



Envision
PALMDALE 2045

Land Use Alternatives Presentation

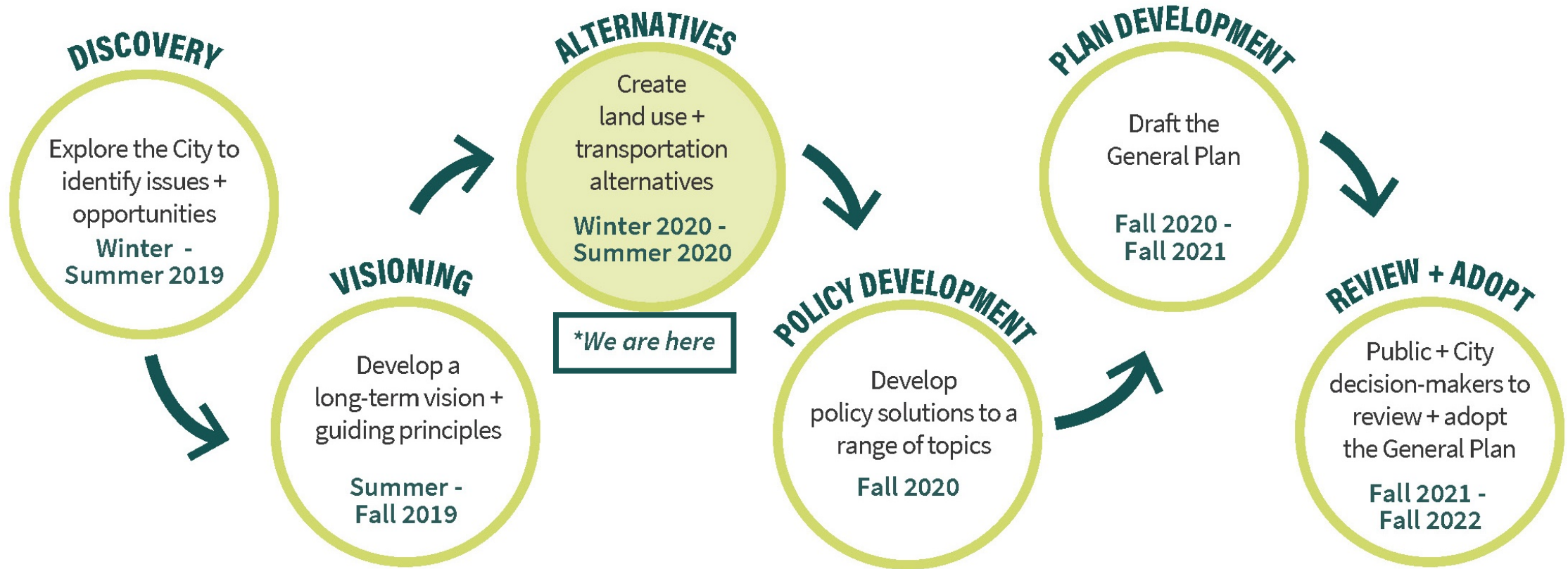
City Council | September 15, 2020

Agenda

- Process Overview
- Community Vision Themes
- Land Use Background
- Land Use Alternatives Framework
- Land Use Alternatives
- Community Engagement and Summary of Feedback
- Direction for Preferred Alternative



Palmdale 2045 Project Schedule



COMMUNITY ENGAGEMENT



Vision Themes

Major Vision Themes



Unified + welcoming



Vibrant Downtown



Diverse, high-quality jobs



Resilient local economy



Safe + healthy community



Quality medical + mental healthcare



Housing options for all stages of life + ability



Quality + accessible education



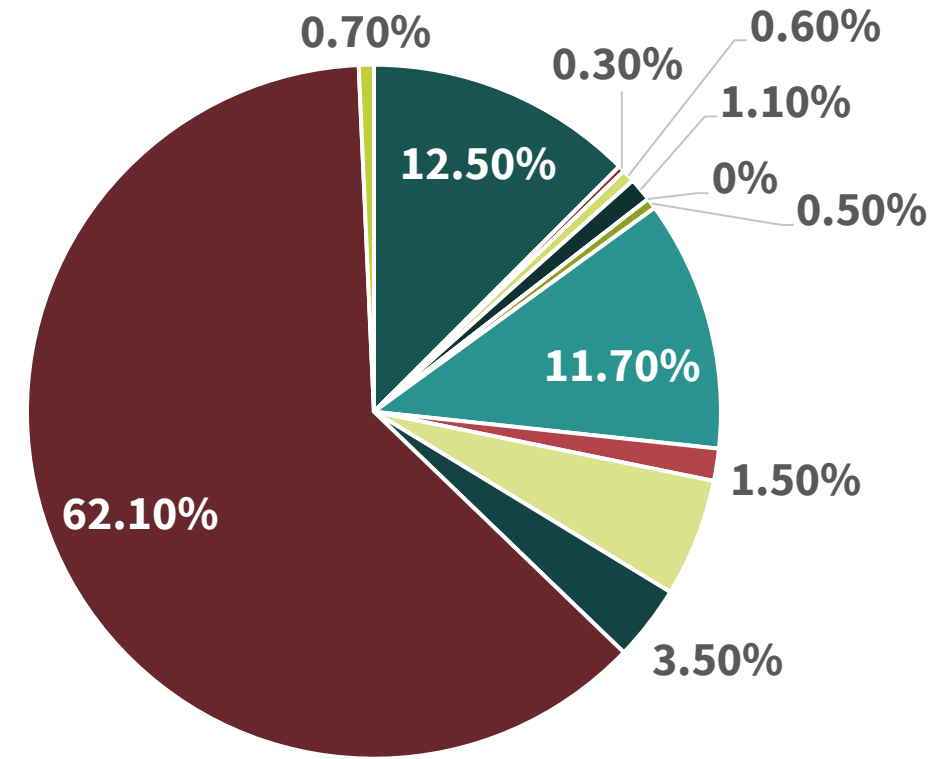
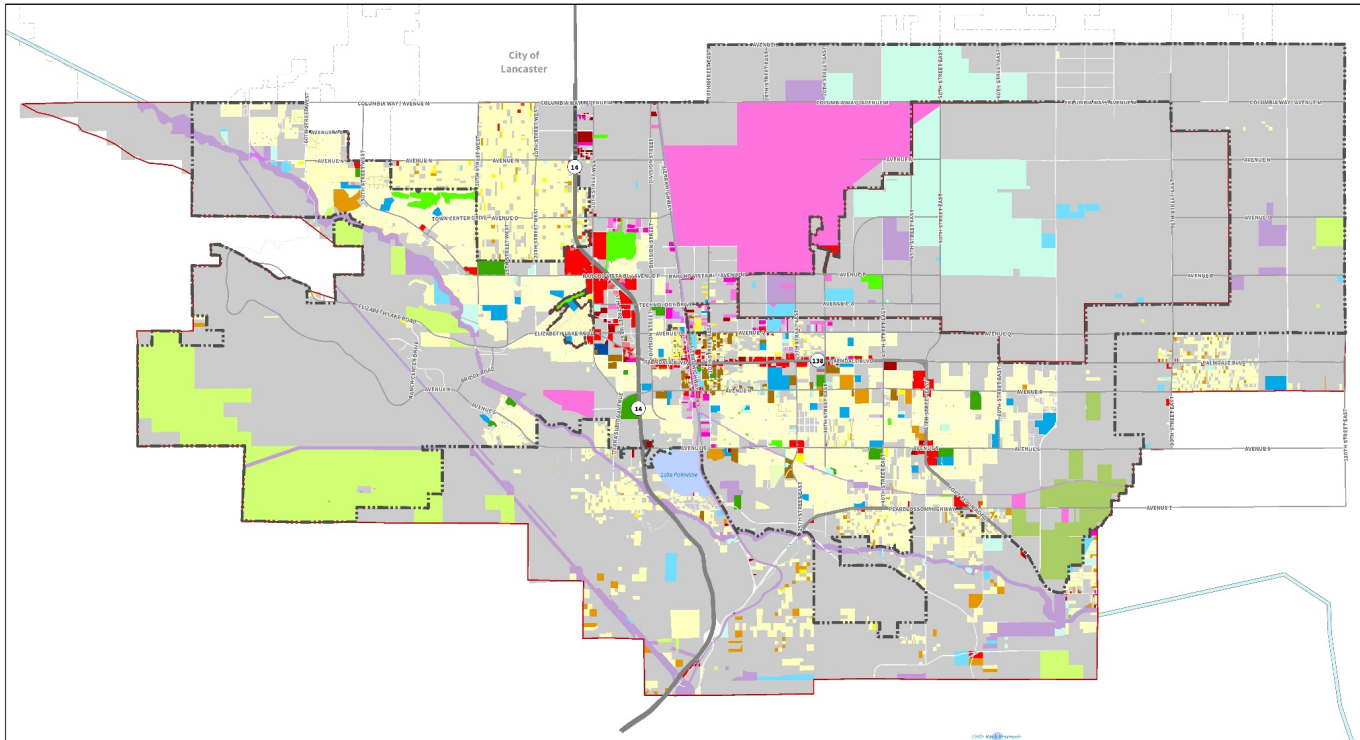
Preserve natural setting



Forefront of transportation Innovation

Land Use Background

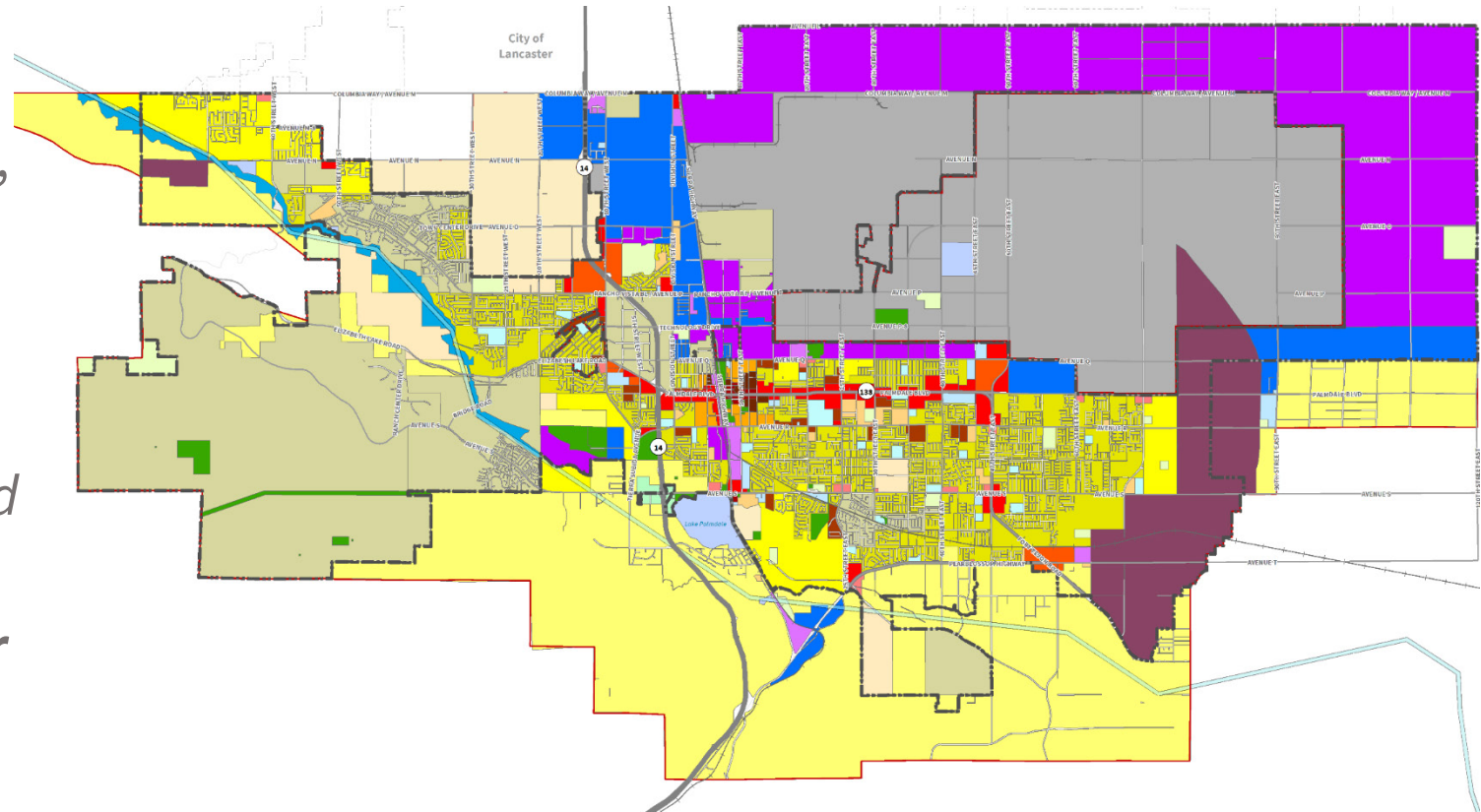
Existing Land Use (What's on the ground)



- Residential - Single family
- Residential - Multifamily
- Residential - Mobile Home
- Commercial
- Mixed Use
- Office
- Industrial/Agriculture/Extraction
- Public/Institutional
- Parks and Open Space
- Infrastructure
- Vacant
- Other

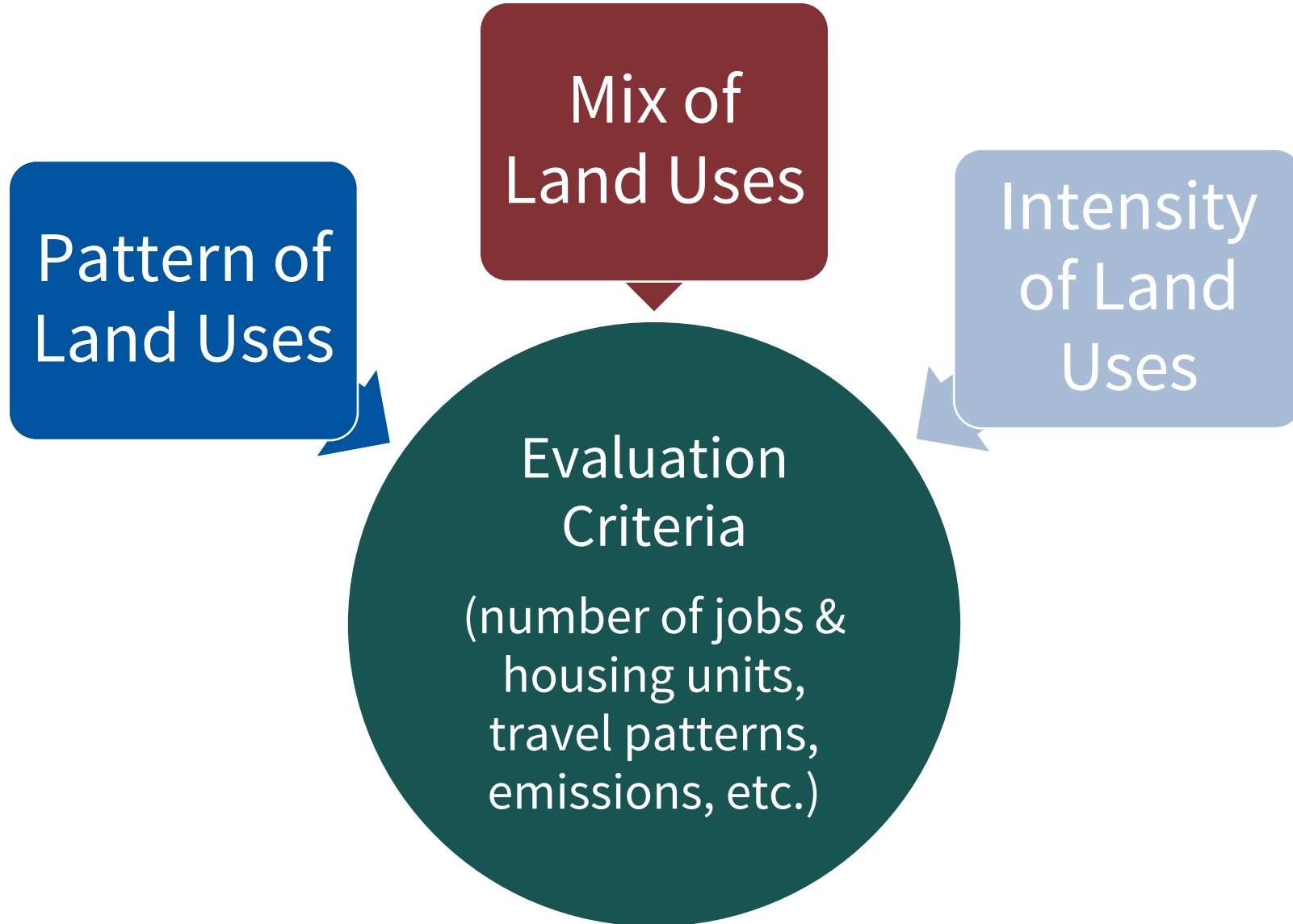
What are General Plan Land Uses?

- Establish **policy direction**
- Designations show the proposed distribution, location, and extent of **land uses** and **density** in the City
- Maps focus on **future growth** and physical development (*not necessarily what's on the ground now*)
- The map is **supported by other policies**. Other Elements ensure there is adequate infrastructure and services



Overview of Land Use Alternatives

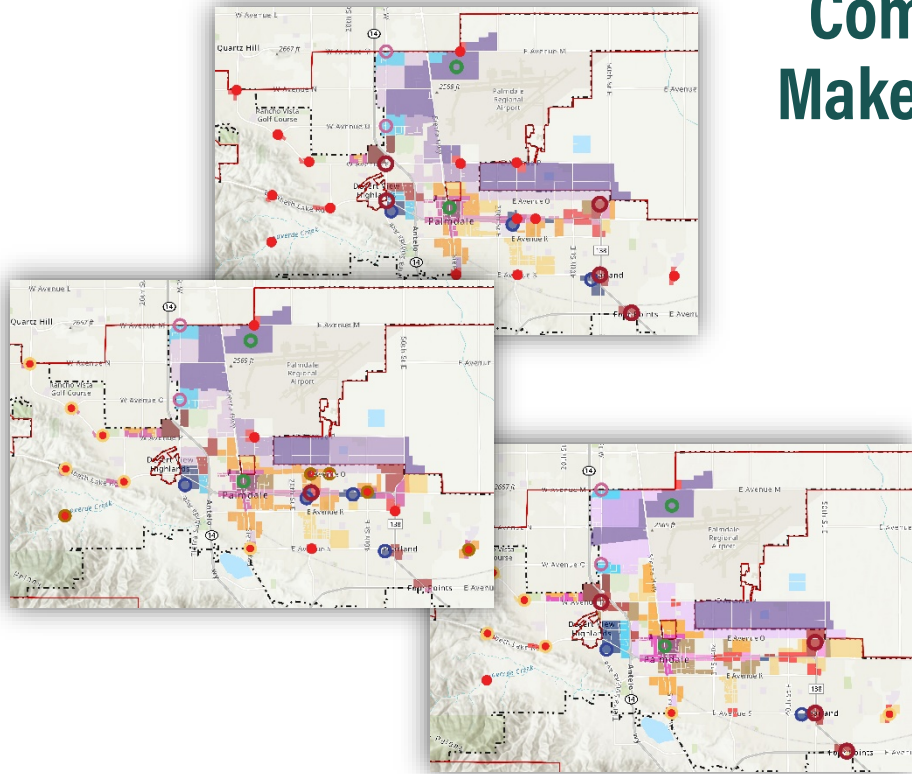
What Do the Alternatives Test?



Progressing from Alternatives to Land Use Map

Alternatives

Summer 2020

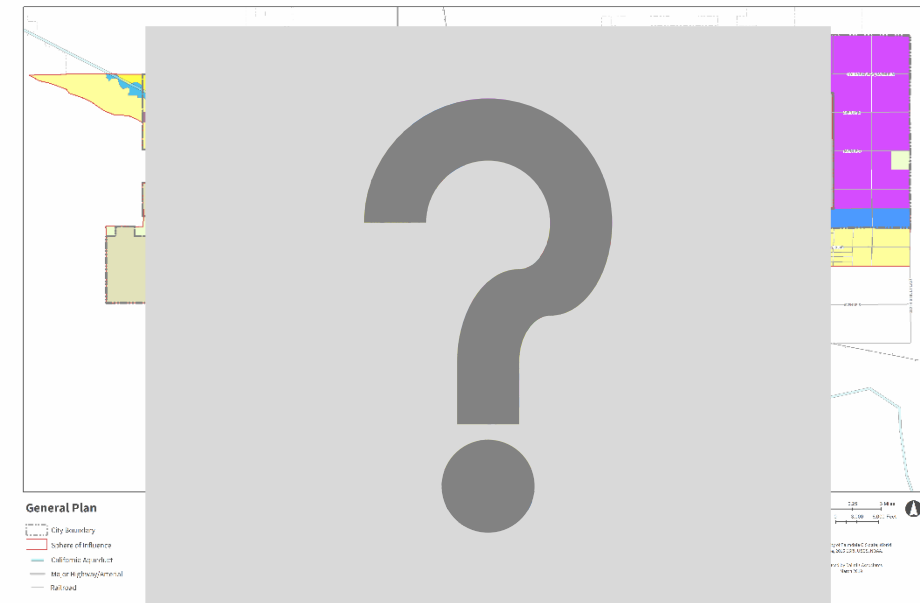


Community + Decision-Maker input and direction



General Plan Land Use Map (Preferred Alternative)

Fall – Winter 2020

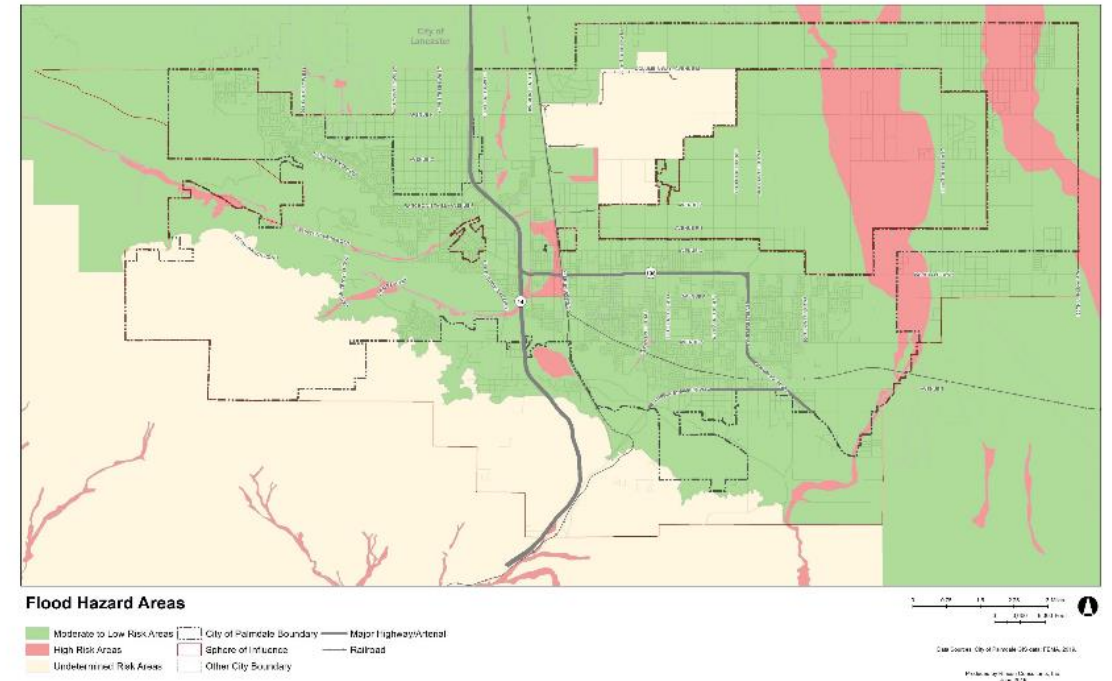
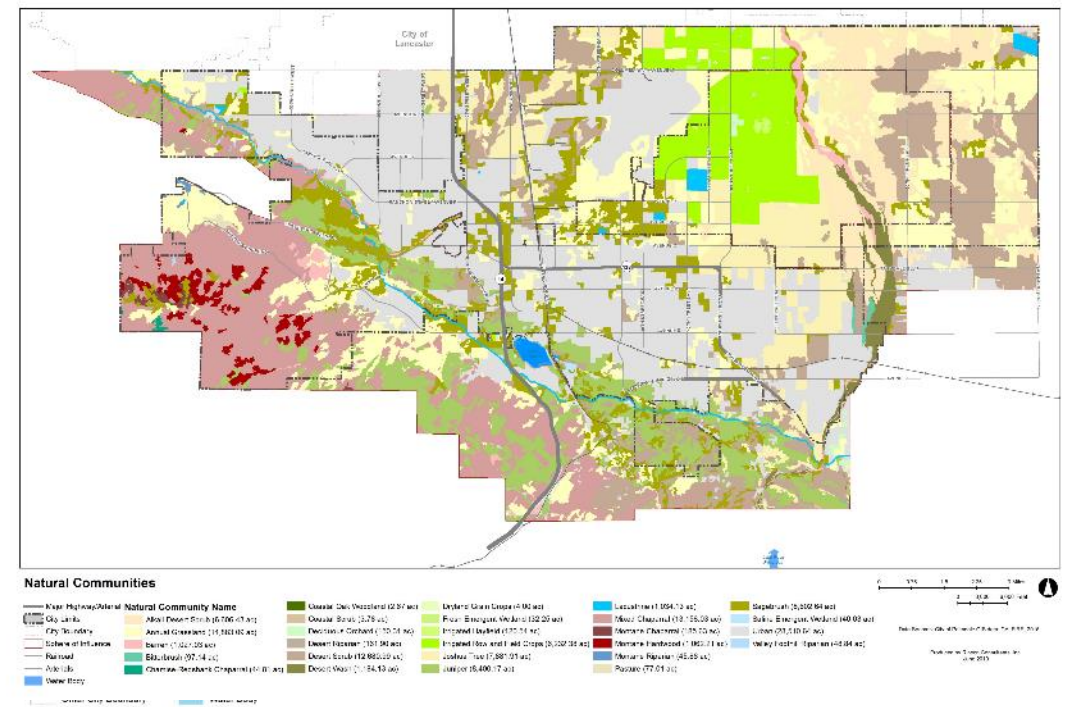
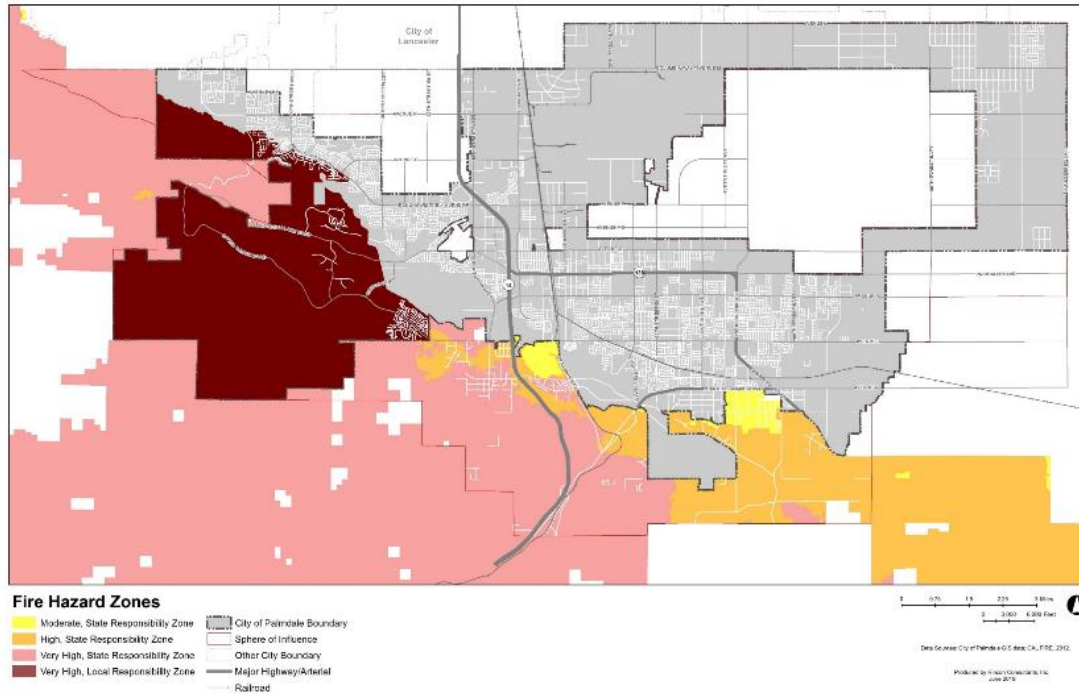


Development Constraints Analysis



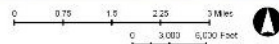
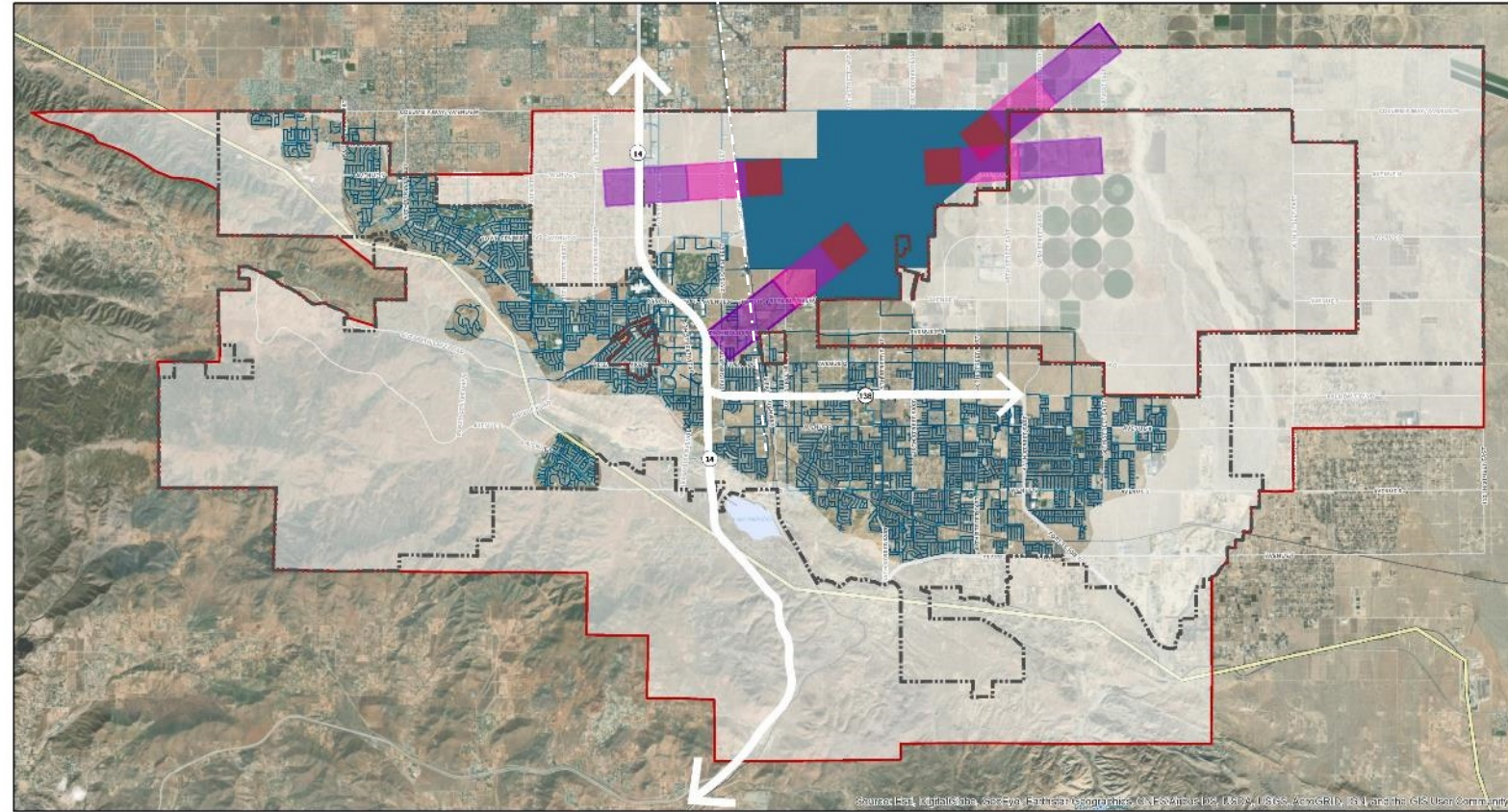
Natural Constraints

- Wildfire zones
- Flood zones
- Earthquake fault zones & liquefaction risk
- Streams and water bodies
- Natural resource communities



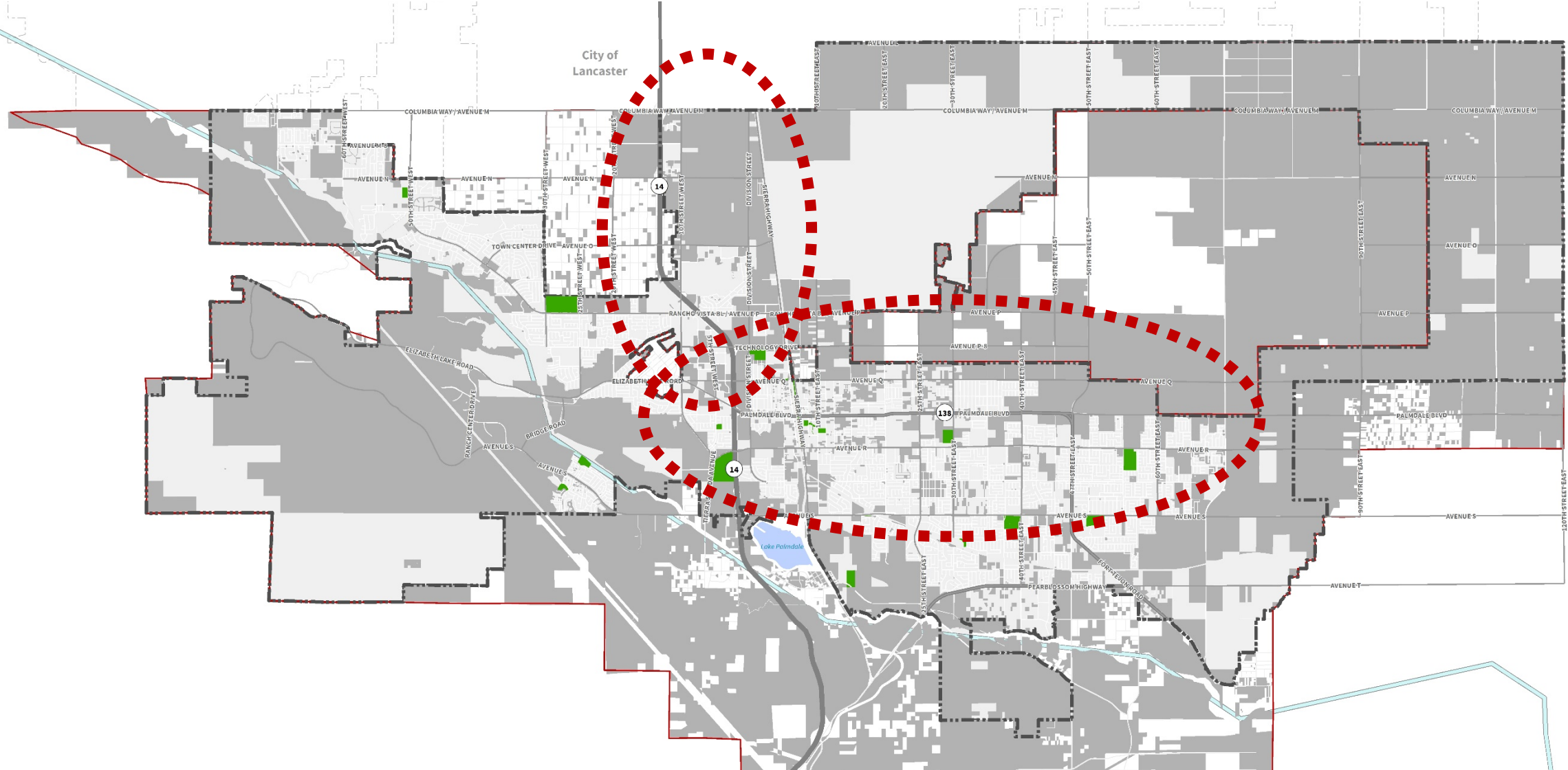
Human-Made Constraints

- Plant 42 and Airport Zones
- Palmdale Boulevard SR-138 (Caltrans control)
- California Aqueduct
- SR-14
- Lack of utility infrastructure
- Rail line (UPR and CA HSR)



Date Source: City of Palmdale - GIS data, World
Terrain Data, 2015 FDOT, USGS, NOAA
Produced by Robert + Associates
March 2013

Areas of Change and Stability











Palmdale 2045 General Plan Land Use Designations



Palmdale 2045 Land Use Designations

Current General Plan Land Use Designations that will be maintained in the Palmdale 2045 General Plan. Some designations may be renamed.





Residential

Type	Example Images	Type	Example Images
Equestrian Residential (ER)		Single Family Residential 3 (SFR3)	
Low Density Residential (LDR)		Mixed Neighborhood 1 (MN1)	
Single Family Residential 1 (SFR1)		Mixed Neighborhood 2 (MN2)	
Single Family Residential 2 (SFR2)		Mixed Neighborhood 3 (MN3)	

Palmdale 2045 Land Use Designations

Current General Plan Land Use Designations that will be maintained in the Palmdale 2045 General Plan. Some designations may be renamed.

Mixed Use

Type	Example Images
Mixed Use 1 (MU1)	
Mixed Use 2 (MU2)	
Mixed Use 3 (MU3)	
Mixed Use 4 (MU4)	

Commercial, Office, and Industrial

Type	Example Images
Neighborhood Commercial (NC)	
Regional Commercial (RC)	
Visitor Commercial (VC)	
Employment Flex (EF)	


Palmdale 2045 Land Use Designations

Current General Plan Land Use Designations that will be maintained in the Palmdale 2045 General Plan. Some designations may be renamed.

Commercial, Office, and Industrial

Type	Example Images	
Industrial (IND)		
Aerospace Industrial (AI)		
Institutional (I)		
Mineral Resource Extraction (MRE)		

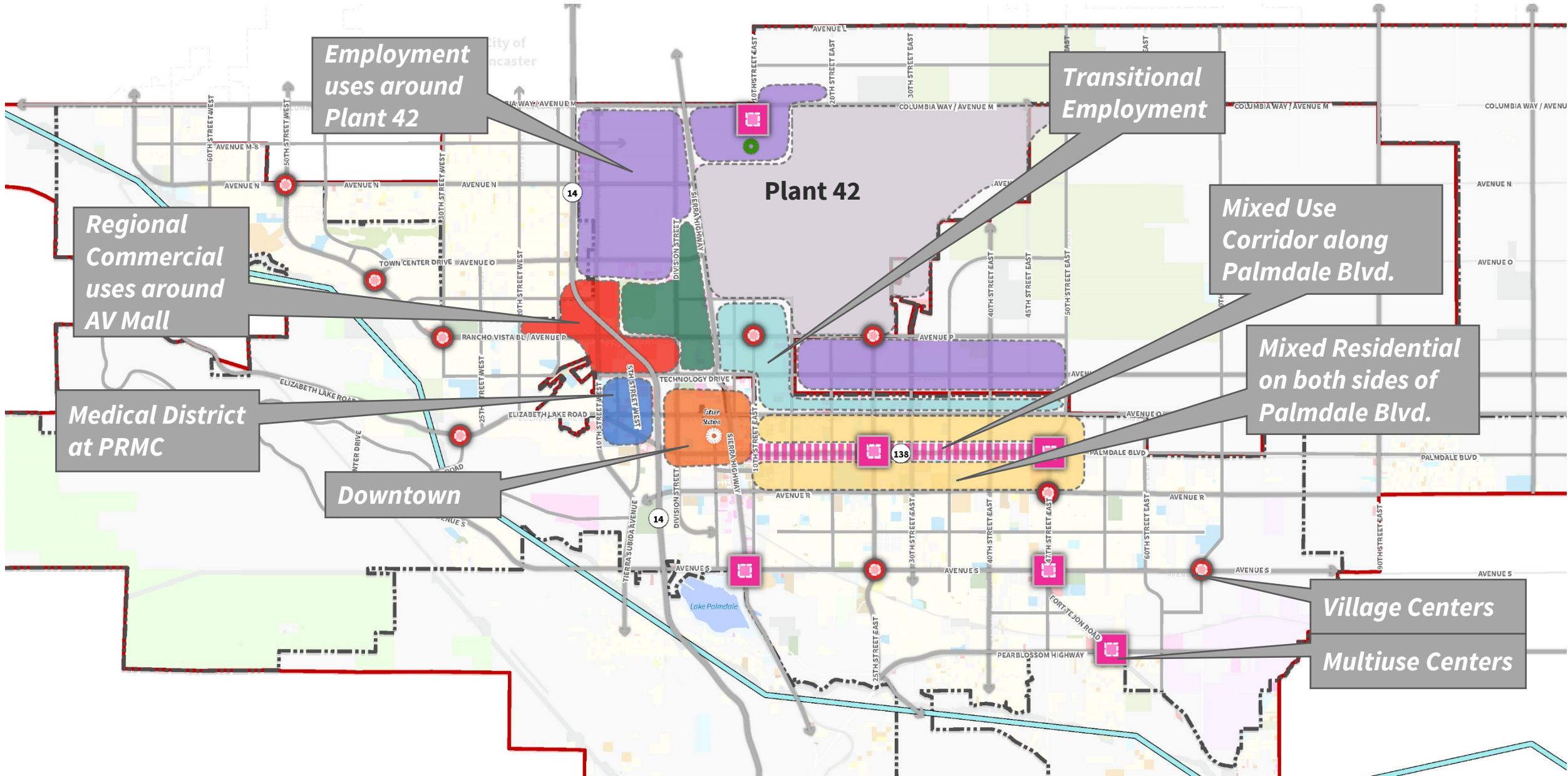
Public

Type	Example Images	
Public Facilities (PF)		
Open Space (OS)		

Palmdale 2045 General Plan Land Use Framework



Land Use Framework



Land Use Framework – Village Centers

- A neighborhood commercial center that offers a mix of daily goods and services for residents, employees, and visitors to easily access.



Land Use Framework – Parks and Open Space

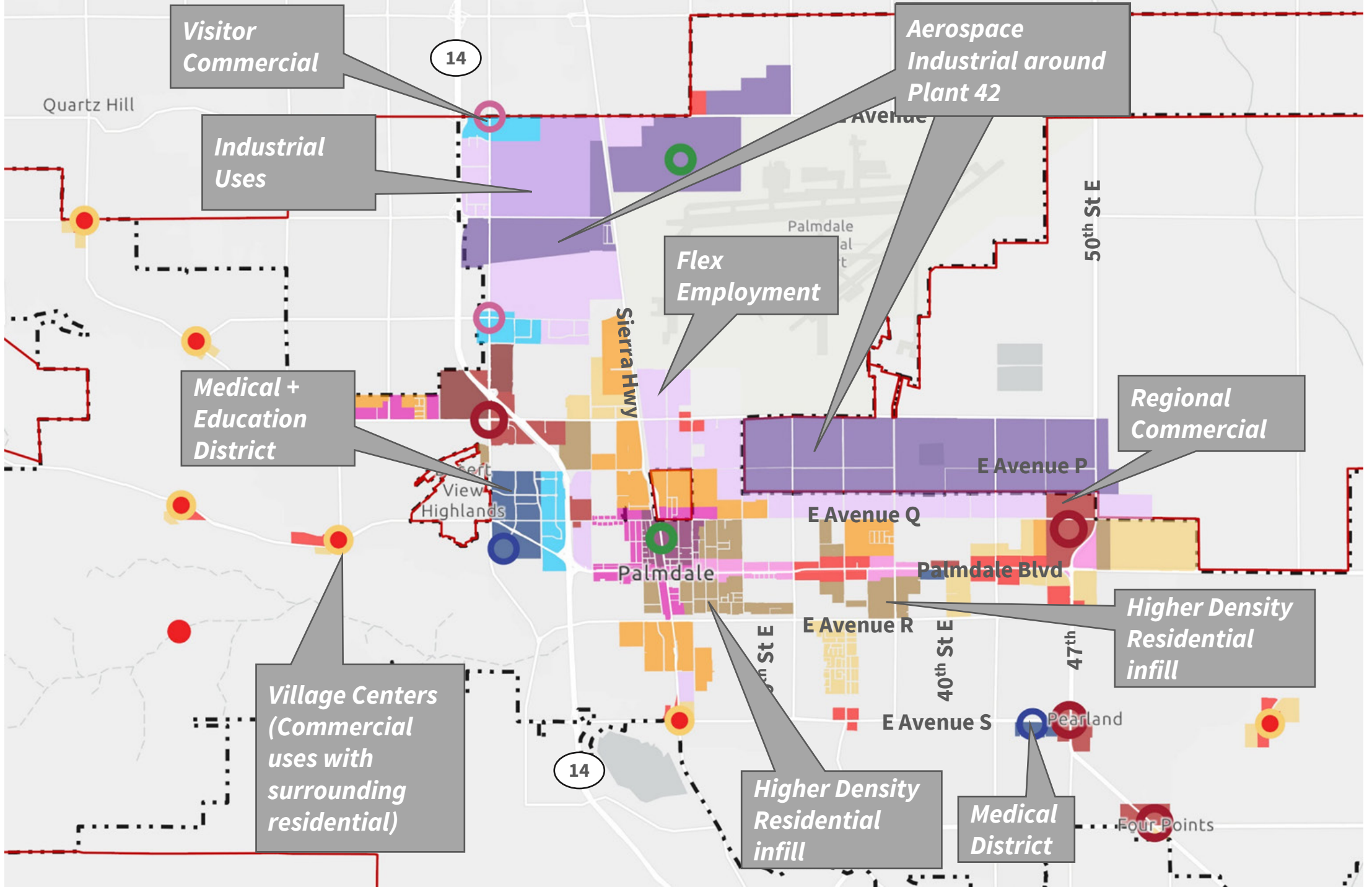
- All new residential development will be required to provide open space/park space per city standards
- The preferred land use alternative will incorporate trails and other types of parks and open space



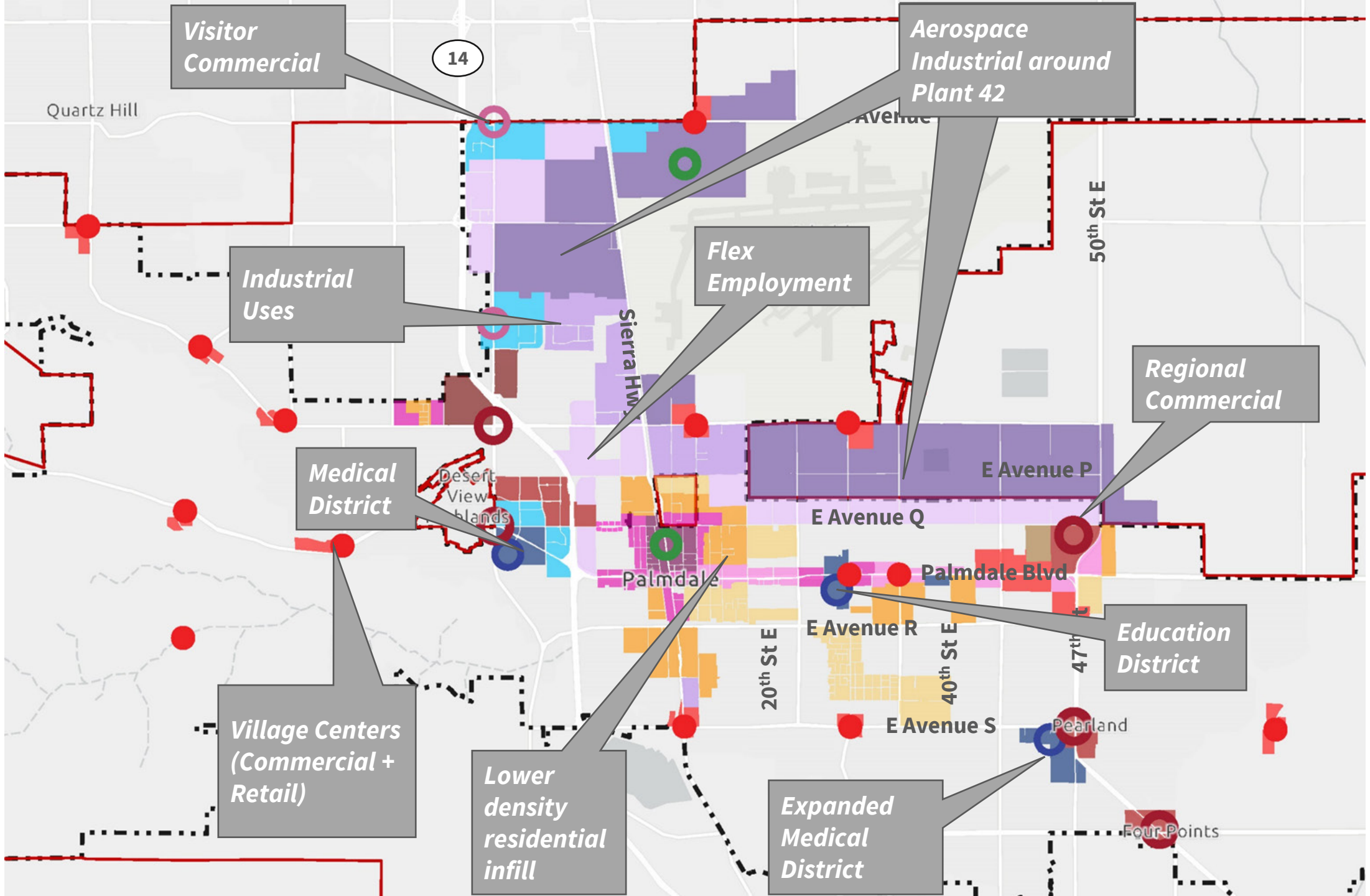


Land Use Alternatives

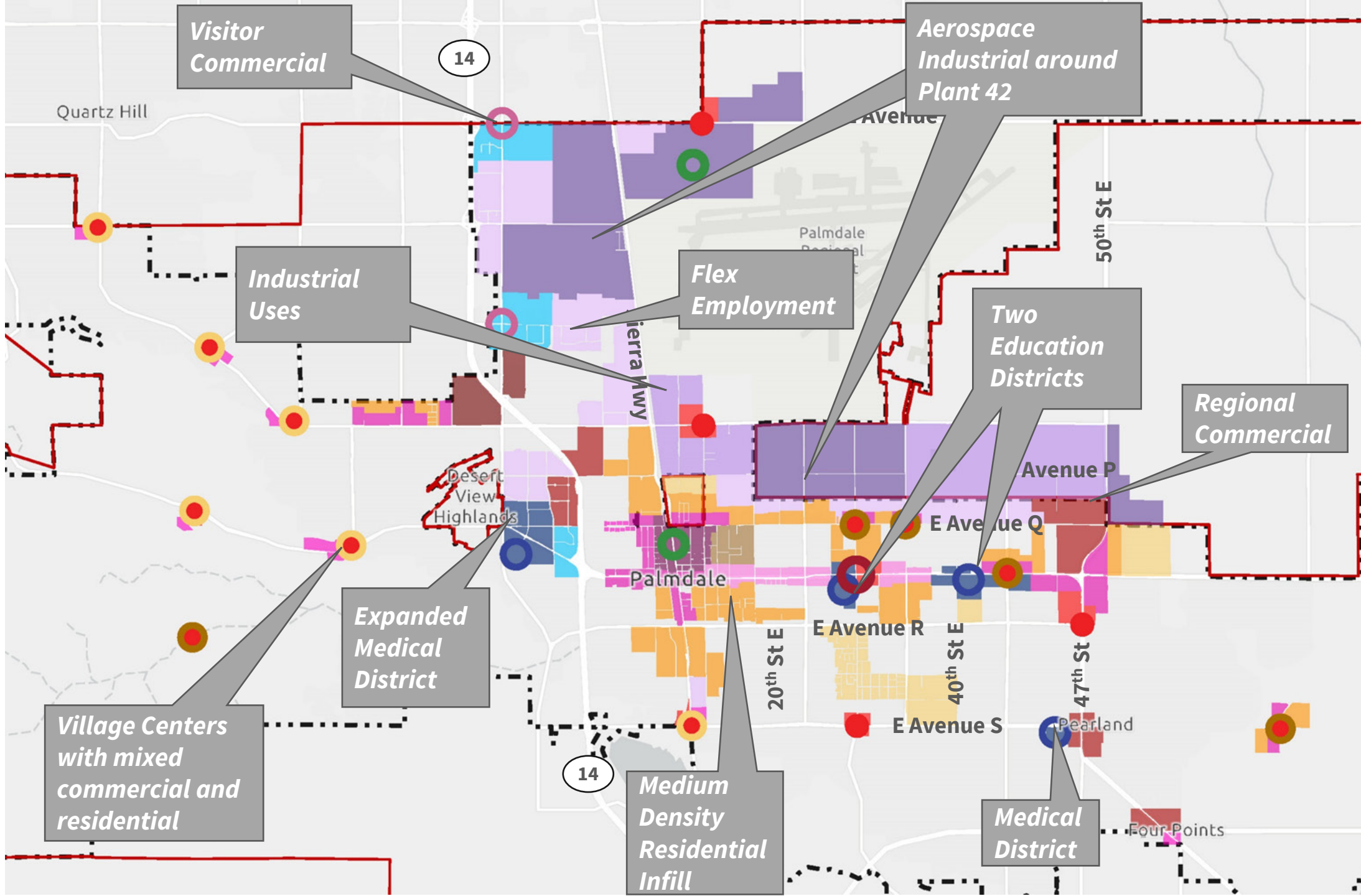
Alternative #1



Alternative #2

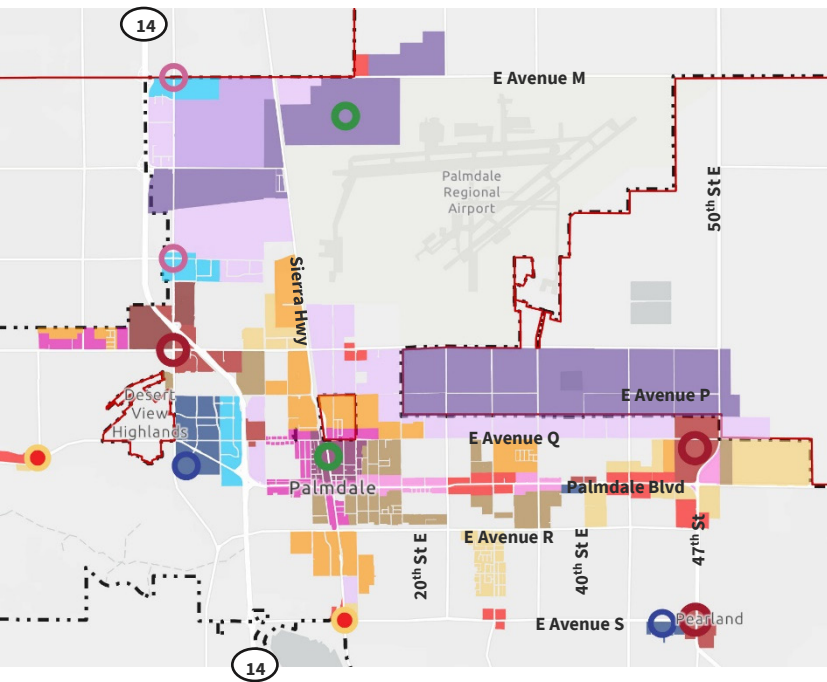


Alternative #3

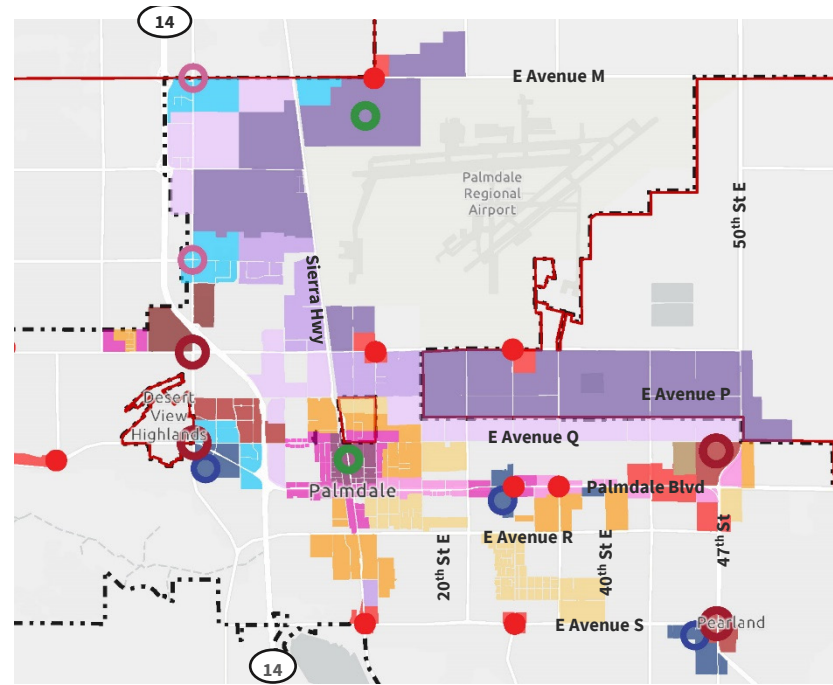


How Do They Compare?

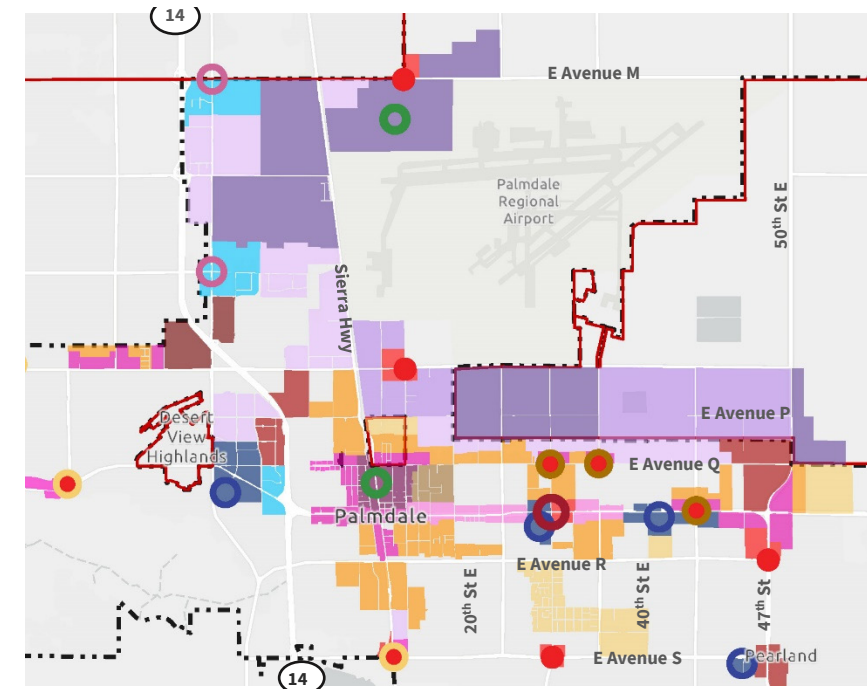
Alternative #1



Alternative #2



Alternative #3



- Education/Health Center
- Regional Multiuse Center
- Transportation Hub
- Visitor Commercial Center

- Village Center: Neighborhood Commercial Center
- Village Center: Neighborhood Commercial Center and Mixed Neighborhood 2
- Village Center: Neighborhood Commercial Center and Mixed Use 3




- Mixed Neighborhood 2 (MN2)
- Mixed Neighborhood 3 (MN3)
- Mixed Neighborhood 4 (MN4)
- Mixed Use 1 (MU1)

- Mixed Use 2 (MU2)
- Mixed Use 3 (MU3)
- Mixed Use 4 (MU4)
- Aerospace Industrial (AI)

- Industrial (IND)
- Employment Flex (EF)
- Regional Commercial (RC)
- Neighborhood Commercial (NC)

- Visitor Commercial (VC)
- Institutional (I)

How Do They Compare?

	Alternative #1	Alternative #2	Alternative #3
 <p>Housing</p>	<p>Highest density housing <i>(Mixed Neighborhood 2 and 4)</i></p>	<p>Lowest density housing <i>(Mixed Neighborhood 2 & 3)</i></p>	<p>Middle density housing <i>(Mixed Neighborhood 3)</i></p>
 <p>Employment</p>	<p>Moderate - Aerospace Industrial Least - Industrial Highest - Employment Flex</p>	<p>Highest - Aerospace Industrial Moderate - Industrial Smaller - Employment Flex</p>	<p>Moderate - Aerospace Industrial Moderate - Industrial Least - Employment Flex</p>
 <p>Village Centers</p>	<p>Mixed use retail + residential</p>	<p>Exclusively commercial uses</p>	<p>Higher density mixed use retail + residential</p>

How Do They Compare?

Measuring the Alternatives

The metrics below illustrate how each of the three alternatives compare to one another (focusing on the potential growth and change in just the City's core)

TOTAL HOUSEHOLDS



ANNUAL VEHICLE MILES TRAVELLED PER HOUSEHOLD



ANNUAL HOUSEHOLD COST: TRANSPORTATION + ENERGY + WATER



TOTAL JOBS



WALKING/BIKING TRAVEL MODE SHARE





Community Feedback

Community Marketing Strategy - Digital

- English/Spanish **e-blasts**
- English/Spanish paid and organic **social media posts** via city social portals
- Paid digital **geotargeting**
- **Palmdale Minute** weekly video segment in English and Spanish
- **Palmdale Connections** online magazine in English and Spanish
- **Spanish ads via Café Con Leche** radio show
- Multiple 15-minute interviews on **Spanish radio**
- **Electronic billboard** advertisement in both English and Spanish at two locations
- **Digital press releases** in the Antelope Valley Press, Antelope Valley Times and the Antelope Valley Daily News



Community Marketing Strategy – Print (English + Spanish)

- **Paper surveys** distributed at:
 - Palmdale United Methodist Church
 - St. Stephens Lutheran Church
 - Legacy Commons Senior Center
 - SAVES
- **Postcards/Flyers/Posters** distributed at/to
 - Palmdale Library
 - Pop-up workshops
 - Palmdale Aerospace Academy and Palmdale School District for inclusion in school lunches
 - Legacy Commons Senior Center
 - AV Hispanic Chamber
 - Neighborhood House community garden
 - City maintenance yard
- **Print advertisements** in El Sol Magazine, AV Smart Buys and Palmdale Connections Magazine
- **vinyl Banners** at Palmdale Library and Marie Kerr Park, Domenic Massari Park, and Pelona Vista park



Summary of Phase 2 Engagement

- **Stakeholder Focus Groups (July 2020)**
 - 47 attendees
- **Live Presentation + Q&A (August 2020)**
 - 42 live participants, 71 YouTube views
- **Virtual Workshop + Survey (July-August 2020)**
 - 418 responses, >3,100 views
- **Pop-Up Workshops (July-August 2020)**
 - 9 events, 297 participants
- **GPAC Meetings (Ongoing)**
 - 8 meetings to date, 15 members
 - GPAC Meeting #7 - 72 YouTube views
 - GPAC Meeting #6 - 177 YouTube views



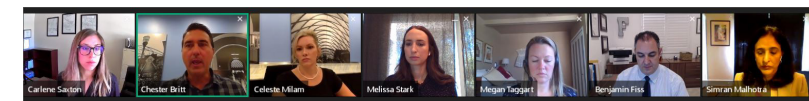
City of Palmdale General Plan Update: Virtual Workshop + Survey of Land Use Alternatives

Welcome Project Background Land Use Alternatives **Alternative #1** Alternative #2 Alternative #3 Compare the Alternatives Survey

Alternative #1

Alternative #1 focuses more activity and energy towards the City core, with a major medical and educational hub on 10th Street West and moderate-high residential developments allowed close to downtown. Major components of Alternative #1 are:

- A large education district with higher education facilities at 10th Street West between Technology Drive and Avenue Q/Elizabeth Lake Road;
- An additional medical district on Avenue S between 40th Street East and 47th Street East;
- Regional commercial uses at the Palmdale Boulevard and 47th Street East intersection; higher density residential expanded around the future downtown between Avenue Q and Avenue R;
- Neighborhood centers throughout the City that provide a mix of neighborhood retail or commercial uses surrounded by townhomes and courtyard apartments; and



Envision PALMDALE 2045 una comunidad completa

Thank you for joining us! The presentation will begin shortly.

Para escuchar la presentación en español, llame al 1-866-899-4679, código de acceso 593-934-637.

Connecting to Audio:

- Please make sure you connect to audio through your computer or by calling in by phone. To connect by phone, please call 1-877-309-2074, enter the Access Code 940-773-954, and then enter your unique Audio PIN which will appear on your screen.
- If you are having audio issues, please try the following: On the right-hand panel of your screen, under the Audio Tab, select to use either your computer audio or join via phone call. For phone call, dial the Access code 940-773-954 and Audio PIN on the right-hand panel of your screen.

Please note that the audience will be automatically muted during the presentation.

If you have not already, please use this time to take our survey on the project website, Palmdale2045.org.

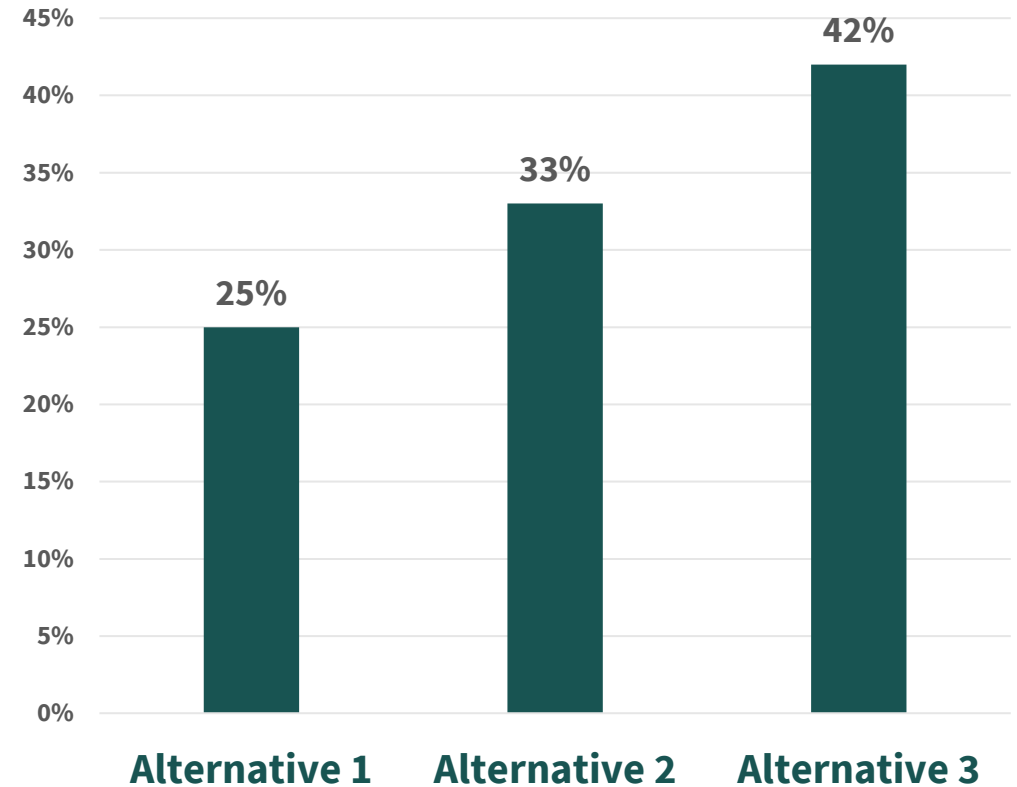
Virtual Workshop + Survey Feedback

Overall preferred land use alternative

Alternative 3: Highest amount of jobs, middle density housing around Palmdale Boulevard, higher density mixed use village centers

Public Input

- Bring the most jobs to Palmdale which could reduce long commutes
- Balanced housing opportunities
- Mixed use village centers provide walkable village environment and easy access to daily goods and services



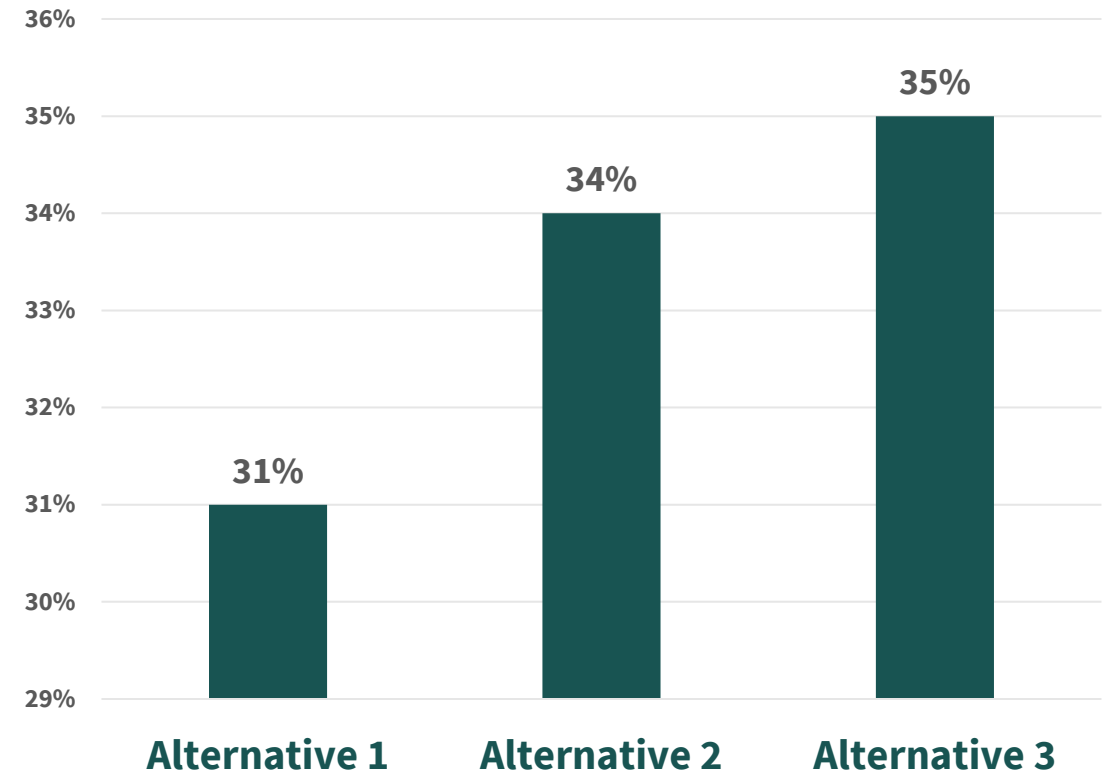
Virtual Workshop + Survey Feedback

Preferred employment uses around Plant 42

Alternative 3: Least amount of Aerospace Industrial (AI), highest amount of Industrial (IND), moderate amount of Employment Flex (EF) uses

Public Input

- Strong desire for alternative with most jobs, desire for decrease in commuting
- Increase employment opportunities and job diversity overall
- Prefer general/flexible industrial opportunities
- Palmdale needs more aerospace and industrial jobs



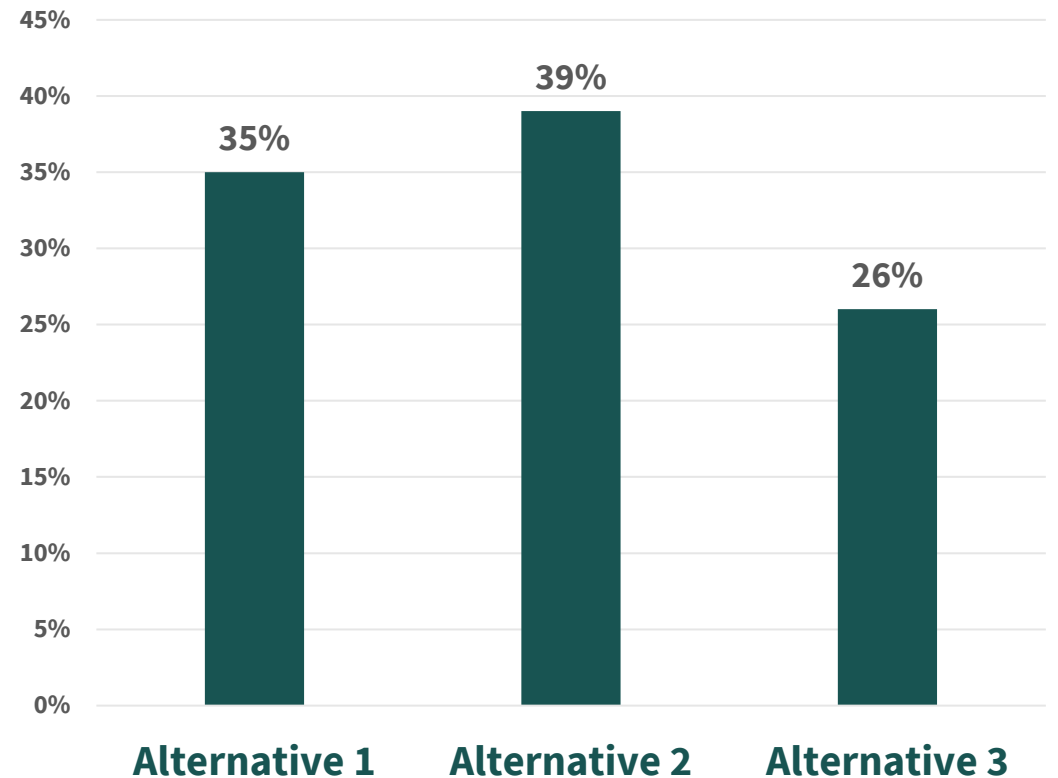
Virtual Workshop + Survey Feedback

Preferred housing on both sides of Palmdale Boulevard

Alternative 2: Primarily Mixed Neighborhoods 2 (MN2) and Mixed Neighborhoods 3 (MN3)

Public Input

- Desire for more Mixed Neighborhood housing alternatives for Plant 42 employees
- Preference for expanded housing and increased density, but also concern for too high of density
- Increase multi-family and affordable housing citywide, but especially on the East side
- Expand housing options to include more condominiums, townhouses, or other rental and affordable housing choices



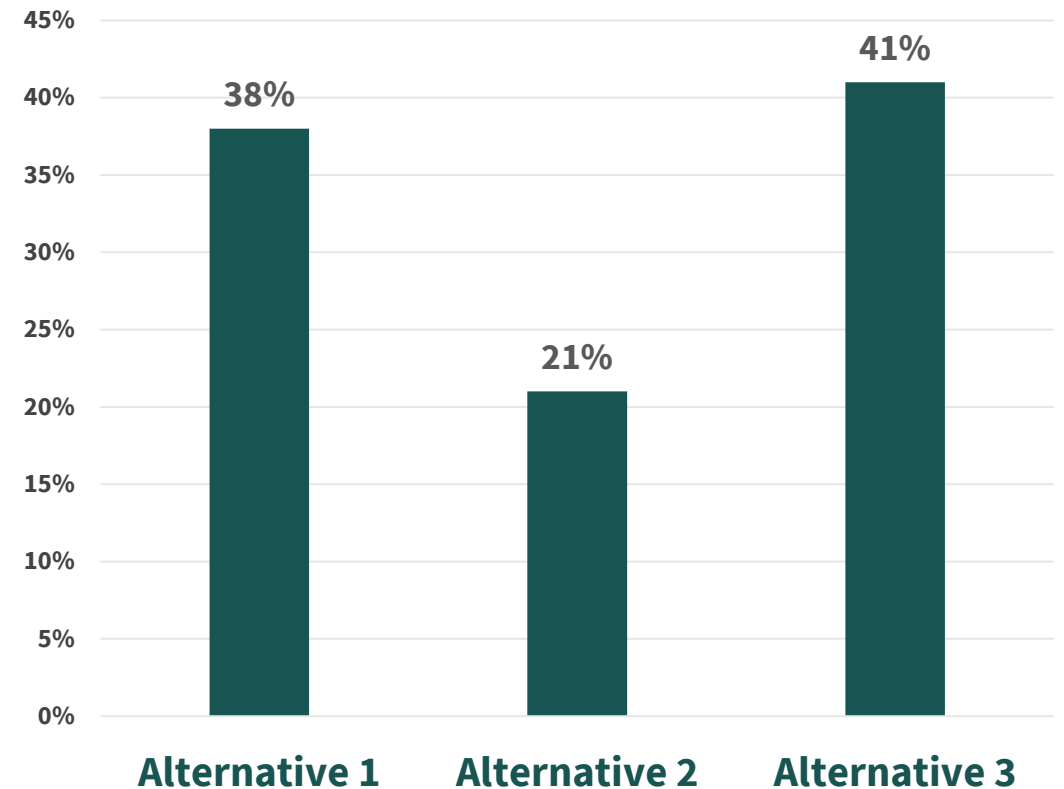
Virtual Workshop + Survey Feedback

Preferred location for the medical district(s)

Alternative 3: A moderate sized expanded medical district around the existing Palmdale Regional Medical Center, with two smaller districts-one at the intersection of 40th St East & Palmdale Blvd and on the southwest side of the Ave S & 47th St East intersection

Public Input

- Two medical districts would best serve the community; doctors may not want to travel too far from the freeway, but the eastside of the city needs closer medical services
- Need to increase access to healthcare overall
- Need to focus more on homeless, mental health and planned parenthood resources
- Invest more in preventative services



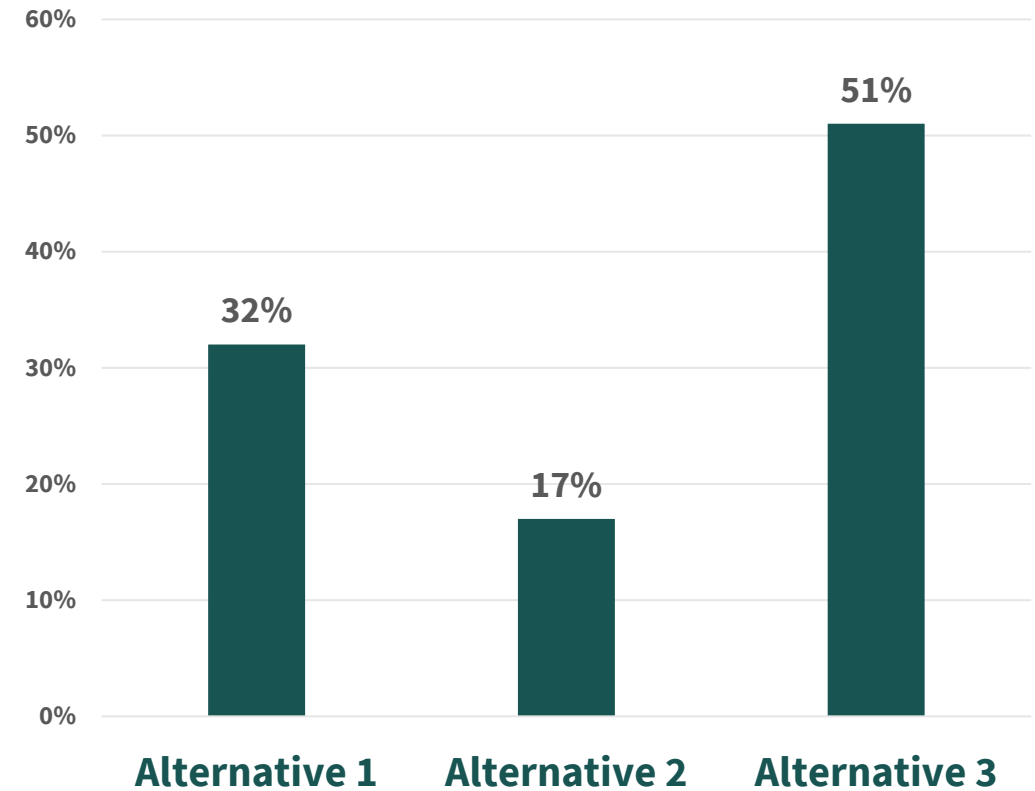
Virtual Workshop + Survey Feedback

Preferred location for the education district(s)

Alternative 3: two education districts - one west of the 25th Street East & Palmdale Boulevard intersection & one on Palmdale Boulevard between 30th & 40th Street East

Public Input

- Prefer two education districts; centrally located
- Keep educated people living and working in Palmdale
- More University & higher education opportunities
- Recommendation for partnerships with major institutions
- Locate education district near the freeway for convenience of students enrolled at AVC and CSUB_AV
- Open a trade or apprentice school



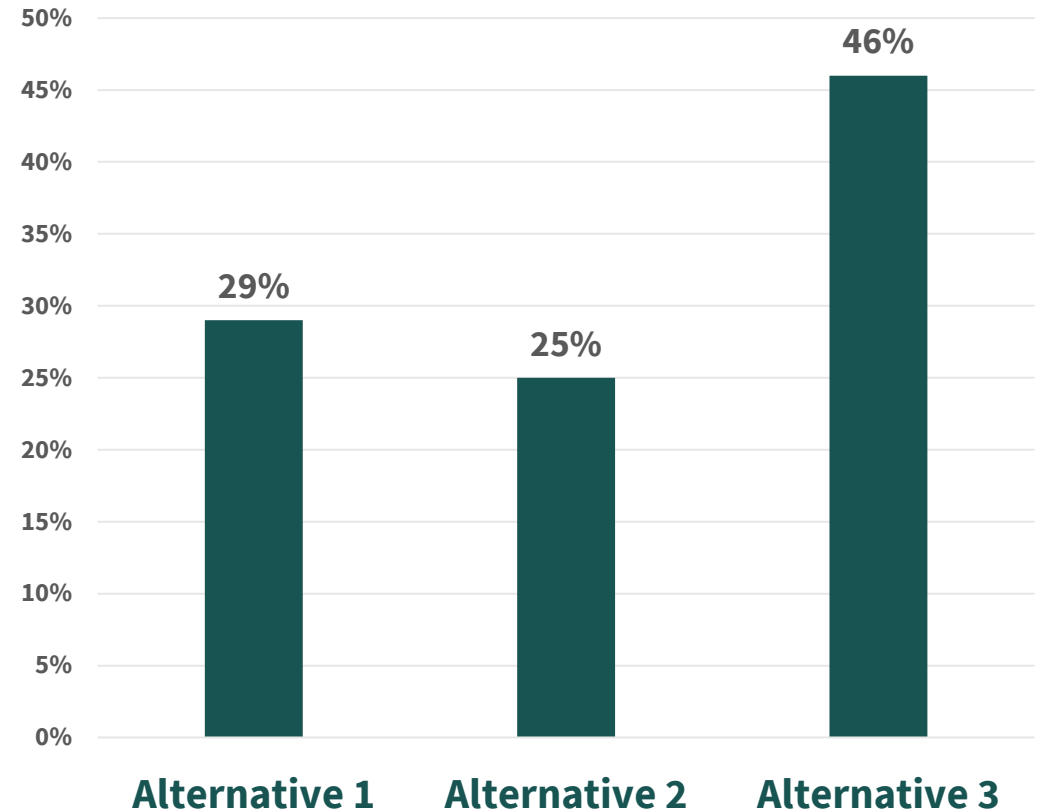
Virtual Workshop + Survey Feedback

Preferred type of Village Center

Alternative 3: Neighborhood Commercial (NC) uses in a Mixed Use 2 (MU2) and Mixed Use 3 (MU3) format.

Public Input

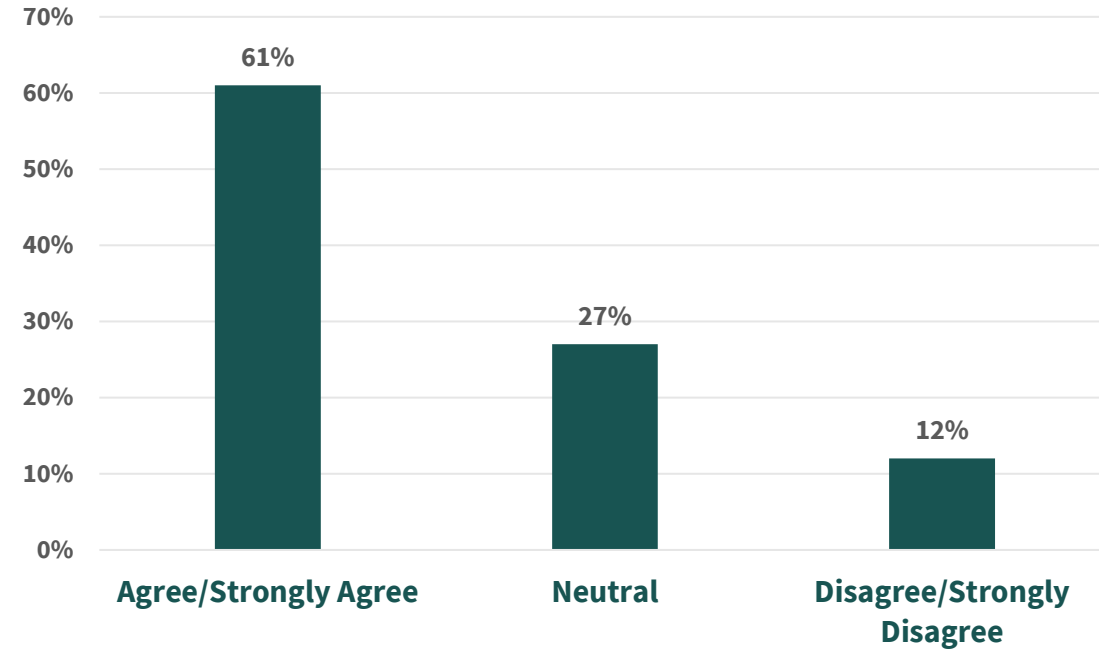
- Like amenities and services near housing
- Like amenities and services dispersed throughout Palmdale
- Desire for senior housing, retail, amenities and community facilities in a walkable setting
- Provide housing options for young people in mixed use setting



Virtual Workshop + Survey Feedback

Downtown Location around the HSR Station

- Downtown area needs to be more cohesive and more of an activity center; should have shops, restaurants, and other activities
- Major changes need to take place to support the new transit project in the downtown area
- Development in that area will help bolster the economy and push the crime out of that area



Other Comments

- Many comments related to **open space, conservation of Joshua Trees and nature, and desire for more parks/recreation**
- Desire to **support aerospace** and entice employees to live in Palmdale through **high-end apartments and housing** and a downtown
- Desire for more resources throughout town, **especially on East side**
- **Build up the area around Avenue Q**, major changes are needed to support the new transportation center
- Need to **attract larger companies and businesses** to Palmdale; produce growth and opportunity

Other Comments, *cont'd*

- Palmdale needs **more recreation and entertainment** opportunities, especially for young people
- Desire for **improved connectivity** and accessibility within Palmdale and to have more bicycle lanes and paths, Alternative 2 promotes too much driving
- Build the **airport**
- Improve **local transit** and expand **Metrolink** service
- Improve **quality of roads** and streets
- Major **concerns** over **existing and future traffic congestion** in the city

Planning Commission Comments

- **Overall** – prefer Alternative 3
 - Mix of employment uses, # of jobs
 - Low VMT, less travel is better for families and youth
- **Employment** – diversity of uses, limit dependency on just aerospace or retail (Alt 3)
- **Mixed Use Corridor** – like the concept along Palmdale Boulevard
- **Residential Infill** – all alternatives provide infill opportunities
- **Medical Districts** – like the idea of two locations for better accessibility by residents
- **Education Districts** – prefer two locations, vocational training as well as higher education

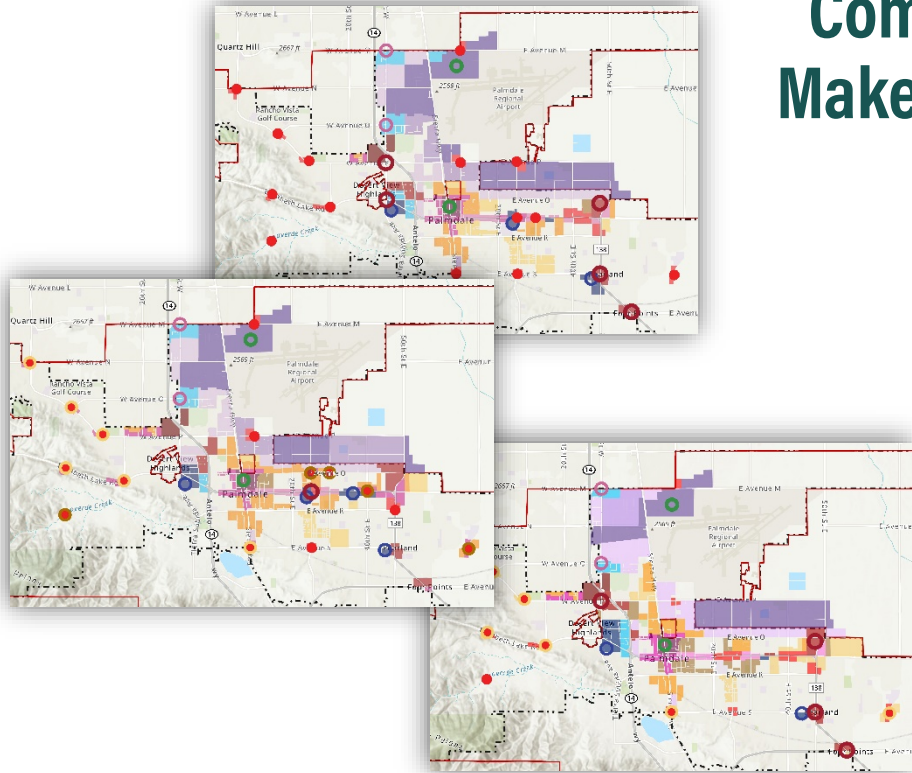
Planning Commission Comments, *cont'd*

- **Village Centers** – vertical mixed use with lots of vibrant activity
 - Would like to see each Village Center to have its own character and mix of unique uses
 - Would build community
 - Like vertical mixed-use concept (Alt 3)
- **Downtown (HSR Station Area Plan)** – contains mixed use development that will provide a vibrant environment
- **Open Space and Parks** are important
- **Youth** should be catered to throughout the General Plan

Progressing from Alternatives to Land Use Map

Alternatives

Summer 2020



Community + Decision-Maker input and direction



General Plan Land Use Map (Preferred Alternative)

Fall – Winter 2020



Direction for Preferred Alternative

- Composition of Employment Uses
 - Aerospace Industrial
 - Industrial
 - Employment Flex
- Housing Types around Palmdale Blvd. and Downtown
- Medical District
- Education District
- Type of Village Centers
- Other

Next Steps

- Prepare final/preferred land use alternative
- Continue discussion of policy topics



Thank you!

City of Palmdale

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