

City of Palmdale General Plan Update

Phase 2 (Land Use Alternatives)

Summary of Engagement

Introduction

In 2019, the City of Palmdale launched Palmdale 2045, a comprehensive, multi-year effort to update its General Plan. The General Plan serves as the City's primary guide for land use and development decisions and other City issues such as economic growth, open space, transportation, conservation, affordable housing and employment. It is a key tool for influencing and improving the quality of life for residents and businesses in Palmdale. During the first round of public engagement (Summer 2019), the project team held community workshops, pop-up events, focus groups and conducted a survey to receive community feedback on their priorities and vision for the future of Palmdale. For the second round of engagement (Summer 2020), the City sought to gather feedback on how the General Plan land use map should be updated through the presentation of three proposed alternatives for future land use regulations in the City. Public comments on these alternatives will help establish what land uses should go where in the future.

Virtual Workshop + Survey

Round 2 of the public engagement was scheduled during the height of the novel coronavirus pandemic and due to public health regulations, in-person activities were not possible. In lieu of community meetings, a virtual public workshop + survey were created to educate and garner feedback on the project's land-use alternatives. The virtual workshop was developed using the ESRI ArcGIS Story Map platform and the survey was developed using Typeform, an online survey software. It featured similar resources offered at in-person meetings, including project materials, interactive maps and engagement activities in both English and Spanish. The workshop launched in English and Spanish on Wednesday, July 15, 2020, and was available to the public 24 hours a day, 7 days a week, and closed on August 23, 2020. Materials that mirrored the online tools were also available in hard-copy format at pop-up locations throughout the City. Copies of the hard copy materials are available in Appendix A.

Live Presentation + Q&A

In addition, a live, online presentation was held on August 8, 2020 to allow the public to interact, ask questions and provide comments directly to the project team. A total of 42 persons signed into the online meeting and since then the presentation has been viewed more than 70 times on the project's YouTube channel. A separate report has been prepared with full details of this meeting.

Focus Group Meetings

During this phase of engagement, the consultant team also conducted nine stakeholder group meetings with Palmdale industry leaders, educational entities, faith-based organizations, community-based organizations and others to receive their input on the General Plan Update land use alternatives. A separate report has been prepared with full details for these meetings.

Graphics on the following pages show the virtual workshop layout, which was intended to educate and provide information to responders before they completed the survey.

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

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

Welcome to Palmdale 2045!

[para español haga clic aquí](#)

The City of Palmdale is in the midst of an exciting planning effort to update our General Plan, bringing the community together to talk about our City's future. This updated plan will set a long-term vision for Palmdale and provide policy guidance for our residents, businesses, and decision-makers.

What is this Virtual Workshop about?

This workshop seeks your feedback on three proposed alternatives for future land use regulations in the City. Public comments on these alternatives will help establish what land uses should go where in the future - your input is critical!

Note: this tool is optimized for viewing on a computer or tablet. some limitations may apply to the mobile device version.

Watch the video guide or review the instructions sheets below for tips on how to navigate the workshop, including a specific guide for mobile devices. Materials are available in a non-digital, hard-copy format upon request to the project team at generalplan@cityofpalmdale.org or call 1-811-267-5200.

VIDEO GUIDE

Mobile Device Instructions

Mobile users: tap this icon on the left corner of your screen to access all tabs

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

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Virtual Workshop Welcome Station

What are the Land Use Alternatives?

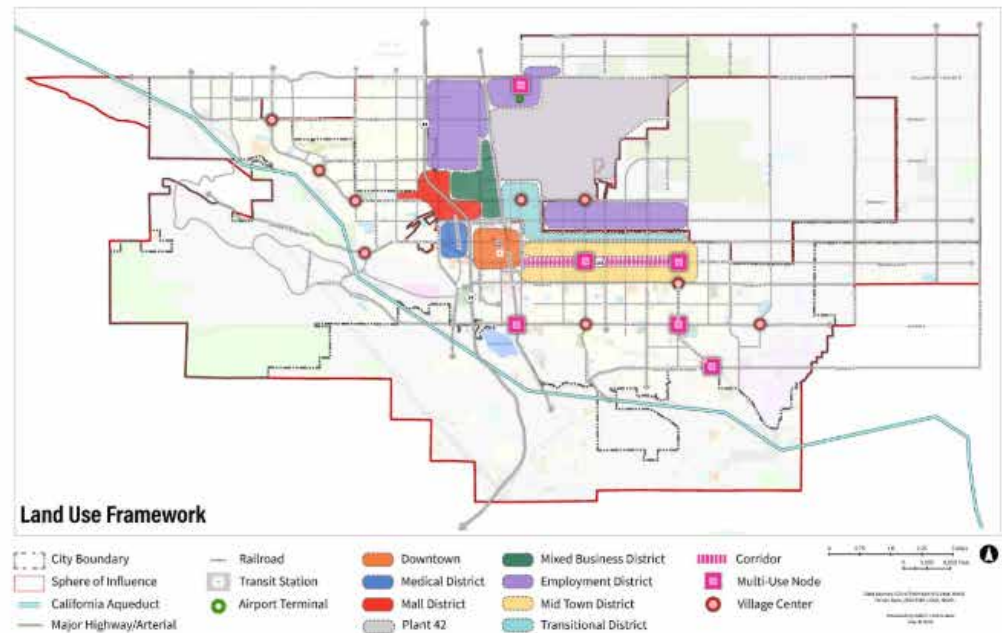
With your help, these alternatives will ultimately lead to an updated General Plan Land Use Map. In subsequent tabs, you will view and critique three different detailed proposals for future land use, each expressing varying ideas of what can happen in the City's "change" areas, as explained below.

City Land Use "Framework"

Guided by the community and General Plan Advisory Committee (GPAC), the Team has identified areas of stability (expected to experience minimal change) and areas of change, which may be transformed significantly in the future. This structure or "framework" map on the right highlights where we are suggesting major proposed changes to the rules governing land use in Palmdale.

"Areas of Stability"

Areas that are already developed and/or not expected to change in the time horizon of the General Plan (2045) are faded out in the background of the map, examples include the Antelope Valley Mall and surrounding regional uses. These areas will continue to gradually develop and grow organically as currently allowed, but we are assuming no major changes in land use and intensity.

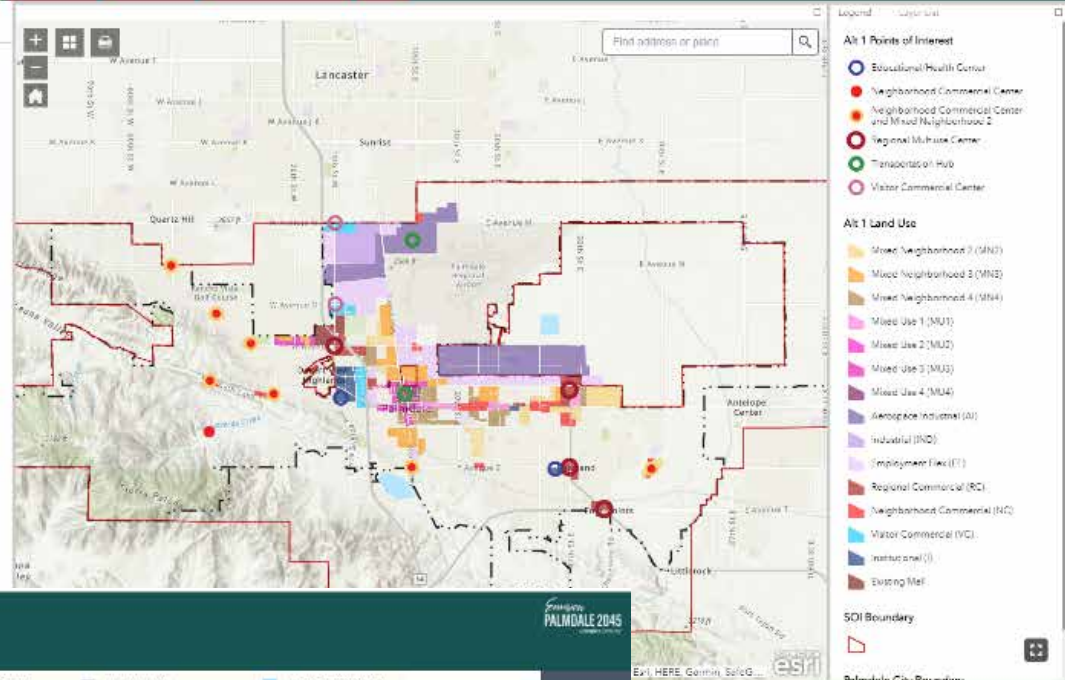


Land Use Alternatives Background Station

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
- Aerospace and Industrial uses around Plant 42.



Alternatives Station

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

<ul style="list-style-type: none"> Education/Health Center Regional Multiuse Center Transportation Hub Visitor Commercial Center 	<ul style="list-style-type: none"> Village Center: Neighborhood Commercial Center Village Center: Neighborhood Commercial Center and Mixed Neighborhood 2 Village Center: Neighborhood Commercial Center and Mixed Use 3 	<ul style="list-style-type: none"> 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) Mixed Use 5 (MU5) 	<ul style="list-style-type: none"> Mixed Use 2 (MU2) Mixed Use 3 (MU3) Mixed Use 4 (MU4) Aerospace/Industrial (AI) Industrial (IND) Employment/Innovation (EI) Regional Commercial (RC) Neighborhood Commercial (NC) 	<ul style="list-style-type: none"> Visitor Commercial (VC) Industrial (I) Regional Commercial (RC) Neighborhood Commercial (NC) Neighborhood Commercial (NC) Neighborhood Commercial (NC) Neighborhood Commercial (NC) Neighborhood Commercial (NC)
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- Aerospace and industrial uses around Plant 42.

Alternative 2

Major components of Alternative #2 are:

- An education district with higher education facilities to the west of the 25th Street East and Palmdale Boulevard intersection (no educational center on 10th Street);
- An expanded medical district around the Kaiser facility on the southwest side of the Avenue S and 47th Street East intersection;
- More regional and visitor commercial between 10th Street West and the 14 Freeway;
- Regional commercial uses at the Palmdale Boulevard and 47th Street East intersection;
- Lower density residential (townhouses/courtyard apartments) south of Palmdale Boulevard;
- Mostly aerospace industrial and manufacturing space around Plant 42; and
- Neighborhood centers made up of exclusively commercial and retail uses throughout the City.

Alternative 3

Major components of Alternative #3 are:

- Two education districts - one west of the 25th Street East and Palmdale Boulevard intersection and one on Palmdale Boulevard between 30th Street East and 40th Street East;
- An expanded medical/health district surrounding the existing Palmdale Regional Medical Center and two smaller medical districts - one at the intersection of 40th Street East and Palmdale Boulevard, and the other on the southwest side of the 47th Street East and Avenue S intersection;
- The largest regional commercial area on the west side of the Palmdale Boulevard and 47th Street East intersection;
- Mostly industrial uses around Plant 42;
- Middle density housing, such as low-rise walkups, townhouses, and courtyard apartments, south of Palmdale Boulevard; and
- Neighborhood centers with a mix of neighborhood retail or commercial uses along with residential uses in a mixed-use format throughout the City.

Measuring the Alternatives
The metrics below illustrate how each of the three alternatives compare to one another.

Comparing Alternatives Station

Notification

In order to raise awareness and promote the virtual workshop and online presentation, a comprehensive and targeted citywide notification campaign was undertaken in both English and Spanish, which included print, digital and radio components. The section below provides details on the efforts carried out to notice the engagement activities to the public.

Electronic Notification

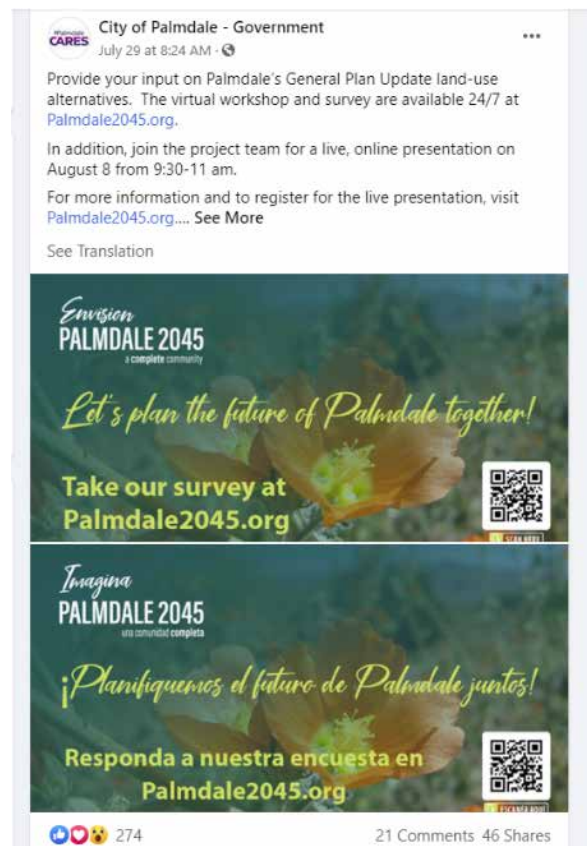
Electronic noticing was a key component in the virtual workshop + survey notification process. The following is a complete list of the electronic notification methods:

- English/Spanish paid and organic social media posts via city social portals
- Digital geotargeting
- Digital press releases in the Antelope Valley Press, Antelope Valley Times and the Antelope Valley Daily News
- Spanish ads via Café Con Leche radio show
- 15-minute interview on Spanish radio
- The Palmdale Minute weekly video segment in English and Spanish
- Palmdale Connections online newsletter
- English/Spanish project e-blasts
- Electronic billboard advertisement in both English and Spanish (two locations)
- Internal and external City and project websites

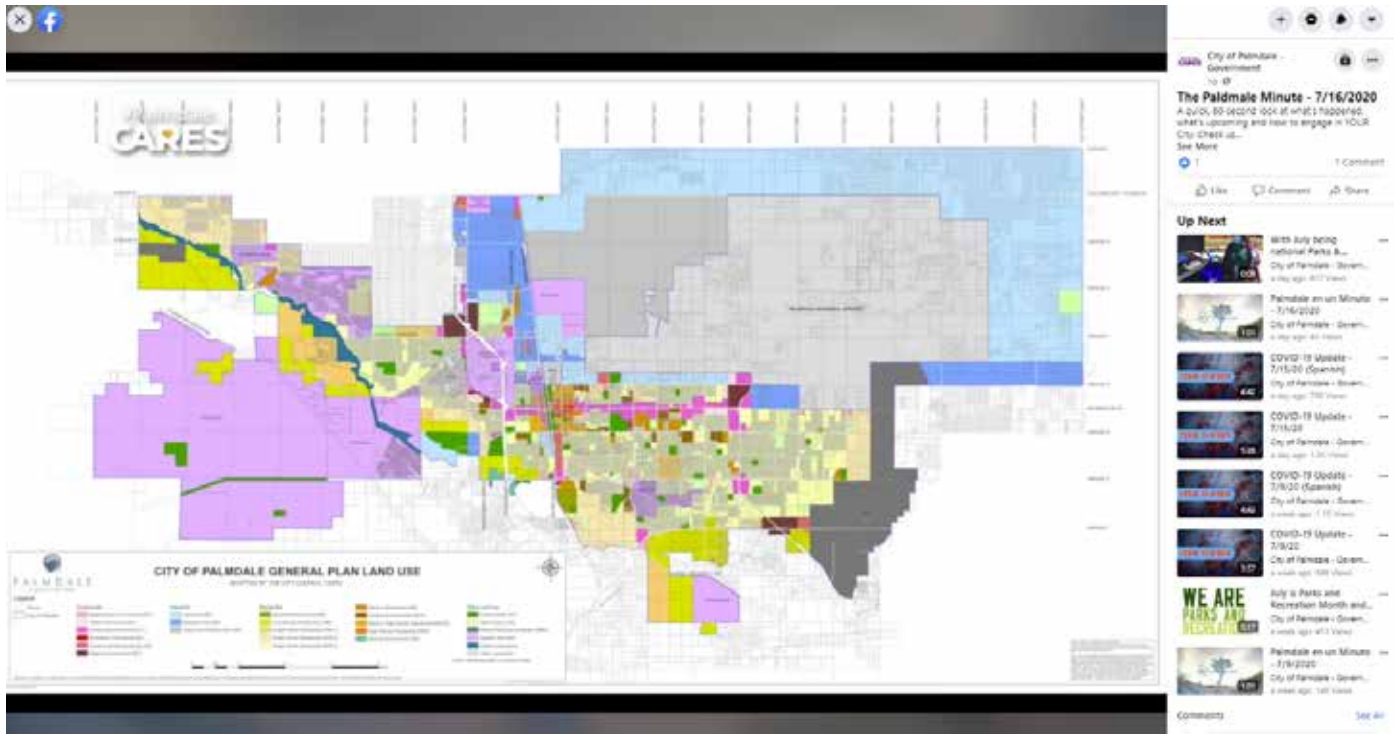
Social media ads reached a total of 12,489 people and resulted in 1,464 engagements and 1,086 post clicks.

Digital geotargeting was employed within the Palmdale sphere of influence geographic area. This method of notification pushes ads through the electronic devices of people who live, work, or are passing through a specific geographic area. Seven ad sizes were created so the campaign would appear on mobile devices, desktops and tablets. The campaign generated approximately 200,000 impressions and resulted in 266 clicks to the virtual workshop + survey. All digital campaign reports are located in Appendix B.

City of Palmdale Facebook Post



'Palmdale Minute' Video Segment



Geotargeting Ad Portfolio



City of Palmdale Instagram/Twitter Post



Print Notification

The project team used print notification as another key component in the survey notification process. This effort was made in an attempt to reach those in the community who have limited or no online/digital access to notification materials. All print materials were distributed in both English and Spanish. The following is a complete list of the print notification methods and repository sites:

El Sol Spanish Magazine



- Flyers to Palmdale Aerospace Academy and Palmdale School District for inclusion in school lunch program
- Posters in the Neighborhood House community garden
- Flyers and posters in the City maintenance yard
- Vinyl banners at the Palmdale Library and select City parks
- Flyers, posters and postcards to the AV Hispanic Chamber
- Postcards in the library
- Flyers and surveys at Legacy Commons Senior Center
- Print advertisements in El Sol Magazine, AV Smart Buys and Palmdale Connections Magazine
- Articles in the Antelope Valley Press, Antelope Valley Times, and Antelope Valley Daily News

SmartBuys Ad Mailer



Extended Outreach

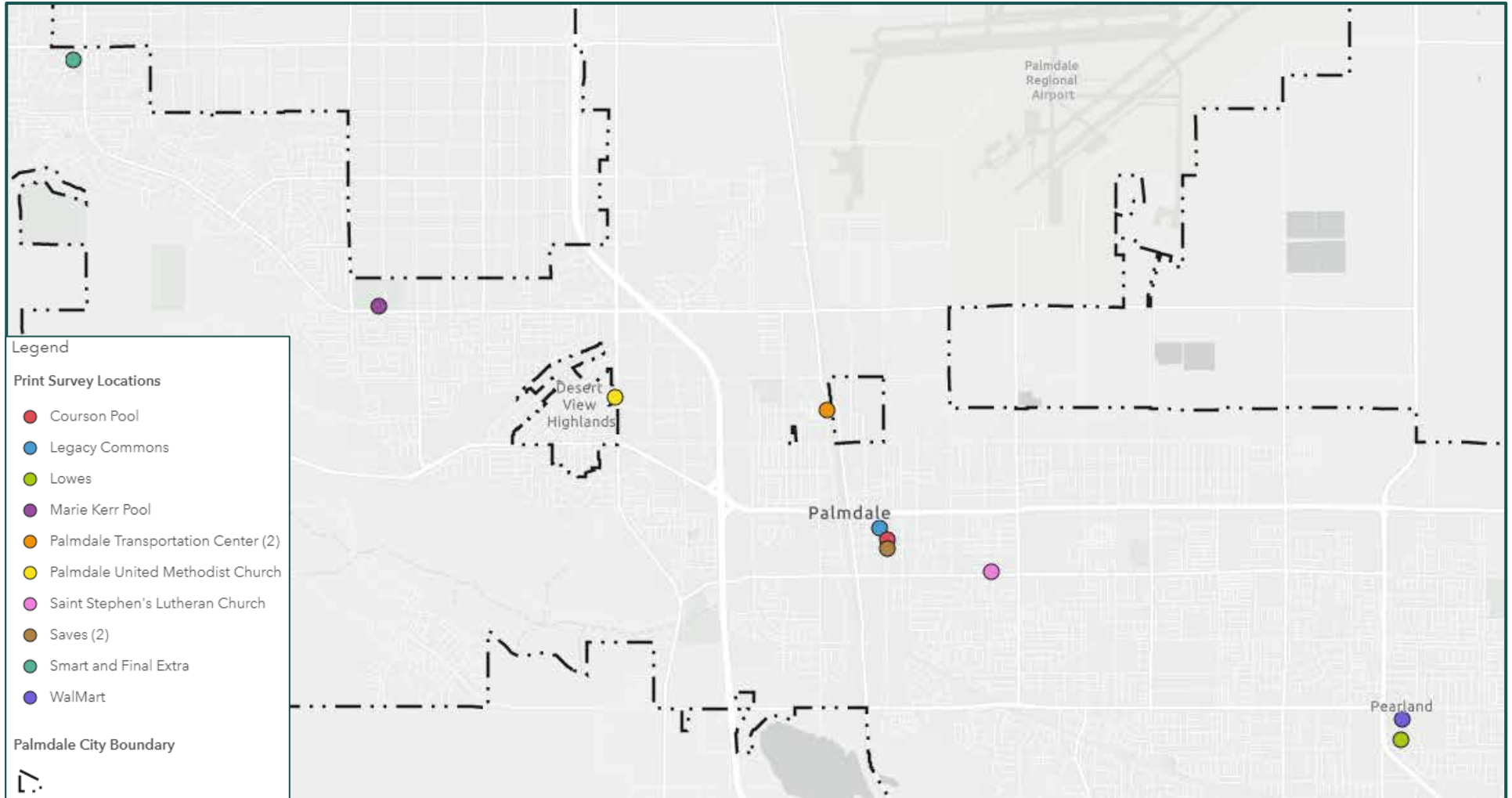
Key stakeholders and General Plan Advisory Committee members were also enlisted to serve as ambassadors for the project and provide support in promoting the virtual workshop + survey by way of a communications tool kit, which offered a variety of programmed messaging for stakeholders to easily share with their organizations and audiences via online portals and as hard-copy pieces.

Pop-Up Engagement

To ensure an all-inclusive campaign, hard-copy versions of the workshop materials were created in both English and Spanish for distribution at strategic points throughout the City. This additional method served to ensure that lack of access to or ability to utilize digital platforms was not a barrier to participation. City staff promoted the survey at nine pop-up booths and allowed stakeholders to take the written survey on-site. Community members could also take a copy home, complete it and return it later to identified repository sites. In addition to the pop-up locations, the print surveys were available at four supplemental sites, Legacy Commons Senior Center, Palmdale United Methodist Church, SAVES and St. Stephen's Lutheran Church. Of the 418 surveys taken, 101 were completed at the pop-ups. The map on the following page illustrates the pop-up locations.



City staff distributed workshop materials at various locations



Next Steps

In September 2020, the General Plan Project Team will present results from the Virtual Workshop + Survey, Live Presentation, General Plan Advisory Committee meeting, and other feedback from the community on the three proposed land use alternatives. Direction and feedback from City Council and Planning Commission will steer the future land use decisions for Palmdale 2045. This information will be presented to the Planning Commission on September 10, 2020 and City Council on September 15, 2020. After the City Council and Planning Commission review the findings for this phase of the project, policy development of the preferred alternative will begin in late 2020.