throughout the city. Provide for a safe transportation system, including alternative modes of travel.
- **Balanced Growth (Growth Management Element)** – Focus new growth in areas adjacent to major corridors (such as 680 and Contra Costa Blvd) and transit systems (BART) and preserve existing single-family neighborhoods and open space resources. Support balanced development that aligns with current best practices and that is cohesive with community needs.
- **Ensuring Public Safety (Safety and Noise Element)** – Provide a safe community through sufficient public safety services, public awareness, and resilient preparedness and action plans for both man-made and natural disasters.

From: **Heather Rosmarin** hrosmarin@mac.com
Subject: **Re: General Plan Advisory Committee (GPAC) Meeting Wednesday 9/25!**
Date: **September 25, 2019 at 3:09 PM**
To: office@mintierharnish.com
Cc: **Heather Rosmarin** pleasanthillcreeks@gmail.com, **Troy Fujimoto** Tfujimoto@pleasanthillca.org, **Sue Noack** Smargriet@outlook.com, **MICHAEL G. HARRIS, OD, JD** mharris4ph@gmail.com

HR

Dear Mintier Harnish - I am a Pleasant Hill resident who is on the email notification list for the 2040 General Plan. The vision documents referenced in the agenda below are not linked to the agenda or posted on the website for the public to review and comment on. Can you please ensure that documents that are being reviewed and discussed at today's and future meetings are included in the agenda mailings and/or posted to the website?

Thank you,
Heather Rosmarin
Pleasant Hill, CA

On Sep 20, 2019, at 1:18 PM, Pleasant Hill 2040 General Plan <office@mintierharnish.com> wrote:

Text



Pleasant Hill 2040 General Plan General Plan Advisory Committee (GPAC) Meeting Wednesday, September 25, 2019

4:00-6:00 PM
Pleasant Hill City Hall, Large Community Room
100 Gregory Lane

Agenda

Join us for the third meeting of the Pleasant Hill GPAC. The GPAC will review Draft General Plan Vision Statements for consideration prior to recommending a preferred General Plan Vision to the Planning Commission and City Council. As part of this GPAC Meeting, GPAC members will begin to provide input and comment on potential General Plan Guiding Principles which are derived from the General Plan Vision Statement and are the foundation for future policy development.

Stay tuned for upcoming meetings, including a Joint Study Session of the City Council and Planning Commission on October 21, 2019, and Planning and Land Use Design Charrette in November 2019. For meeting dates visit the General Plan website (pleasanthill2040.com).

Want More Information on the General Plan?



From: **Mintier Harnish** office@mintierharnish.com
 Subject: **Re: General Plan Advisory Committee (GPAC) Meeting Wednesday 9/25!**
 Date: **September 25, 2019 at 3:32 PM**
 To: **Heather Rosmarin** hrosmarin@mac.com
 Cc: **Heather Rosmarin** pleasanhillcreeks@gmail.com, **Troy Fujimoto** Tfujimoto@pleasanthillca.org, **Sue Noack** Smargriet@outlook.com, **MICHAEL G. HARRIS, OD, JD** mharris4ph@gmail.com, **Brent Gibbons** brent@mintierharnish.com, **Rick Rust** Rick@mintierharnish.com

Thank you for notifying us. We are working on the links.

Theda Justiniani, Office Manager

On Wed, Sep 25, 2019 at 3:09 PM Heather Rosmarin <hrosmarin@mac.com> wrote:

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