



CITY OF LATHROP
GENERAL PLAN UPDATE

City Council Update
March 11, 2019

DE NOVO PLANNING GROUP



Meeting Overview

- Summary of completed tasks
- Feedback from the public outreach efforts completed to-date
- Overview and discussion of Community Vision Report
- Questions and feedback
- Next steps



Purpose of the General Plan

- Define a long-term vision for future growth and resource management within the City over the next 20 years
- Reflect the goals and values of the City
- Build on recent City planning efforts (Specific Plans, etc)
- Include extensive public outreach and community participation
- Balance growth, conservation, and quality of life



Completed Tasks

- Project Website (lathrop.generalplan.org)
- Newsletter #1
- Visioning Workshops (3)
- Online Survey and Parcel Change Request Applications
- Existing Conditions Report
- Community Outreach Summary Report
- Community Vision Report

Outreach Summary Report

Summarizes the public participation and input received during the Visioning Workshops and online survey.

- **Outreach Objectives:**

- Develop a long-term vision for Lathrop
- Engage a broad spectrum of the community
- Engage key stakeholders for long-term involvement
- Establish connection between General Plan and current planning issues
- Educate the community on existing conditions and the General Plan update process
- Gather community feedback on key issues, opportunities, and challenges to address in the General Plan

Visioning Workshops

- **Workshop #1 focused on:**
 - Assets, Challenges, and Vision
 - Opportunity Areas Mapping
- **Workshop #2 focused on:**
 - Establishing Guiding Principles
 - Crafting a Vision Statement
 - Community identity and “Placemaking”
- **Workshop #3 focused on:**
 - Transportation and Mobility Priorities
 - Identifying and mapping areas where transportation and mobility improvements are needed



Outreach: Guiding Principles

- Maintain and improve public safety and crime prevention
- Maintain small-town charm, character, and sense of community
- Promote and enhance shopping and entertainment opportunities throughout the city
- Preserve surrounding open-space and agricultural lands, and historic assets
- Maintain and increase park and recreational facilities throughout the city.
- Increase alternative transportation opportunities, and connectivity within city, and to surrounding areas
- Promote higher density housing and mixed-use developments along key transportation corridors
- Attract and retain businesses and industries that provide high-quality jobs
- Maintain and support high quality schools within the city
- Prioritize east/west connectivity throughout the city





Community Vision Report

The Lathrop Community Vision is an aspirational statement of what Lathrop wants to become through the implementation of its General Plan. The Vision Statement provides a sense of purpose and mission for the General Plan, and sets the tone for the Plan's guiding principles and core values to aid in the development of goals, policies and actions that will guide development in the coming years. The Community Vision combines values expressed through community workshops, and online surveying conducted during the initial stages of the General Plan Update.



Core Values and Vision

- **Sense of Community:**

- Foster a sense of community unique to Lathrop that celebrates the area’s history, cultural diversity, and family-friendly atmosphere.
- As the City grows, the community retains the feel and charm of a small town.
- Existing residents are proud to call Lathrop home, and new residents and families are attracted by Lathrop’s strong sense of community and family-friendly lifestyle.
- Businesses want to locate here because Lathrop’s strong community values has led to a diverse and stable workforce.

- **Quality of Life:**

- Lathrop provides a high standard of living for its citizens through sustaining strong local programs that ensure high quality services, diverse cultural amenities, and excellent educational opportunities that are accessible to all residents.
- New development opportunities help to provide and maintain the City’s fiscal sustainability and the provision of reliable and responsive public services, amenities, and infrastructure.
- Desirable housing options are available for all ages and income groups, including attainable housing for first-time homeowners, family housing, and homes for seniors.

Core Values and Vision

- **Successful Centers:**

- Increased retail options, and experience-oriented entertainment services are provided through the expansion of local commercial activities, retention of existing successful commercial businesses, supporting the development of new centers, and through the redevelopment and revitalization of under-performing commercial centers.

- **Economic Advancement:**

- Support and encourage the expansion of business that provide high wage employment, opportunities for economic advancement, and enhance the City’s reputation as a prime location for business growth.

- **Circulation and Mobility:**

- Cars have traditionally been, and will continue to be a vital part of Lathrop’s transportation network.
- However, as the city continues to grow, additional emphasis is placed on alternative ways of getting around, including walking, bicycling, and public transit.
- Increasing the safety and functionality of the entire circulation system is a high priority for the City.

Core Values and Vision

- **Community Health:**

- Promote a healthy and active lifestyle in Lathrop by providing local recreation facilities and programs for users of all ages and abilities.
- Support local and regional efforts to improve access to health care and health care facilities, access to healthy and affordable food options, and safe multimodal transportation options.
- Educational and youth programs support community health and wellness goals and Lathrop's youth are engaged in social programs that support physical, and mental health.

- **Sustainability and Conservation:**

- Lathrop is a steward of its resources for current and future generations.
- The City maintains an active role in promoting, educating and conducting sustainable practices throughout the community.
- The City supports the preservation of surrounding regional open-space, agricultural lands, and river habitat that provide a sense of place, opportunities for a wide range of recreational activities, and visual relief from urban development.

Questions and Discussion

- Does the community input on Guiding Principles and Community Vision match the Council's views and priorities?
- Are there additional priorities and values that should be emphasized in the General Plan?
- Other thoughts and items for discussion?

Pending Tasks

- **Convene General Plan Steering Committee.** In the coming months, the project team will convene the General Plan Steering Committee and begin working on updates to the General Plan Policy Document and Land Use Map.
- **Land Use Alternatives Report.** This report will identify a range of possible growth scenarios for the City to consider. The report will include a comparative analysis of each growth scenario, and will assist the City in selecting the preferred alternative.

Stay Informed

The General Plan Update Website is a great resource for reports, maps, newsletters, meeting agendas, meeting summaries, and upcoming meeting dates.

The site also provides opportunities for public surveys and the submittal of public comments directly to the project team.

lathrop.generalplan.org



Questions?

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