

General Plan Update 2035



Community Visioning Workshops Report



May 29, 2013

PREPARED BY

DYETT & BHATIA
Urban and Regional Planners

WOODLAND GENERAL PLAN UPDATE 2035

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I Introduction

In early 2013, the City of Woodland began the City's General Plan Update process. The General Plan Update provides an exciting opportunity for community members to envision the city's future and articulate the city's long-term goals and direction for development. The updated General Plan will articulate a long-term vision for Woodland and outline policies and programs to realize this vision. For more information on the General Plan Update process, please visit:

http://www.cityofwoodland.org/gov/depts/cd/woodland_general_plan_2035/default.asp.

A variety of outreach activities are underway or have been completed, which provide community members the opportunity to participate in the creation of a vision for the future that reflects the community's most important values and priorities. Outreach activities to date have included:

- City Council and Planning Commission meetings and hearings;
- General Plan Steering Committee meetings;
- Community workshops;
- Stakeholder interviews;
- Community-wide survey;
- Newsletter and e-mails; and
- General Plan 2035 project website.

Concurrent with community outreach, the consultant team is researching existing conditions and preparing an Issues & Options, Opportunities & Challenges report. This report, together with feedback from the community on goals and priorities, will set the stage for development and assessment of land use alternatives and policies.

I.1 Workshop Format and Organization

This report describes the process and results of one important component of the Woodland General Plan Update—the community workshops. The first series of community workshops was held on three dates: April 11, 2013 from 6:00 to 8:00 p.m. at the Woodland Community and Senior Center; on April 13, 2013 from 10:00 a.m. to 12 p.m. at Woodland City Hall; and on May 2, 2013 from 7:00pm to 8:30pm at the Holy Rosary Pastoral Center on California Street. The workshop held on May 2, 2013 was conducted entirely in Spanish and provided an opportunity to hear directly from the Spanish-speaking community.

These workshops were designed to engage the attention, interest, and active involvement of a broad spectrum of Woodland community members, and provide opportunities for energetic discussion and input into the community's vision of Woodland's future. The objectives of the workshops were to:

- Initiate dialogue with community members on the future of Woodland over the next 20 years and engage people in the process;
- Provide a discussion forum where all attendees could participate and be heard; and
- Begin to identify common themes, visions, and planning issues for Woodland's General Plan Update.

In total, 64 community members attended the three workshops. The Mayor, other members of City Council, the Planning Commission, the General Plan Steering Committee (GPSC), and City staff also attended as participants. The workshop agenda is summarized below, and included as Appendix A.



WELCOME AND BACKGROUND

Each workshop began with a welcome from the City. An introductory presentation was given on the purpose and scope of the General Plan Update; the schedule of the update process and the role of public input; and an overview of the Planning Area, existing land uses, and population and employment growth projections. Key issues identified by stakeholders during the stakeholder interview process were also presented. The presentation materials are included as Appendix B. The third workshop was assisted by Spanish-speaking interpreters.

ACTIVITY #1 – PLANNING ISSUES “POP QUIZ”

Workshop attendees were provided with “post-it” notepads and pens at each table. After the opening presentation, attendees were asked to provide quick, written responses to questions read by one of the facilitators. Questions were organized around the themes of Identity and Vision; Future Growth and Development; Transportation and Circulation; and Parks and Open Space. Participants posted their notes on exhibits along walls of the meeting room. Facilitators organized the post-it notes into general themes—based on the attendees responses—and presented their findings to the main group.

ACTIVITY #2 – 2035 VISION FOR WOODLAND

For the second activity, each participant was provided a blank cover for the special edition of a magazine (“California Today”) dated April 2035. Participants were asked to create a headline or illustrate a cover, conveying their desired vision for how Woodland could be known in twenty years. Participants at each table shared their covers and their visions for Woodland. Appendix C features a number of these covers.



SMALL GROUP DISCUSSIONS

The magazine covers activity led into discussions at each table of the key issues and priorities for the General Plan Update. Facilitators sought to ensure that everyone at the table was heard, and recorded comments on large flip pads. Finally, each group was asked to identify with a group headline, either by selecting a favorite or creating a new headline combining components of individuals' headlines. A representative from each group reported on the group headline and a summary of the major issues discussed to the audience at large.

1.2 Next Steps

The General Plan Update project team will incorporate the issues identified in the community workshop and interviews with research and mapping to produce the Opportunities & Challenges, Issues & Options Report. This report will serve as the springboard for General Plan alternatives and policies.

The next phase of the planning process involves the preparation of land use and transportation alternatives, which will be presented at a second series of community workshops. The alternatives will evaluate options for where to direct growth, and will focus discussion on key policy choices. The consultant team will work with City staff to identify preliminary concepts for planning alternatives. An Alternative Plans Report will be prepared comparing and contrasting the performance of the alternative plans. The alternatives will be presented to the public in a series of meetings of the Steering Committee, Planning Commission, and City Council. The City Council will ultimately be asked to select a Preferred Plan, which will become the framework for Woodland's new General Plan.

2 Planning Issues and Community Vision

As noted in the Introduction, the first series of community workshops involved two individual activities and a small group discussion of key issues and vision. Highlights of the activities are summarized below, followed by a discussion of priorities that emerged.

2.1 Activity #1: Planning Issues

Activity #1's nine questions were posed as a warm-up exercise to explore what planning issues are facing the city today and would be important to the General Plan Update. Similar responses have been grouped, and the focus here is on the larger pattern of responses. Where percentages are referred to below, they refer to the percent of responding workshop participants that named the given subject in their response to a question. Because in many cases participants gave multiple responses to a question, or did not fully answer a question, totals may not add up.

IDENTITY AND VISION

Three questions were posed to address aspects of Woodland's identity, explore a vision for the city's future development, and ways that the General Plan could help achieve this vision.

What word do you think best defines Woodland?

The most common responses were "historic," followed by "small town." While some described Woodland as maybe a little "boring" or "out-of-date," most participants spoke highly of Woodland's residents and character. Participants used words like "caring," "generous" and "friendly" to describe Woodland's residents and words such as "beauty," "comfortable," "diverse," and "family-friendly" to describe Woodland's character. A few responses pertained to safety; however there appeared to be varied views on the issue with an equal number responding "quiet and safe" as well as "unsafe." Additionally, a few also noted that Woodland may be in the midst of an "identity crisis."

"Woodland folks are generous, really nice to others"

"Historic small town"

What place do you like most in Woodland, and why?

“Downtown: A lot of potential to be the heart of the City”

“Parks and open fields (farming)”

Nearly 30 percent responded that Downtown Woodland was their favorite place. Reasons included “historic buildings,” “family-friendly,” “main street restaurants,” and “there is a wonderful feeling there.” Others noted Downtown’s potential to be “the heart of the city,” but that it needed work. Parks (and community center) was the second most common response. Many noted their desire for more outdoor space for walking and playing with their children or meeting with friends. Other responses included the Opera House (“historical, fun, performances, entertaining”), the Yolo County Fairground (for community events), and Woodland Gateway and Bel Air Shopping Centers. A few also noted that they liked Woodland’s “old residential core” and beautiful historic Victorian homes.

What is the one thing you would do to most improve Woodland?

“Revitalize Downtown and make it a place to be, shop, eat, stroll, live and meet”

“Bring more technology-based jobs to Woodland”

Most responses pertained to revitalization of existing neighborhoods and Downtown. Recommendations included building “community” in the Downtown, improving parking and walkability, reusing/redeveloping aging commercial properties, and cleaning up blighted property (both industrial as well as residential). A few noted opportunities to improve road connectivity (one-way streets, better east-west connection, and a connection between I-5 and SR 113), as well as specific roads that were in need of improvement (Kentucky Avenue and West Street).

Other common responses included gangs and safety, and improving schools. Comments included “invest in public education,” “lower crime and higher safety,” “combat drugs, gangs and lack of security,” “improve the Police Department,” as well as better cooperation between the Police Department and School District to combat drugs and gangs in schools. Taking a slightly different perspective, one participant commented: “squelch misconceptions about poor schools and gangs.”

More retail and “good” restaurants were also common responses. Additionally, a few responses pertained to civic engagement such as “engage more of the ethnic population in community activities” and “strengthen volunteer usage/involvement at all levels.”

FUTURE GROWTH AND DEVELOPMENT

Three questions were posed to address future growth and development in Woodland.

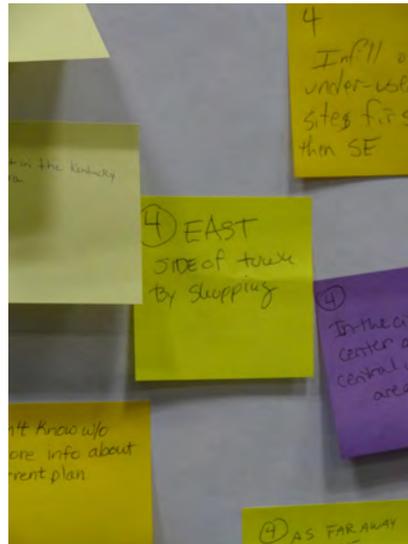
Where should new homes be built in the future?

Participants at the first two workshops indicated generally strong opposition to new development outside of Woodland’s current city limits. Infill development was the most common response to this question. Neighborhoods suggested for infill development included Downtown, East Street Corridor and Spring Lake (south or southeast). Suggestions for Downtown residential development included condominiums and lofts that “would attract more businesses.” “Mixed uses along Main Street Corridor” was another suggestion. Nearly a quarter of participants thought that new homes should be built in Spring Lake “until it is at least 75 percent developed.”

“Infill of under-used sites first, then southeast”

“In the City Center”

Other recommendations for new housing included the western part of the city, the eastern part of the city (near Costco and other retail), and in the northwest. A few participants also identified the need for low-cost housing and homeowner assistance programs, as well as more single-family housing.



“Industries should be geared to support work at UC Davis, agriculture, and technology.”

“Businesses that will bring well-paying jobs for the residents in Woodland”

“Restaurants, entertainment, bookstore, cafes, nice apartments”

“Develop Main Street into a more family-center of activity, friendly with better night-life”

What types of future employment and commercial uses are needed, and where should they be located?

There were a limited number of responses to this question—only 28 of 64 attendees—with some responses focused on the types of future employment needed (18), others focused on commercial uses needed (13), and some responding to both. A majority of those that focused on future employment indicated that “high-tech” jobs were needed. Recommendations included clean-tech, solar, medical, agriculture and technology, green-tech, and bio-tech. Potential land uses included research and development (R&D) and light industrial/manufacturing uses. A few (2) noted that these uses should be located on the north side of Woodland near Costco.

Five participants also identified the need for small business opportunities and assistance, and affordable commercial rents on Main Street. Additionally, three participants noted a lack of employment opportunities for youth and young adults in Woodland.

Pertaining to the need for commercial uses, the most common response was retail (e.g. grocery stores and open air markets), followed by mixed use, commercial infill development, and office. One participant noted that more retail should be located on the east side of town.

What types of development or activities would you like to see Downtown?

The two most common categories of responses were restaurants and nightlife, and entertainment. About 30 percent of participants noted that they would like more (and better) restaurants in the Downtown. Suggestions included wine tasting bars, cafes and high-end dining establishments. A large number of responses also pertained to entertainment. The number one response in the entertainment category was “multiplex theater.” Other suggestions included bowling alley, arcade center and indoor sports. Participants also noted that they wanted more retail Downtown; more housing, and a better mix of housing and commercial uses; and more community spaces and places to hold “performance activities.” Many desired more open space for “community gatherings/cultural fairs,” “festivals of all types,” “family events,” and places for more youth activities (sports, recreation, dance, and music).

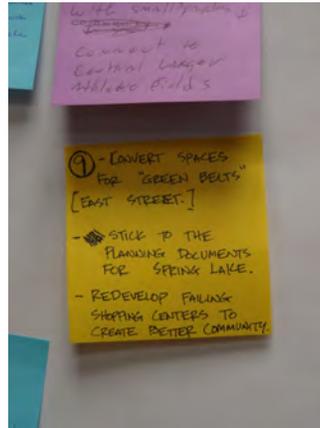
TRANSPORTATION AND CIRCULATION

Two questions were posed to address traffic congestion and ways people get around the community.

How would you improve transportation/getting around?

Responses to this question fell into three general categories: improve bike infrastructure and planning (32 percent), improve public transit (30 percent), and improve roads (16 percent). For those that responded improve bike infrastructure and planning, a majority thought that the city needed more/better bike lanes. Recommendations included “a complete bike lane grid connecting all areas to Downtown,” development of major north/south and east/west bikeways, and “enhanced timing for stoplights to be safer for bicycling.”

“Balance land uses to reduce trips”



Recommended public transit improvements included high-speed tram/rail, light rail, expanded bus and/or shuttle bus system, a trolley bus, smaller buses, buses that run on the half-hour, a direct route to Natomas (Mexican consulate and close shopping opportunities), and a free shuttle bus to Downtown.

“Better mass transit”

Recommended road improvements included better freeway access, one-way streets, better timing of traffic lights, and removal of railroad tracks. Additionally, a large number of participants (9 percent) noted a need for better street and sidewalk lighting throughout the city. Other responses included better sidewalk maintenance and increased sidewalk separation from streets.

What should the City do to encourage walking and bicycling?

“Complete streets to encourage pedestrians and better accessibility”

Nearly 75 percent of participants responded that the city needs better bike infrastructure and planning in order to make it safer for cyclist and pedestrians. The most common response was “more bike lanes” with a clearer separation between automobiles, bicycles and pedestrians. Many responded that the city needs more bike parking, bike racks and/or bike lock stations to encourage bicycling. A number of participants also mentioned that they city needs more street signage such as “share the road,” as well as slower speed limits.

“More bike lanes”

To encourage walking some participants mentioned that they would like to see improved and wider sidewalks, better lighting at night, and Complete Streets to encourage pedestrians and accessibility. A number of participants also mentioned they feel unsafe on streets (particularly at night) due to a lack of police presence.

PARKS/OPEN SPACE

One question was posed regarding the availability and adequacy of parks and open space in Woodland.

What should the City do to improve recreation and open space opportunities?

“Enhance and promote passive recreation opportunities”

More than 35 percent of the participants responded that they would like more opportunities for active recreation. They identified the need for additional tennis courts, athletic fields, skate parks, bike parks, a swimming pool, and playground equipment (including water activities for children). About 22 percent thought that the city needed more walking and biking trails, as well as greenbelts that provide opportunities for passive recreation. Others identified the need for more parks and community centers, better park maintenance, and better utilization of existing parks. Many would also like to see better lighting in city parks and athletic fields. An additional concern was park safety and the lack of supervision/police presence in parks. One person noted a potential issued related to unsupervised activities occurring along the perimeter of parks.

“Ask the youth what they want and need”

2.2 Activity #2: 2035 Vision for Woodland

After the first activity, workshop participants moved to small-group tables. (The number of small-groups varied depending on the number of residents in attendance. On April 11th there were approximately five small-groups, on April 13th there were two small-groups, and on May 2nd there were two.) At the tables, participants were given blank magazine covers for a hypothetical special issue in the year 2035, celebrating Woodland. They were asked to provide headlines or illustrations that captured their vision for Woodland in twenty years. Each participant then shared their headline within their small-group and together each table came up with a group headline, either by selecting a favorite or creating a new headline combining components of individuals' headlines. Group headlines and individual magazine headlines are summarized below. A larger selection of the magazine covers is provided in Appendix C.



GROUP HEADLINES

High-tech meets historic; an Ag story you won't believe.

Woodland blends history with modern life.

Woodland is transformed!

All paths lead to the core (Downtown Woodland).

Woodland, a successful people-friendly town.

Best place to live in California!

Best of both worlds. Small-town feel with healthy research and development, agricultural roots, and a vital Downtown.

INDIVIDUAL MAGAZINE HEADLINES

A sampling of individual magazine headlines for the 2035 California Today special issue on Woodland add color to the group headlines described above.

Valley town keeps best of past while staying with the times.

The world's agricultural hub; tech-farming at its best.

Nations best-educated farm community feeds the world.

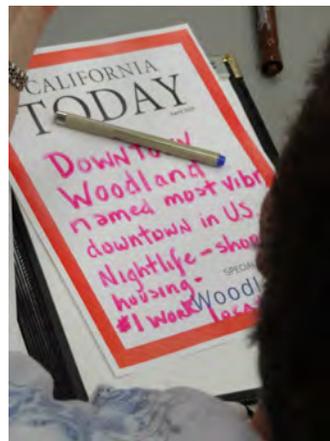
Clean air is here! Auto use is down and activity/bike use is up. Beautiful green-belts have replaced broken-down streets.

Woodland embraces green spaces in its urban design.

Woodland, a complete small city with a downtown focus.

What's old is new again. Integration for new development in a historical town.

A city where every student graduates high school and where all residents gather together united by their culture.



2.3 Small Group Discussions

Facilitators at each table asked participants to share their sense of the most important issues for the General Plan to address, drawing on ideas they considered in the magazine cover exercise. Discussions at each table culminated in an effort to identify the issues on which most of them seemed to agree. One person from each table then shared these with the full workshop audience. The priorities from small-group discussions were recorded by a facilitator. They are included here as Appendix D, and summarized below, by theme, roughly in order of how many tables clearly identified related issues.

JOBS AND ECONOMIC DEVELOPMENT

All groups reported jobs and economic development as a high priority. One group mentioned that it wanted Woodland to be the economic driver of Yolo County. Another group’s discussion focused on retention of local businesses and how they might improve the business environment in Woodland. Recommendations included reducing City fees in flood zones, providing incentives, attracting retail anchors, improving the Downtown environment (walkability), and developing technology infrastructure. Two groups discussed growing tourism in Woodland by improving the historic district and developing local attractions. Still another group discussed how local businesses and restaurants might capitalize on Woodland’s local agriculture. One group also discussed the need for small business opportunities and assistance, and affordable commercial rents on Main Street. Participants also noted a lack of employment opportunities for youth and young adults in Woodland.

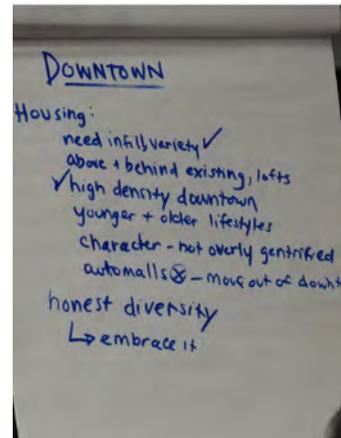


NEIGHBORHOOD QUALITY AND COMMUNITY CHARACTER

Neighborhood quality and community character was a priority for a majority of groups. Discussion focused primarily on how to best preserve Woodland’s small-town character and historic resources while continuing to grow. Of particular concern was new development at the city gateway’s and Woodland not becoming “too overdeveloped.” One group discussed “complete small cities” and wanting an urban feel with respect to the historic, as well as access to new services without compromising the city’s small-town character.

REVITALIZATION OF HISTORIC DOWNTOWN

This was a theme discussed by nearly all groups. Many groups discussed the importance of preserving historic resources in the Downtown, while at the same time also wanting to see the Downtown “revitalized” and “reinvigorated.” Discussion generally focused on three key areas that included infill development, new housing and new retail development. Multiple groups emphasized the importance of infill development of vacant parcels. One group discussed the desire to see variety of housing types for a variety of lifestyles including housing targeting younger as well as older populations. Various groups also discussed opportunities for additional retail, restaurants and nightlife in the Downtown, as well as places for youth activities. Activities discussed included family events and annual cultural events.



EDUCATION

All but two groups mentioned education as a priority. A number of groups mentioned that they wanted award-winning schools that support different learning styles and needs. One group connected the importance of quality schools in Woodland to Woodland's ability to draw highly-skilled labor. The same group discussed opportunities for developing community college courses focused on high-tech agriculture that could potentially help grow the agriculture technology sector in Woodland. Additionally, one group discussed opportunities for better cooperation between the Police Department and School District to combat drugs and gangs in schools.

PARKS AND OPEN SPACE

Five groups identified the desire for more parks and open space. One group in particular discussed the development of a network of interconnected green spaces in Woodland and creating "world-class" parks and green belts. Another group identified the desire for "family-friendly" squares and plazas. One group also noted that it would like more athletic fields and swimming pools, and better lighting in parks.

AGRICULTURE TECHNOLOGY

Two groups mentioned growing the agriculture technology (AgTech) sector as a priority. Various groups discussed opportunities to attract innovative agriculture companies. Recommendations included designating land for research and development (R&D), reusing warehouses, developing partnerships with UC Davis, and utilizing economic development staff to help recruit highly-skilled labor and AgTech companies.

PUBLIC SAFETY

A few groups mentioned public safety as a priority, including wanting to be the safest city in California. One group identified safety to be their most important issue, particularly related to gang and drug activity. Insufficient street lighting and lack of police presence in parks and at night was identified as another issue.

TRANSPORTATION

Two groups discussed transportation. Discussion focused on better transit connections to Natomas, Sacramento and San Francisco, and transit that ran longer hours. Other topics included prioritizing cyclist and pedestrians in transportation planning, one-way streets, and potentially redesigning parking in Downtown. According to participants in one group, residents are particularly averse to parallel parking in the Downtown.

NATURAL RESOURCES AND FARMLAND

A couple of groups identified the need for sustainable use of water and energy resources, as well as less expensive and cleaner drinking water. Various groups also identified the economic importance of preserving the agricultural land surrounding Woodland.

2.4 Looking Forward

The visions and planning issues highlighted by community members at the first series of workshops will help to set the course of the General Plan Update. Periodic reports on the General Plan Update, including the results of these workshops, will be presented to the Planning Commission and City Council. Community priorities concerning economic development, Downtown revitalization, development patterns, and other subjects of the community workshop will be evaluated as part of the planning process for the General Plan Update, particularly the development of land use alternatives and key policies.

Appendix A: Workshop Agenda



AGENDA

City of Woodland General Plan Update Community Visioning Meeting #1

1. Welcome and Introduction
2. Presentation of Project Background and Key Issues
3. Activity #1: Planning Issues
4. 10 minute break
5. Quick Report on Activity #1
6. Activity #2: 2035 Vision for Woodland
7. Groups report back on Activity #2
8. Wrap Up and Door Prizes

Por favor, mire al otro lado para ver el programa en español.



PROGRAMA

Ciudad de Woodland

Actualización del Plan General

Taller Comunitario n° 1 para Crear Una Visión

1. Bienvenidos e Introducción
2. Presentación del Contexto del Proyecto y los Asuntos Claves
3. Actividad n° 1: Asuntos de Planear
4. Descanso de 10 minutos
5. Resumen breve sobre Actividad n° 1
6. Actividad n° 2: 2035 Visión para Woodland
7. Grupos reportan sobre Actividad n° 2
8. Redondear y Premios con números de entrada

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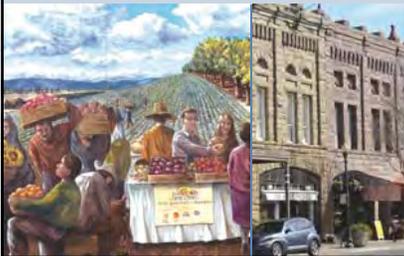
Appendix B: Workshop Presentation



General Plan Update 2035

Community Visioning Workshops
April 11 and 13, 2013

DYETT & BHATIA
Urban and Regional Planners



GENERAL PLAN UPDATE | *Community Visioning Workshops*

Agenda

1. Welcome and Introduction
2. Project Background and Key Issues
3. Activity #1: Planning Issues
4. 10 minute break
5. Quick Report on Activity #1
6. Activity #2: 2035 Vision for Woodland
7. Report back on Activity #2
8. Wrap Up, Door Prizes

General Plan Update 2035
CITY OF WOODLAND

GENERAL PLAN UPDATE | *Community Visioning Workshops*

Purpose of a General Plan

- Establish a long range vision for the City
- Provide direction for physical development and infrastructure improvements
- Establish a basis for determining whether specific development proposals are in harmony with the vision
- Allow agencies and developers to design projects that enhance and preserve community resources

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General Plan Elements

1. Land Use & Community Design
2. Housing
3. Transportation & Circulation
4. Public Facilities & Services
5. Recreational, Educational, and Community Services
6. Historic Preservation
7. Environmental Resources
8. Health & Safety
9. Economic Development
10. Administration & Implementation

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Why is the General Plan being updated?

- The current General Plan is out of date
 - Policies have not been systematically reviewed and correlated with current conditions and growth prospects
- The update is an opportunity to:
 - Affirm or change existing policies
 - Create a foundation for community involvement and good development decisions
 - Respond to regional transportation, land use, and environmental initiatives
 - Respond to State legislation

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Who is Involved?

- Steering Committee
- Planning Commission
- City Council
- The Woodland Community
 - Frame and discuss issues and choices

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CITY OF WOODLAND

Setting the Road for Woodland's Future
The City of Woodland has nearly doubled in size since 1970, and we have much to be proud of. Woodland is a beautiful, scenic, historic, successful, strong, and hard-working community. We are proud of our location, our people, our history, and our future. We are proud of our location, our people, our history, and our future. We are proud of our location, our people, our history, and our future.

Woodland General Plan Update Survey

Encuesta del Plan General de Woodland

Question	Yes	No	Other
1. I am interested in participating in the General Plan Update process.			
2. I am interested in participating in the General Plan Update process.			
3. I am interested in participating in the General Plan Update process.			
4. I am interested in participating in the General Plan Update process.			
5. I am interested in participating in the General Plan Update process.			
6. I am interested in participating in the General Plan Update process.			
7. I am interested in participating in the General Plan Update process.			
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12. I am interested in participating in the General Plan Update process.			
13. I am interested in participating in the General Plan Update process.			
14. I am interested in participating in the General Plan Update process.			
15. I am interested in participating in the General Plan Update process.			
16. I am interested in participating in the General Plan Update process.			
17. I am interested in participating in the General Plan Update process.			
18. I am interested in participating in the General Plan Update process.			
19. I am interested in participating in the General Plan Update process.			
20. I am interested in participating in the General Plan Update process.			

GENERAL PLAN UPDATE | *Community Visioning Workshops*

Stakeholder Interviews Report

MARCH 28, 2013

PREPARED BY
DYET A. BHATIA
Urban and Regional Planner

Economic and Fiscal Background Report

MARCH 28, 2013

General Plan Update 2035
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Accommodating Future Growth

- The General Plan Update will address whether and how to accommodate the following projected growth in the City of Woodland by 2035:

Year	Population	Dwelling Units	Jobs
2010	55,468	19,912	25,423
2035	66,041	24,452	32,224
Change	+10,573 (19%)	+4,540 (23%)	+6,801 (27%)

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Stakeholders' Key Issues for Consideration

- Economic development and job creation
- Growth patterns and small town character
- Agricultural preservation and the agricultural economy
- Downtown
- Flood protection and water resources
- Circulation, transit, and parking

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Stakeholders' Key Issues for Consideration

- Housing
- Historical resources and preservation
- Aesthetics and urban design
- Public education
- Safety

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Your Turn: Warm-Up Activity

- Note question number and response on Post-It

⑥ I WOULD LIKE TO SEE MORE HOUSING DOWNTOWN, AND PRESERVE THE HISTORIC BUILDINGS

⑤ Please create a safe and convenient blue trail to Deans!

- During the 10 minute break, please place your Post-Its under the appropriate topics and questions on the wall

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CITY OF WOODLAND

Identity and Vision

1. What **word** do you think **best defines** Woodland?
2. What **place** do you like most in Woodland, and why?
3. What is the one thing you would do to **improve** Woodland?

Future Growth and Development

4. **Where** should **new homes** be built in the future?
5. **What types** of future **employment** and commercial uses are needed, and **where** should they be located?
6. What types of development or activities would you like to see **downtown**?

Examples include housing, restaurants, nightlife and entertainment, retail, plaza, family events and festivals, etc.

Transportation and Circulation

7. How would you **improve transportation** - getting around Woodland?
8. What should the City do to encourage **walking and bicycling**?

Parks and Open Space

9. What should the City do to **improve recreation and open space opportunities**?
(more parks, smaller or larger parks, more trails, athletic fields, etc.)

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Individual and Small Group Activity

1. Create your magazine cover for 2035
2. Create a group "headline"
3. Discuss other issues at your table

- Every table will report back to the whole group



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Ground Rules for Small Groups

- Speak one at a time
- Listen for understanding
- Suspend snap judgments
- Stay on the timeline, keep comments concise, avoid repetition
- Each member of the group is equal, all comments matter

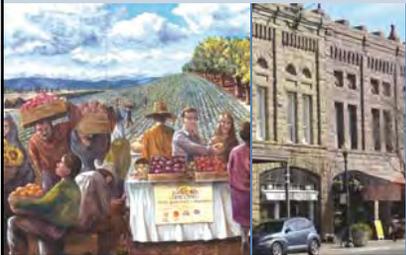
PARTICIPATE!

General Plan Update 2035
CITY OF WOODLAND

General Plan Update 2035



CITY OF WOODLAND



Community Visioning Workshops
April 11 and 13, 2013

DYETT & BHATIA
Urban and Regional Planners

Appendix C: Sample Magazine Covers

CALIFORNIA TODAY

April 2035

Clean Air is here!

↓ auto use

↑ activity / bike use

Beautiful Greenbelts
have replaced broken
down streets

SPECIAL EDITION

Woodland

CALIFORNIA TODAY

April 2035

Valley Town keeps best of past
while staying with the times.

- ... bikes outnumber cars
- ... historic downtown vibrant
- ... schools are first rate.
- ... art scene thrives.
- ... diverse housing options everywhere.
- ... recreation options abound
- ... engaging everyone.

SPECIAL EDITION

Woodland

CALIFORNIA TODAY

April 2035

WOODLAND
PRESENTS...

Farm to Fork Gala

Join local organic farmers and Woodland chefs ^{as they} demonstrate the use of the agricultural bounty in our downtown restaurants.

Benefitting the Food Bank
of Yolo County
and Meals on Wheels

SPECIAL EDITION

Woodland

CALIFORNIA TODAY

April 2035

Affordable
housing

Job
opportunities

A PLACE to
CALL home

Quality
schools

Safe
Recreation

America's most
comfortable town

SPECIAL EDITION

Woodland

CALIFORNIA TODAY

April 2035



Integration for new development
in a historical town

SPECIAL EDITION

Woodland

CALIFORNIA TODAY

April 2035

Woodland Public School System
Voted Best and Most Inclusive in California

Programs developed to meet the needs of all
Youth

Graduation Rate is 90%

Youth Unemployment lowest in California

Vocational Training Programs restored and
developed.

SPECIAL EDITION

Woodland

CALIFORNIA HOY

abril 2035

Ciudad donde ningun
estudiante se queda sin
Graduar

Donde todos los ciudadanos
nos reunimos unidos por
nuestras culturas

edición especial

Woodland

CALIFORNIA HOY

abril 2035

Woodland
es la mejor Ciudad
Segura Para Vivir
en California

edición especial

Woodland

Appendix D: Small Group Table Notes

Woodland Workshop #1 Round-Table Discussion

THURSDAY APRIL 11, 2013

Table 2

Revitalization of Historic Downtown

- Revitalized and reinvigorated through thoughtful community development
- City center is alive with culture
- Variety of housing
- Railroad tracks relocated

Education

- Best school system
- Support different learning styles/needs

Public Safety

- Safest city in California
- Safe, affordable, and good place for families and retirees

Jobs and Economic Development

- Highest employment percentage

Neighborhood Quality and Community Character

- Maintain small town character; not too over-developed; clean

Table 3

Revitalization of Downtown

- Integrate new with historic

Education

- Woodland College breaks the *blank*
- Raise equality in schools
- Improve schools so Woodland is more competitive in drawing high-tech labor

Jobs and Economic Development

- Grow tourism - Best historic town
- New twist on technology and manufacturing
- Better utilization of economic development staff in recruitment of labor/Businesses

High Tech Agriculture

- High-tech jobs - Woodland joins Silicon Valley
- Community college courses that focus on high-tech agriculture
- Seek partnerships with UC Davis
- Designate area of city for research and development land uses; reuse vacant warehouses; farm-tech

Table 4

Parks and Open Space

- Connected green spaces around the city
- Green growth and green future

Revitalization of Downtown

- Rebirth of downtown
- Emphasize infill
- Sustainable focus
- Historic movie theatre
- Historic Woodland and modern amenities and recreation

Jobs and Economic Development

- Maintain lifestyle

Neighborhood Quality and Community Character

- Preserved history
- Growth to 80,000
- Best of past, bikes historic, schools, art, housing and recreation

Table 5

Parks and Open Space

- Greenbelts
- Family-friendly squares and plazas

Natural Resources and Farmland

- Farming community

Revitalization of Downtown

- Walkability

- Too much development located around perimeter, empty downtown, unsightly areas and high number of vacancies
- All paths lead to the core (Downtown) - tree lined, historic barn, greenbelts

Public Safety

- Code enforcement

Jobs and Economic Development

- Develop local attractions: strolls, historic tours, places to bring visitors
- Involve local agriculture into local businesses and restaurants

Transportation

- Prioritize pedestrians and cyclists
- One-way streets
- Parking aversion to Downtown because of parallel parking

Housing and Social Services

- Housing affordability

Neighborhood Quality and Community Character

- Bring East and West sides together; common locations/destinations
- Smart building design
- Too much land?

Table 6

Parks and Open Space

- Recreation

Natural Resources and Farmland

- Vibrant agriculture
- Sustainable use of water and energy resources
- Least expensive and cleaner drinking water

Revitalization of Downtown

- Woodlanders are enjoying our vital downtown: Shopping, strolling and dining

Education

- Quality education; leader in public education

Jobs and Economic Development

- Woodland: A successful people-friendly town

- Plentiful jobs
- Agriculture capital of California
- Smart growth

Neighborhood Quality and Community Character

- Woodland, California designated as a national cultural treasure
- Cultural heritage

SATURDAY APRIL 13, 2013

Table I

Parks and Open Space

- World-class parks and greenbelts

Natural Resources and Farmland

- Clean air, greenbelts, more activity, decreased auto use

Revitalization of Historic Downtown

- Vibrant, historic downtown
- Reuse what we have; think at life cycle of stories/properties
- Do something with state theater

Education

- A caring town; students are #1 priority
- Award-winning schools

Jobs and Economic Development

- Historic jewel; economic driver of Yolo City
- Big business opportunities in a small town feel-incubator of Yolo City
- Challenge to retain good businesses
- Draw higher quality of stores
- Be wary of retail trends. Will big boxes stand the test of time?
- Attract more and better restaurants - people have money
- Also need local businesses and investment. Fewer chains; fits better with local look and feel

Neighborhood Quality and Community Character

- Conflict between new development at gateways and historic buildings
- How do we balance new development with our historic resources?

Table 2

Parks and Open Space

- Healthy, pedestrian-friendly; greenbelts

Revitalization of Historic Downtown

- Downtown Focus
- Nightlife
- Housing
- Need infill variety
- Above and behind existing, lofts
- High density downtown
- Younger and older lifestyles
- Not overly gentrified
- Move auto malls out of downtown
- Parking downtown to support business
- Living environment targeted toward younger people

Education

- Quality schools

Jobs and Economic Development

- Keep businesses local and investment in community
- Identify and target businesses
- Improve conditions for businesses
- Diversity of businesses
- Technology infrastructure
- Make downtown a destination; provide meeting space
- Anchors (e.g. mall and Genentech)
- Incentivize
- Reduce fees (e.g. flood zone)

High-tech Agriculture

- Research and Development (e.g. Davis; seeds)
- Build on agriculture. Innovation, research, technology, attract market sector
- How to attract R&D genetics technology?

Transportation

- Improve transit connections to Sacramento and San Francisco
- Attract young population (buses/transportation)
- Available transit that runs longer hours

Neighborhood Quality and Community Character

- Complete small city
- Urban feel but respect historic resources
- Access to services without compromising small town character

THURSDAY MAY 2, 2013 (SPANISH-SPEAKING WORKSHOP)

Parks and Open Space

- More athletic fields and swimming pools
- More lighting and more (wider) bike lanes. Need more safety and police presence at night.

Revitalization of Historic Downtown

- Cultural activities
- Use empty parking lot on Main Street for open-air market

Education

- Improve schools
- University in Woodland

Housing

- Incentive/homeowners assistance programs to help families to be able to move out of apartments into their own homes.
- Fewer multi-family apartment buildings

Public Safety

- More security
- Gangs and drugs are a problem in schools
- Police should pay more attention to gang problem
- Greater police presence
- More street lighting

Jobs and Economic Development

- Small business opportunities on Main Street. Affordable commercial rents.
- More jobs for youth and young adults

- More grocery stores – Walmart Neighborhood Markets provide value residents are looking for

Transportation

- Direct route to Natomas in order to be able to get to the Mexican consulate and to the mall in Natomas
- Improved public transit and that runs more frequently

Neighborhood Quality and Community Character

- More family events, annual multi-cultural events. Multi-cultural events can help overcome racism. Help to learn from each other and break down barriers.

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