

City of Palmdale General Plan Update Summary of Virtual Workshop + Survey



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 on Wednesday, July 15, 2020 and was available to the public 24 hours a day, 7 days a week for six weeks, in both English and Spanish. 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 the appendix.

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 33 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.

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.

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 1-661-267-5200.

VIDEO GUIDE

Mobile Device Instructions



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



Virtual Workshop Welcome Station

What are the Land Use Alternatives?

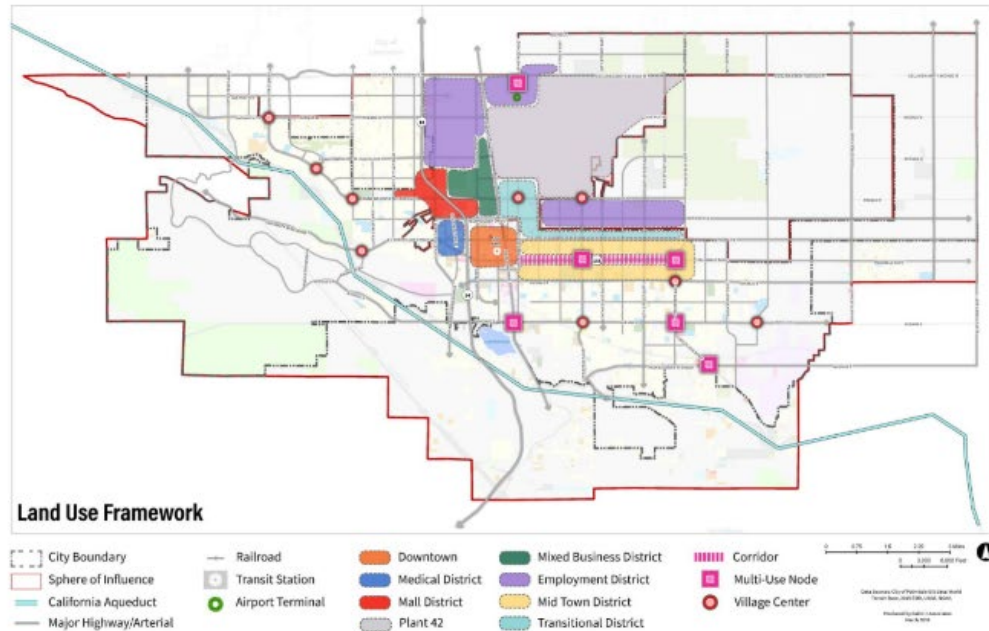
With your help, these alternatives will ultimately lead to an updated General Plan Land Use Map. In subsequent tabs, you will view and critique three different detailed proposals for future land use, each expressing varying ideas of what can happen in the City's "change" areas, as explained below.

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

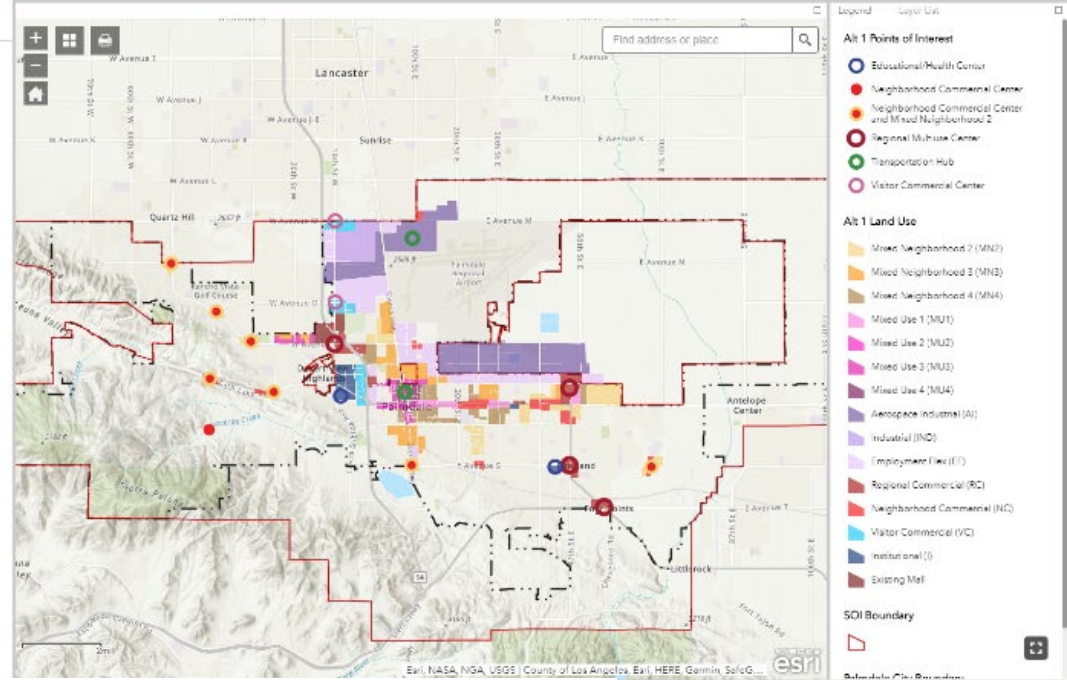
Alternative #1

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.

Measuring the Alternatives

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

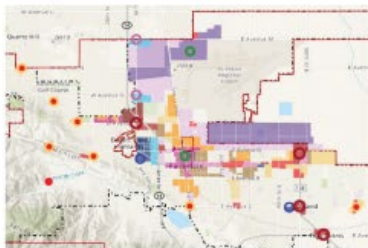


Alternatives Station

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:

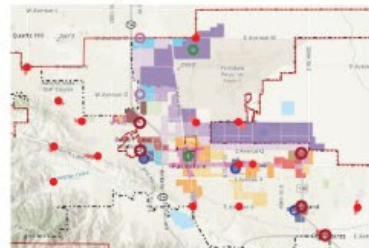
- A large education district with higher education facilities at 10th Street West between Technology Drive and Avenue Q/Elizabeth Lake Road;
- An additional medical district on Avenue S between 40th Street East and 47th Street East;
- Regional commercial uses at the Palmdale Boulevard and 47th Street 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.



Alternative 2

Major components of Alternative #2 are:

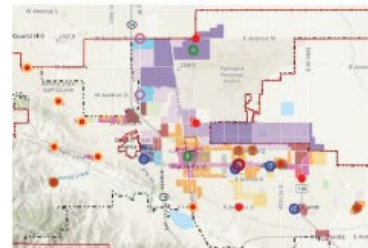
- An education district with higher education facilities to the west of the 25th Street East and Palmdale Boulevard intersection (no educational center on 10th Street);
- An expanded medical district around the Kaiser facility on the southwest side of the Avenue S and 47th Street East intersection;
- 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 (townhomes/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, townhomes, 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

Survey Results

The English and Spanish Story Map tools generated a total of 3,128 views during the engagement period. A total of 418 surveys were collected (409 English and 9 Spanish), an average of 76 surveys filled out per week. The summary below provides survey questions and the public responses, opinions and comments provided by participants. The findings were prepared to inform the project team and to reach the project’s goal of selecting a preferred land use alternative. The overall results will guide and enhance the development of a preferred alternative for the City to consider adopting to guide development over the next 25 years.

Survey Question	Top Ranked	Second Ranking	Third Ranking
1. Of the three alternatives, which type of employment uses do you prefer around Plant 42?	35% Alternative 3 Least amount of Aerospace Industrial (AI), highest amount of Industrial (IND), moderate amount of Employment Flex (EF) uses.	34% Alternative 2 Highest amount of Aerospace Industrial (AI) surrounding Plant 42, with a moderate amount of Industrial (IND) and smaller amount of Employment Flex (EF) uses.	31% Alternative 1 Moderate amount of Aerospace Industrial (AI) surrounding Plant 42, least amount of Industrial (IND), and highest amount of Employment Flex (EF) uses.
2. Of the three alternatives, which type of housing do you prefer on both sides of Palmdale Boulevard?	39% Alternative 2 Primarily Mixed Neighborhoods 2 (MN2) and Mixed Neighborhoods 3 (MN3).	35% Alternative 1 Primarily Mixed Neighborhoods 2 (MN2) and Mixed Neighborhoods 4 (MN4).	26% Alternative 3 Primarily Mixed Neighborhoods 3 (MN3).
3. Of the three alternatives, which location for the medical district(s) do you prefer?	41% 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.	38% Alternative 1 The largest expanded medical district around the existing Palmdale Regional Medical Center with an added district on Avenue S between 40th St East & 47th St East.	21% Alternative 2 The smallest expanded medical district around the existing Palmdale Regional Medical Center with an expanded district around the Kaiser facility on the southwest side of the Ave S & 47th St East intersection.
4. Of the three alternatives, which location for the educational district(s) do you prefer?	51% Alternative 3 Two education districts - one west of the 25th Street East and Palmdale Boulevard intersection	32% Alternative 1 A large education district with higher education facilities at 10th Street between Technology Drive	17% Alternative 2 An education district to the west of the 25th Street East and Palmdale Boulevard intersection

	and one on Palmdale Boulevard between 30th and 40th Street East.	and Ave Q/Elizabeth Lake Road.	(no educational center on 10th Street).
5. All three alternatives show Downtown Palmdale located around the future High-Speed Rail multimodal station between Avenue Q and Palmdale Boulevard, SR-14 freeway and 10th Street East. Do you agree?	61% Strongly Agree/Agree	27% Neutral	12% Strongly Disagree/Disagree
6. Of the three alternatives, which type of Village Center did you prefer?	46% Alternative 3 Neighborhood Commercial (NC) uses in a Mixed Use 2 (MU2) and Mixed Use 3 (MU3) format.	29% Alternative 1 Neighborhood Commercial (NC) uses surrounded by Mixed Neighborhood 2 (MN2).	25% Alternative 2 Primarily Neighborhood Commercial (NC) uses. 25
7. Of the three alternatives, which do you prefer overall?	42% Alternative 3	33% Alternative 2	25% Alternative 1

Comment Themes

Out of the 418 completed surveys, 109 provided additional comment. The comments are divided into 9 categories of interest and focused primarily community concerns and recommendations on how better to utilize existing land uses. Below is a summary of the open-ended comments received by category. A full catalog of all comments received is available in the appendix.

Category	Key Messages
Downtown	<ul style="list-style-type: none"> • 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 community project in the downtown area; development in that area will help bolster the economy and push the crime out of that area
Education	<ul style="list-style-type: none"> • Preference for development of educational framework that fosters education and keeps educated people living and working in Palmdale • More University and higher education opportunities • Recommendation for partnerships with major institutions (UCLA, USC, or Cal State) to provide education in areas that are needed in Palmdale, such as engineering, architecture, healthcare, political science, aerospace science • Locate education district near the freeway for convenience of students enrolled at AVC and CSUB_AV • A higher education district should be centrally located for access by all • Open a trade or apprentice school
Housing	<ul style="list-style-type: none"> • Address the homelessness in Palmdale as it deters people wanting to bring business or live here • Provide more housing options for aerospace industry employees • Expand housing options to include more condominiums, townhouses, or other rental and affordable housing choices • Build more low-cost housing for seniors • Keep single family housing areas and mixed-use residential and commercial developments separate areas to avoid traffic problems and water shortages • Section 8 housing needs to be changed for this plan to be a success
Jobs/Employment	<ul style="list-style-type: none"> • Palmdale needs more aerospace and industrial jobs • Provide a desirable place for those in the tech an aerospace industry to live so they don't have to commute outside • Increase employment opportunities and job diversity overall
Land Use/Development	<ul style="list-style-type: none"> • Need to attract larger companies and businesses to Palmdale; produce growth and opportunity • Shift toward growth and development on the eastside has it has been neglected; this area of the city needs more resources, infrastructure and amenities • Higher density is important but should be planned properly and be balanced • Allow room for exemptions or exceptions in case of unforeseen needs in land use later

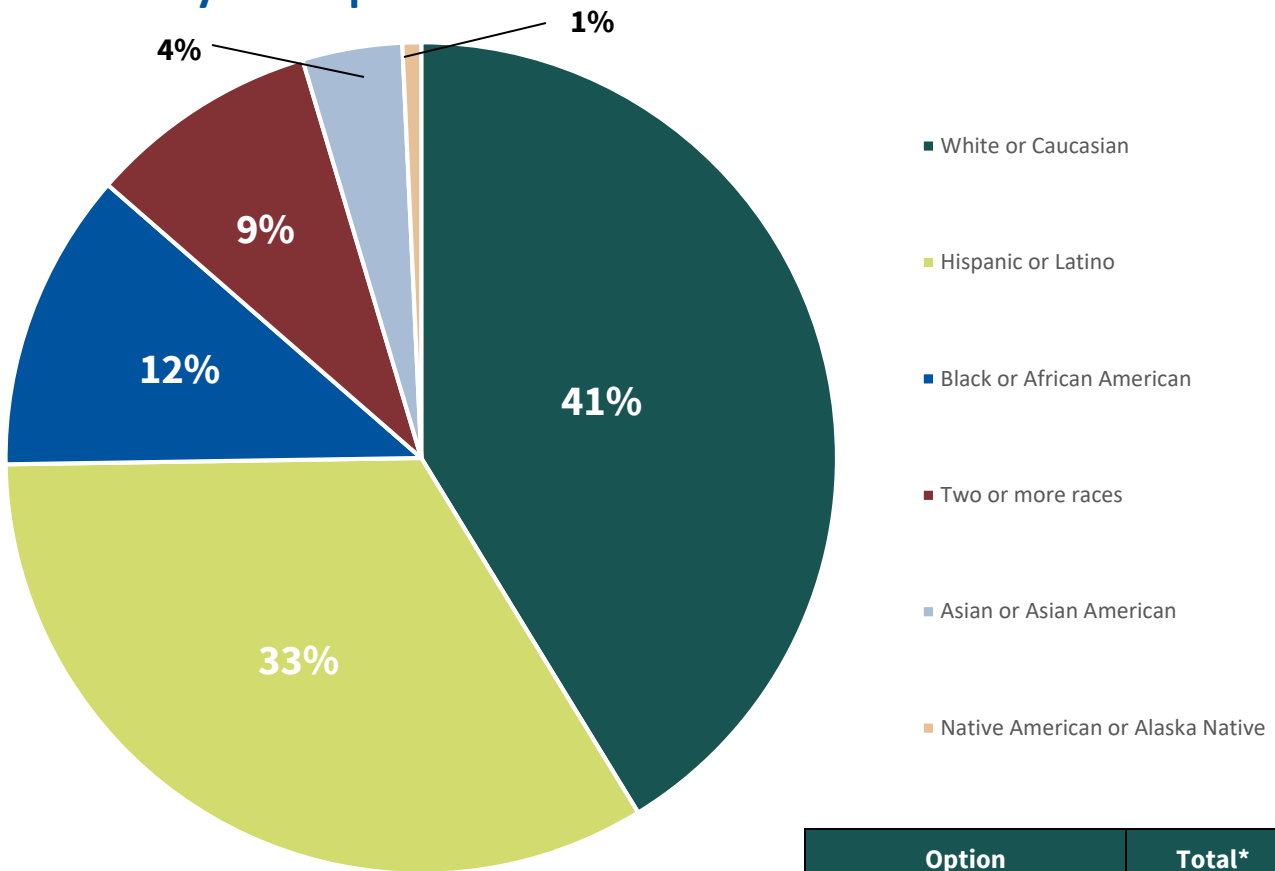
Category	Key Messages
	<ul style="list-style-type: none"> • Try to organize all services, housing and businesses effectively so that you can attract new residents and investors and raise the AV quality of life • Build the city with mixed use, walkable, bikeable, residential above shops, thoughtful architecture • Area south of Pearblossom Highway and to the far west of the city should remain as rural as possible with retail, commercial and other services offered in the more densely populated areas • Need to work to make the eastside more desirable-newer homes, better school district, less traffic. • Concerns over the housing density and impact it will have to water supply, traffic, and other resources • Strive for balance between east and west sides of the city in types and locations for development • Make the most of the vacant land within the city, instead of branching out further into open land • Make sure everyone has access to what is being proposed and built, especially those without cars
Medical	<ul style="list-style-type: none"> • 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 loser 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
Parks/Open Space/Active Transportation	<ul style="list-style-type: none"> • Create open spaces that provide incentive to walk and bike • Create areas that allows for health improvement and encourage people to use their outdoor environment, such as walkability components and bike lanes or paths • Include more natural, open settings in heavily populated areas; add more trees and green spaces • Keep the desert atmosphere and natural attractions • Dense urban development is not appropriate nor compatible with our sprawling desert environment • There are not enough open spaces and blending the environment in the plan • Designate an area to have the Joshua trees preserved; conserve space for the natural environment
Recreation/Entertainment	<ul style="list-style-type: none"> • Palmdale needs more recreation and entertainment opportunities, especially for young people • Need nicer restaurants and shops and places to gather (reference of Warner Center and Americana at Brand) • Need more options for a healthy, fun lifestyle in Palmdale
Transportation	<ul style="list-style-type: none"> • Build the airport • Need additional Metrolink service • Improve quality of roads and streets • Major concerns over existing and future traffic congestion in the city with more

Category	Key Messages
	<p>proposed development</p> <ul style="list-style-type: none">• Various comments both in support and against high-speed rail in Palmdale• Create quick and easy public transportation options between major destinations such as the mall, proposed downtown, medical and education centers in the plan; frequent and convenient without requiring a car to ease congestion• Run buses more frequently and later in the night; additional routes for the numbered streets

Participant Demographics

An earnest effort was made to engage the entire community of Palmdale and ensure that diverse and broad participation was achieved. Demographic survey data shows a wide-range of responders, representing a variety of age groups and ethnicities within the City.

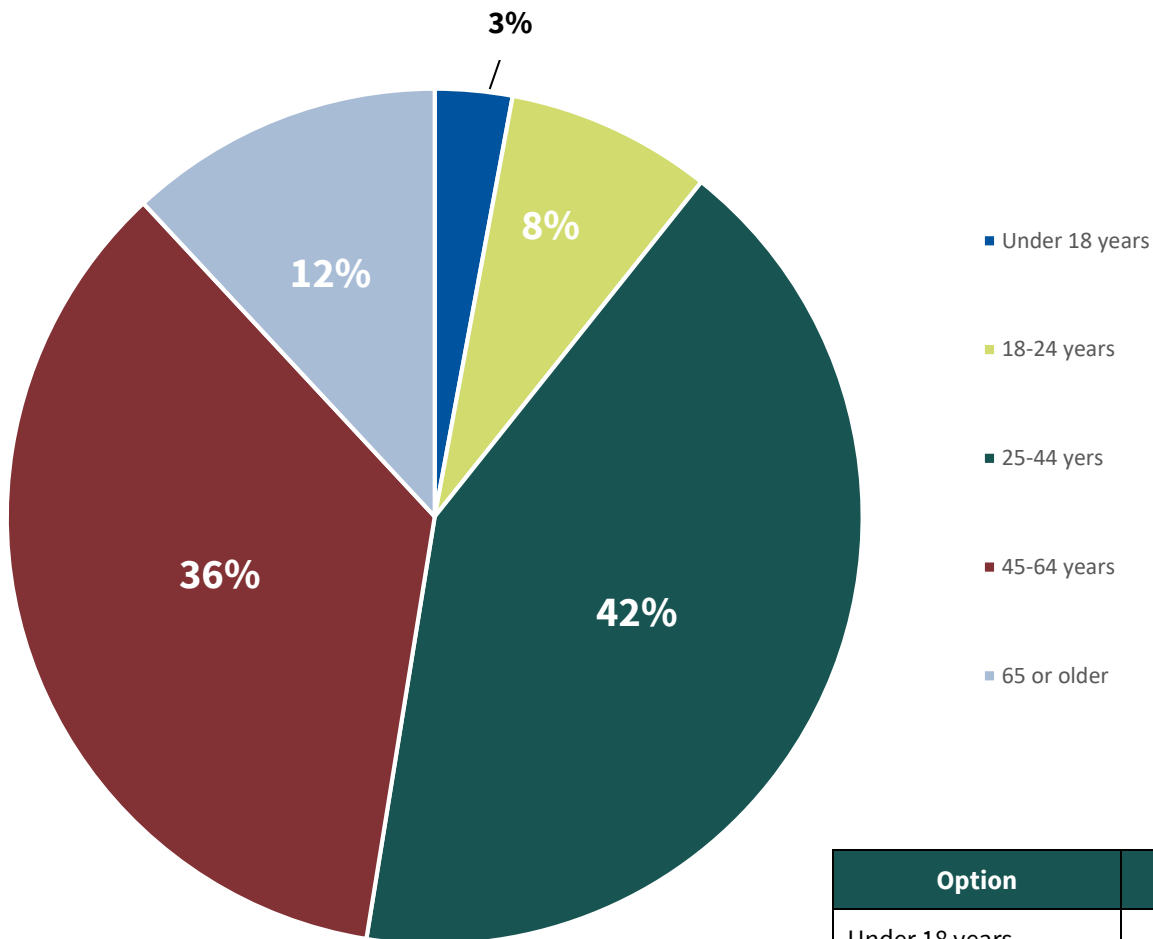
Ethnicity of Responders



Option	Total*
White or Caucasian	170
Hispanic or Latino	138
Black or African American	48
Two or more races	37
Asian or Asian American	16
Native Hawaiian or Pacific Islander	3
Native Hawaiian or Pacific Islander	0

* Based upon 412 respondents

Age of Responders



Option	Total*
Under 18 years	12
18-24 years	32
25-44 years	172
45-64 years	146
65 or older	49

* Based upon 411 respondents

A detailed report, which includes all raw responses, comments and full demographic information, is provided in the appendix for both the English and Spanish surveys.

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 detail 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 ad 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 database e-blasts
- Electronic billboard advertisement in both English and Spanish

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 in 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 the appendix.

City of Palmdale Facebook Post

City of Palmdale - Government
July 29 at 8:24 AM · 🌐

Provide your input on Palmdale's General Plan Update land-use alternatives. The virtual workshop and survey are available 24/7 at Palmdale2045.org.

In addition, join the project team for a live, online presentation on August 8 from 9:30-11 am.

For more information and to register for the live presentation, visit Palmdale2045.org... See More

See Translation

Envision
PALMDALE 2045
una comunidad completa

Let's plan the future of Palmdale together!

Take our survey at
Palmdale2045.org

Imagina
PALMDALE 2045
una comunidad completa

¡Planifiquemos el futuro de Palmdale juntos!

Responda a nuestra encuesta en
Palmdale2045.org

👍❤️🤩 274 21 Comments 46 Shares

'Palmdale Minute' Video Segment

Geotargeting Ad Portfolio

Envision PALMDALE 2045
a complete community

Let's plan the future of Palmdale together!

Take our survey at Palmdale2045.org

Creative 1

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:

- Flyers to Palmdale Aerospace Academy for inclusion in school lunches
- 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
- Flyers to the Palmdale School District for distribution in their lunch program
- 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



SmartBuys Ad Mailer



Extended Outreach

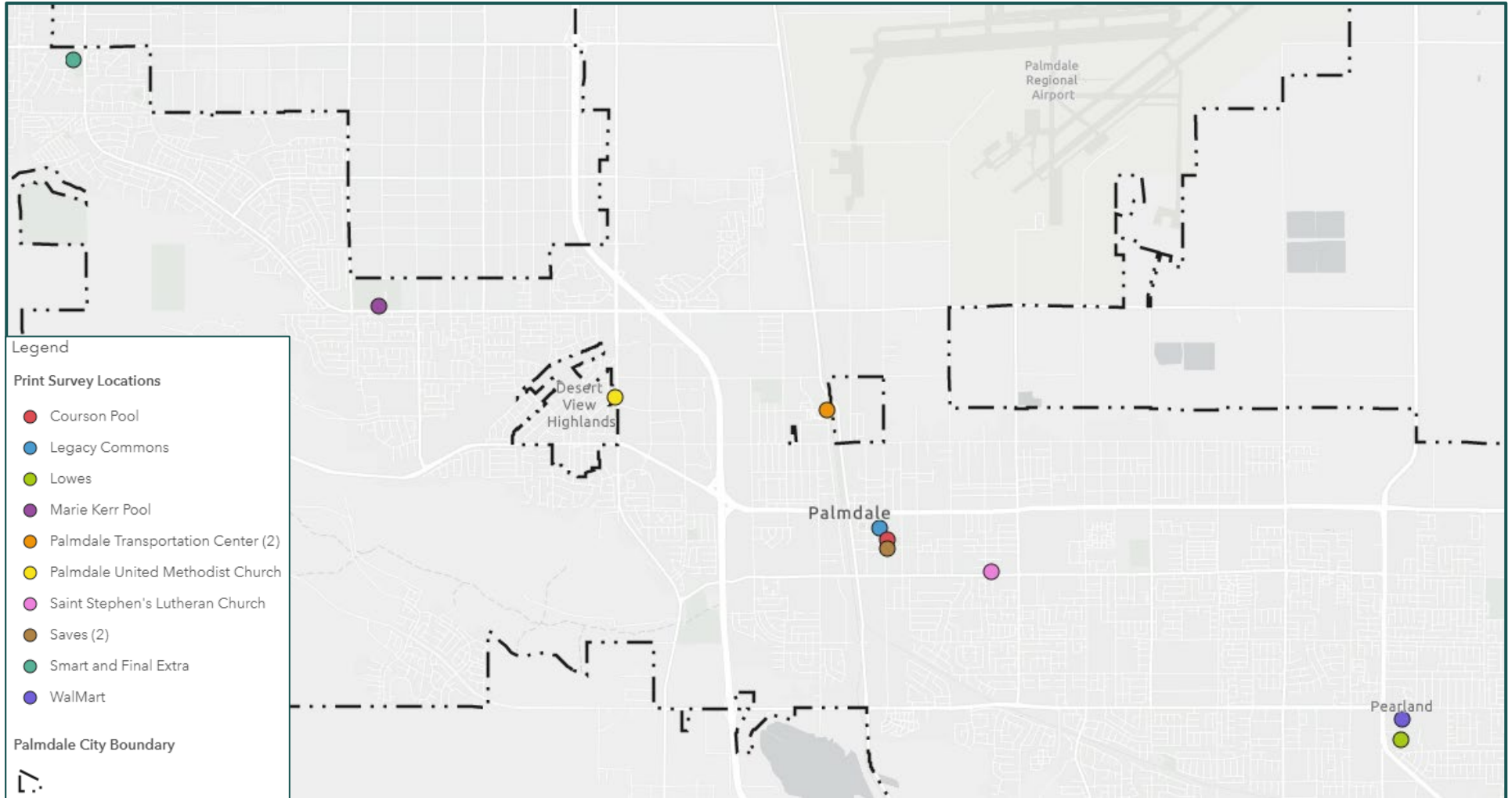
Key stakeholders and General Plan Advisory Committee members were also enlisted to serve as ambassadors for the project and provide support in promoting the virtual workshop + survey by way of a communications tool kit, which offered a variety of programmed messaging for stakeholders to easily share 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 12 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 at a later time to identified repository sites. In addition to the pop-up locations, the print surveys were available at Legacy Commons Senior Center, Palmdale United Methodist Church 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 12 public pop-up 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.

Appendix A:
Virtual Workshop + Survey
Hard Copy Materials

Welcome to Palmdale 2045!

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!

What is the Project About?

Palmdale 2045 is a multi-year effort to update the City of Palmdale’s General Plan, a regulatory document required by state law that provides long-range guidance for land use, development, parks, transportation, economic growth, safety and other important issues. In this virtual workshop + survey, we are asking for your opinions on how the General Plan Land Use map will be updated.

How Did We Get Here?

Through the first phase of community engagement (Spring 2019-Fall 2019) the team, along with the General Plan Advisory Committee (GPAC) developed a vision and set of guiding principles for the future of Palmdale. This input along with additional GPAC meetings have shaped the land use alternatives set forth in this virtual workshop.

What are the Land Use Alternatives?

With your help, these alternatives will ultimately lead to an updated General Plan Land Use Map. In subsequent pages, 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”

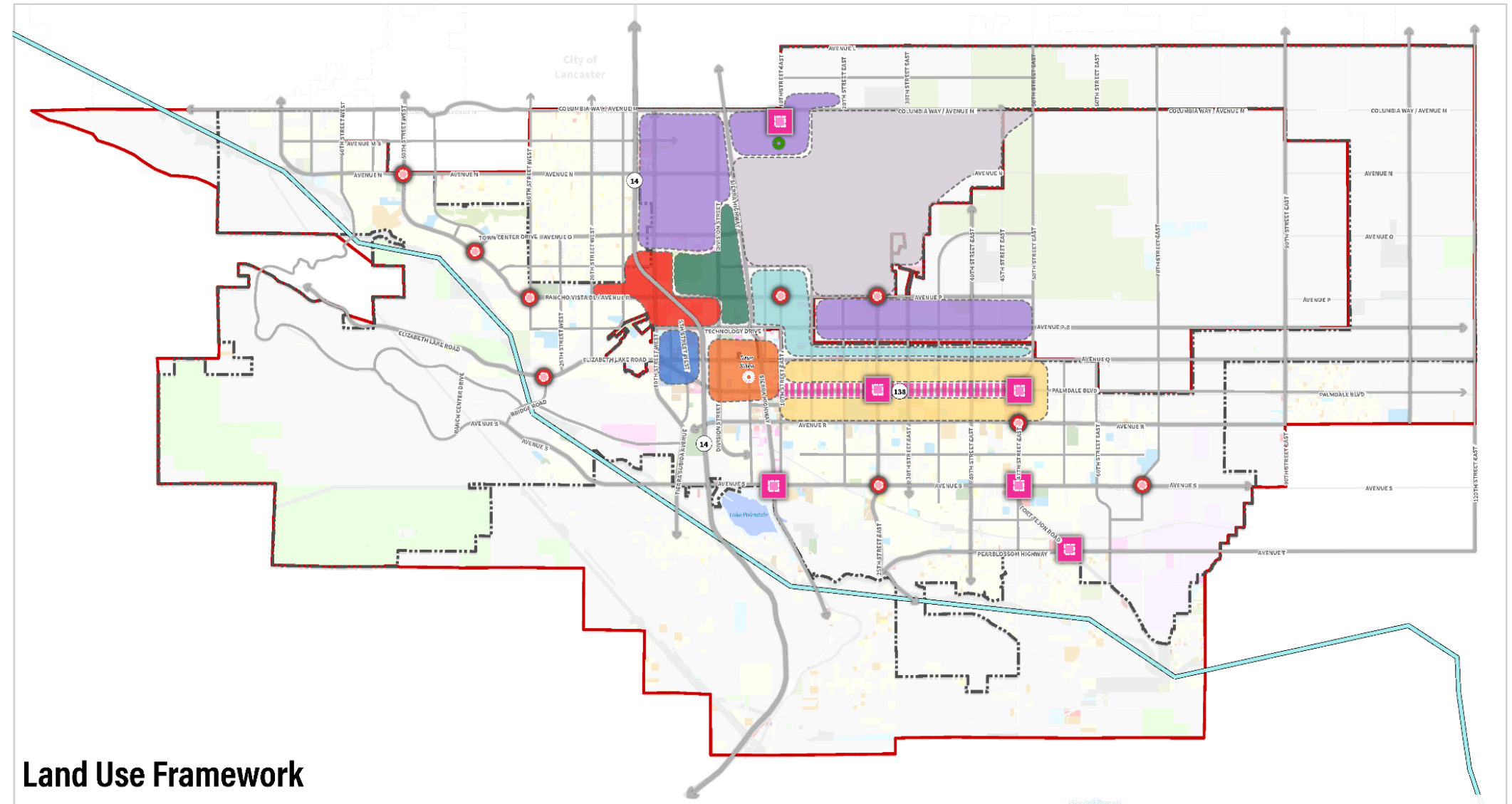
Guided by the community and General Plan Advisory Committee (GPAC), the Team has identified areas of stability (expected to experience minimal change) and areas of change, which may be transformed significantly in the future. **This structure or “framework” map on the right** highlights where we are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

Please return your completed survey to one of the following locations. Thank you for participating!

Palmdale City Hall, Development Services Building
38250 Sierra Highway
Palmdale, CA 93550
661-267-5200

South Antelope Valley Emergency Services (SAVES)
1002 E Avenue Q-12
Palmdale, CA 93550
661-267-5191

Legacy Commons for Active Seniors
930 E Avenue Q-9
Palmdale, CA 93550
661-267-5904



Land Use Framework

City Boundary	Railroad	Downtown	Mixed Business District	Corridor
Sphere of Influence	Transit Station	Medical District	Employment District	Multi-Use Node
California Aqueduct	Airport Terminal	Mall District	Mid Town District	Village Center
Major Highway/Arterial		Plant 42	Transitional District	

Data Sources: City of Palmdale GIS data; World Terrain Base, 2015 ESRI, USGS, NOAA.
Produced by Raimi + Associates March 2019

“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 to land use and intensity.

“Change Areas”

Highlighted in the map are areas such as the future downtown around the new multi-modal transit station, a mix of employment uses around Plant 42, a medical district around Palmdale Regional Medical Center, mixed residential between Avenue Q and Avenue R, and village centers and multi-use nodes across the city and key locations to better serve neighborhoods. These locations may be suitable for new development.

Land Use Designations

What is a Village Center?

Each of the three land use alternatives include village centers. A village center is a neighborhood commercial center that offers a mix of daily goods and services for residents, employees, and visitors to easily access. These centers are smaller and more walkable than other commercial centers.

The land use designations table to the right describes the future land use designations, or placetypes, for Palmdale 2045. It provides brief descriptions and example images for each type of land use. These designations correspond to the three land use alternatives maps that you will view later in this document.

Palmdale 2045 Land Use Designations

The following table describes the future land use designations (or placetypes) for Palmdale 2045. The table below includes brief descriptions and example images for each type of land use. These designations correspond to the three land use alternatives maps. Not all designations are illustrated on the alternatives maps but will be integrated into the final alternative and ultimately, the Palmdale General Plan Land Use Map.

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

Residential

Type	Description	Example Images
Equestrian Residential (ER)	Rural single-family buildings on lot sizes 2.5 acres or larger. Animal keeping activities permitted, and overall accessed primarily by car.	
Low Density Residential (LDR)	Detached single-family buildings located on hillsides or in valleys and as a transition between rural and suburban areas. Lot sizes range between 1-2.5 acres, and are accessed primarily by car.	
Single Family Residential 1 (SFR1)	Detached single-family buildings in a semi-rural environment with horse/animal keeping possible. Lot sizes range between 0.5-1 acres, and are accessed primarily by car.	
Single Family Residential 2 (SFR2)	Single-family buildings, appropriate in those areas between the valley floor and steeper hillside areas (having less than ten percent slope). Lot sizes range between 0.3-0.5 acres, and are accessed primarily by car.	
Single Family Residential 3 (SFR3)	Detached single-family neighborhoods with the City's standard 7,000 square foot minimum lot size. Accessed primarily by car but also accessible to bicycles and pedestrians.	
Mixed Neighborhood 1 (MN1)	A neighborhood that may include single family detached, single family attached, small lot homes, townhouses, condominiums, duplexes, triplexes, 4-plexes oriented for walking and biking while still accessible by car.	
Mixed Neighborhood 2 (MN2)	A neighborhood that may include a variety of attached and detached housing units like a mix of townhomes, 2-3 story walkups, or courtyard style apartments. Oriented for walking and biking while still accessible by car.	
Mixed Neighborhood 3 (MN3)	A walkable neighborhood where buildings are close to the sidewalk and may include housing types like garden apartments, rowhouses, mid-rise apartment buildings within walking distance of goods, services, and transit.	
Mixed Neighborhood 4 (MN4)	A walkable neighborhood where buildings are close to the sidewalk and may include a variety of attached dwelling types like townhouses, condominiums, and mid-rise to high-rise apartments all within walking distance of goods and , services, and transit.	
Mobile Home Park (MHP)	Mobile home parks in Palmdale.	



Mixed Use

Type	Description	Example Images
Mixed Use 1 (MU1)	A neighborhood-scale main street with services and active storefronts located at or near the sidewalk. Including some residential above or next to commercial uses. (Some 2-story buildings)	
Mixed Use 2 (MU2)	A slightly taller neighborhood scale environment with ground floor office or retail located at or near the sidewalk with housing next to or above. (3-4 stories)	
Mixed Use 3 (MU3)	A more urban, walkable neighborhood with office, light R&D, and retail ground floor located at or near the sidewalk with housing next to or above (townhomes and 3-6 story residential)	
Mixed Use 4 (MU4)	An urban, walkable, downtown environmental with ground floor retail, light R&D, office on the ground floor at or near the sidewalk and some housing next to or above (3-7 stories)	

Commercial, Office, and Industrial

Type	Description	Example Images
Neighborhood Commercial (NC)	Convenience-type retail, neighborhood offices and service activities designed to serve the daily needs of the immediate neighborhood accessible by car, bicycle, and on-foot.	
Regional Commercial (RC)	Accommodates retail and service uses attracting consumers from a regional market area. Big box retail, malls, auto dealerships, etc. primarily accessed by car.	
Visitor Commercial (VC)	Accommodates hotels, convenience retail, entertainment, and other goods and services for visitors and highway traffic. Primarily accessed by car.	
Employment Flex (EF)	Mixed use development of lighter industrial uses and more intensive service, retail, and wholesale commercial uses including R&D, small warehouses, office, and medical uses in a walkable and/or auto-accessible environment.	
Industrial (IND)	A variety of heavy industrial uses, including manufacturing and assembly of products and goods, warehousing, distribution, and similar uses, primarily accessed by car.	
Aerospace Industrial (AI)	Public and private aerospace industrial, support facilities, airfields, office, manufacturing, and related services, with transportation and commercial support, primarily accessed by car.	
Institutional (I)	Medical center, hospitals, colleges, universities with supportive commercial and residential, in a walkable environment.	
Mineral Resource Extraction (MRE)	Extraction and processing of mineral resources, including sand, gravel and granite.	

Public

Type	Description	Example Images
Public Facilities (PF)	Land utilized for various types of public facilities, including but not limited to schools, parks, libraries, public art and cultural, safety, and governmental facilities, sewer and water treatment plants, and landfills.	
Open Space (OS)	Reserved land for both natural and active open space uses, including City parks.	

Submit your Feedback

Now that you have reviewed the three alternatives, please answer the following questions to indicate your preferences. Your responses will help decision makers provide direction to the project team in preparing the preferred alternative that will become the updated General Plan land use designations map. **Please use the maps and land use designations charts on the previous pages as a reference when answering the questions.**

1. Of the three alternatives, which type of employment uses do you prefer around Plant 42?

- Alternative 1:** Moderate amount of Aerospace Industrial (AI) surrounding Plant 42, least amount of Industrial (IND), and highest amount of Employment Flex (EF) uses.
- Alternative 2:** Highest amount of Aerospace Industrial (AI) surrounding Plant 42, with a moderate amount of Industrial (IND) and smaller amount of Employment Flex (EF) uses.
- Alternative 3:** Least amount of Aerospace Industrial (AI), highest amount of Industrial (IND), moderate amount of Employment Flex (EF) uses.

2. Of the three alternatives, which type housing do you prefer on both sides of Palmdale Boulevard?

- Alternative 1:** Primarily Mixed Neighborhoods 2 (MN2) and Mixed Neighborhoods 4 (MN4).
- Alternative 2:** Primarily Mixed Neighborhoods 2 (MN2) and Mixed Neighborhoods 3 (MN3).
- Alternative 3:** Primarily Mixed Neighborhoods 3 (MN3).

3. Of the three alternatives, which location for the medical district(s) do you prefer?

- Alternative 1:** The largest expanded medical district around the existing Palmdale Regional Medical Center with an added district on Avenue S between 40th Street East and 47th Street East.
- Alternative 2:** The smallest expanded medical district around the existing Palmdale Regional Medical Center with an expanded district around the Kaiser facility on the southwest side of the Avenue S and 47th Street East intersection.
- 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

4. Of the three alternatives, which location for the educational district(s) do you prefer?

- Alternative 1:** A large education district with higher education facilities at 10th Street between Technology Drive and Ave Q/Elizabeth Lake Road.
- Alternative 2:** An education district to the west of the 25th Street East and Palmdale Boulevard intersection (no educational center on 10th Street).
- Alternative 3:** Two education districts - one west of the 25th Street East and Palmdale Boulevard intersection and one on Palmdale Boulevard between 30th and 40th Street East.

5. All three alternatives show Downtown Palmdale located around the future High-Speed Rail multimodal station between Avenue Q and Palmdale Boulevard, SR-14 freeway and 10th Street East. This location takes advantage of future growth due to all the proposed transit investments. Avenue Q is anticipated to be the City's main street with retail, restaurants, and other amenities. Do you agree?

① ② ③ ④ ⑤

Strongly Disagree Disagree Neutral Agree Strongly Agree

6. Of the three alternatives, which type of Village Center did you prefer?

- Alternative 1:** Neighborhood Commercial (NC) uses surrounded by Mixed Neighborhood 2 (MN2).
- Alternative 2:** Primarily Neighborhood Commercial (NC) uses.
- Alternative 3:** Neighborhood Commercial (NC) uses in a Mixed Use 2 (MU2) and Mixed Use 3 (MU3) format.

7. Of the three alternatives, which do you prefer overall?

- Alternative 1** **Alternative 2** **Alternative 3**

8. Do you have additional input or comments on the three land use alternatives? (attach additional sheets, if needed)

Demographics Questions

The following questions are anonymous and help the project team determine who has participated in this virtual workshop and who we have not yet reached. This helps ensure that a wide cross-section of the Palmdale community has the opportunity to weigh in on its future.

What is your age range?

- Under 18 18-24 25-34 35-44 45-64 65+

What best describes your background?

- White or Caucasian Black or African American
- Hispanic or Latino Asian or Asian American
- Native American or Alaska Native
- Native Hawaiian or Pacific Islander
- Two or more races

Do you live and work in Palmdale?

- Live in Palmdale
- Work in Palmdale
- Both live and work in Palmdale
- Neither live nor work in Palmdale

How long have you lived in Palmdale?

- 1 year or less 2-5 years 6-10 years 11-20 years
- 21-30 years 30+ years Do not live in Palmdale

If you haven't already joined and would like to stay up-to-date on the General Plan Update, please provide your email below to be added to our email notification database.

Thank you for participating. **Please return your survey to one of the locations listed at the top of page 1.** In addition to this virtual workshop, the City will be hosting an online presentation with live Q&A on the three land use alternatives on Saturday, August 8th from 9:30 am – 11:00 am. Visit the project website at Palmdale2045.org to register for this meeting and for more information on project activities.

¡Le damos la bienvenida a Palmdale 2045!

Palmdale se encuentra en vías de actualización de su Plan General, lo que constituye una magnífica oportunidad para reunir a la comunidad en torno al futuro de la ciudad. En este plan actualizado se establecerá una visión a largo plazo para Palmdale y se ofrecerán directrices de políticas para nuestros residentes, negocios y responsables de la toma de decisiones.

¿De qué se trata este taller virtual?

En este taller le pedimos su opinión sobre tres alternativas relacionadas con los reglamentos de uso futuro de la tierra en la ciudad. Los comentarios públicos sobre estas alternativas nos ayudarán a establecer los usos de la tierra del futuro, de modo que su colaboración es esencial.

¿De qué se trata el proyecto?

Palmdale 2045 es una iniciativa plurianual para actualizar el Plan general de Palmdale, un documento normativo que ofrece orientaciones a largo plazo relacionadas con el uso de la tierra, el desarrollo, los parques, el transporte, el crecimiento económico, la seguridad y otras cuestiones importantes. En este taller virtual y la encuesta, le pedimos su opinión sobre la forma de actualización del Mapa de uso de la tierra del Plan General.

¿Cómo hemos llegado hasta aquí?

En la primera fase del ejercicio de participación ciudadana (primavera 2019-otoño 2019), el equipo y el Comité asesor del Plan General (GPAC) desarrollaron una visión y un conjunto de principios rectores para el futuro de Palmdale. Este material, junto con reuniones adicionales del GPAC, ha configurado las alternativas de uso de la tierra que se describen en este taller virtual.

¿Cuáles son las alternativas de uso de la tierra?

Con su ayuda, estas iniciativas darán lugar a un Mapa de uso de la tierra del Plan General actualizado. En sucesivas paginas, verá y comentará tres propuestas detalladas distintas para el uso futuro de la tierra, cada una de las cuales expresa distintas ideas de lo que puede ocurrir en las zonas de "cambio" de la ciudad.

Marco de trabajo relativo al uso de la tierra de la ciudad

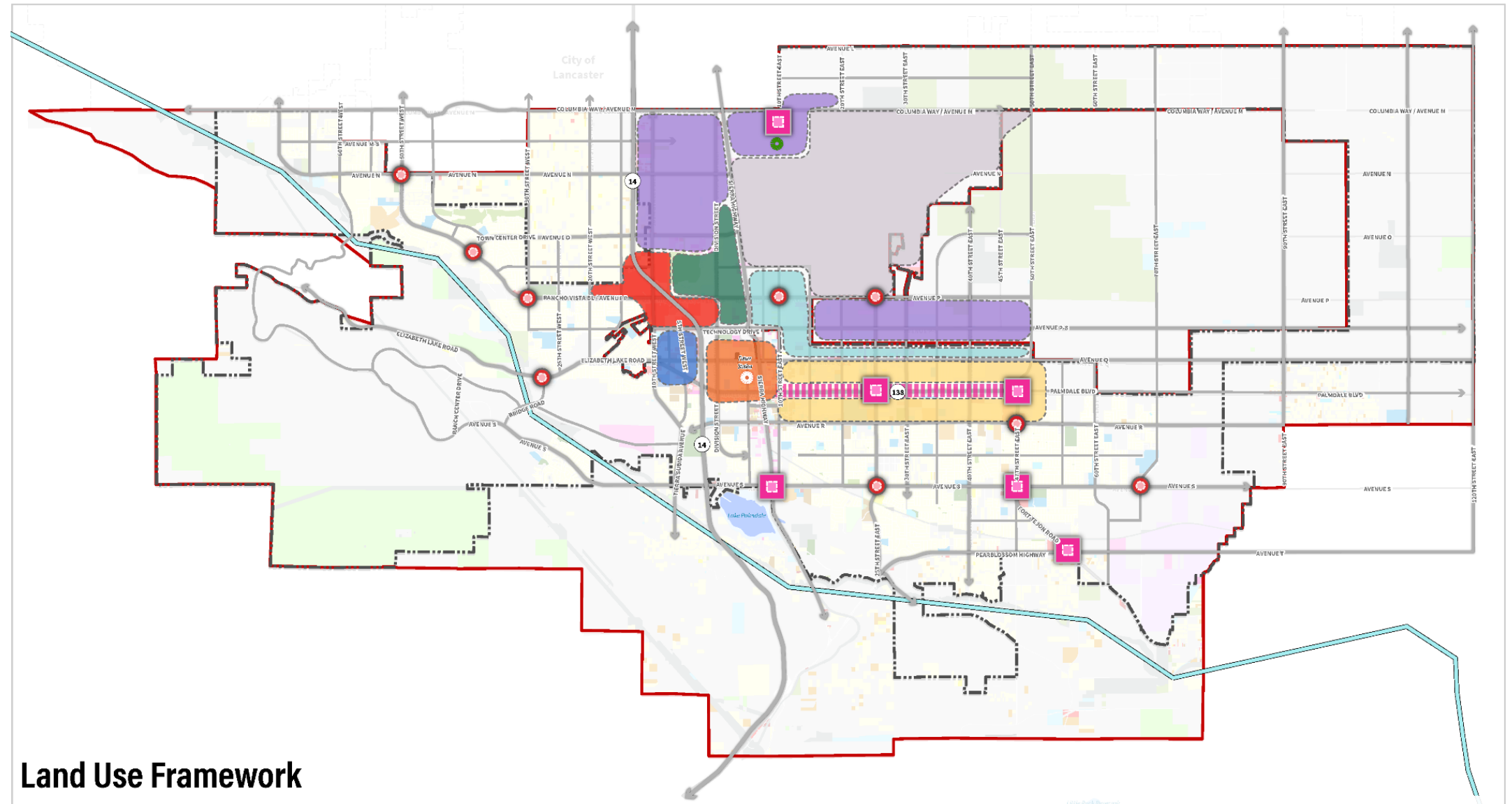
El equipo, guiado por la comunidad y por el Comité asesor del Plan General (GPAC), ha identificado zonas de estabilidad (en las que se prevé que se producirán cambios mínimos) y zonas de cambio, que pueden transformarse radicalmente en el futuro. En la estructura o "marco de trabajo" de la derecha se señalan los cambios propuestos importantes a las normas que regulan el uso de la tierra en Palmdale.

Por favor, devuelva la encuesta completa a uno de los siguientes lugares. ¡Gracias por participar!

Palmdale City Hall, Development Services Building
38250 Sierra Highway
Palmdale, CA 93550
661-267-5200

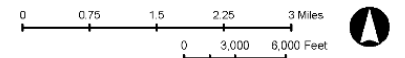
South Antelope Valley Emergency Services (SAVES)
1002 E Avenue Q-12
Palmdale, CA 93550
661-267-5191

Legacy Commons for Active Seniors
930 E Avenue Q-9
Palmdale, CA 93550
661-267-5904



Land Use Framework

- [Dashed Box] City Boundary
- [Cross Symbol] Railroad
- [Orange Box] Downtown
- [Green Box] Mixed Business District
- [Red Box] Sphere of Influence
- [Circle with Star] Transit Station
- [Blue Box] Medical District
- [Purple Box] Employment District
- [Teal Box] California Aqueduct
- [Circle with Green] Airport Terminal
- [Red Box] Mall District
- [Yellow Box] Mid Town District
- [Grey Box] Major Highway/Arterial
- [Grey Box] Plant 42
- [Teal Box] Transitional District
- [Pink Dashed Line] Corridor
- [Pink Square] Multi-Use Node
- [Red Circle] Village Center



Data Sources: City of Palmdale GIS data; World Terrain Base, 2015 ESRI, USGS, NOAA.

Produced by Raimi + Associates
March 2019

"Zonas de estabilidad"

Las zonas que ya están desarrolladas o en las que no se prevén cambios en el horizonte temporal del Plan General (2045) aparecen difuminadas en el fondo del mapa; ejemplos de estas zonas son el Centro Comercial Antelope Valley y los usos regionales colindantes. Estas zonas seguirán urbanizándose poco a poco y creciendo orgánicamente según lo permitido en la actualidad, pero no se prevén cambios en el uso y la intensidad de la tierra.

"Zonas de cambio"

En el mapa se destacan zonas como el futuro centro urbano situado en torno a la nueva estación de tránsito multimodal, una combinación de usos en torno a Plant 42, un distrito médico en torno al centro médico regional de Palmdale, uso residencial mixto entre Avenue Q y Avenue R, así como centros vecinales y nodos polivalentes por toda la ciudad y en las ubicaciones clave para atender mejor a los distintos barrios. Estas ubicaciones pueden ser adecuadas para nueva urbanización.

Designaciones de uso de la tierra

¿Qué es un centro vecinal?

Cada una de las tres alternativas de uso de la tierra incluye centros vecinales. Un centro vecinal es un centro comercial que ofrece una combinación de bienes y servicios diarios para residentes, trabajadores y visitantes con fácil acceso. Estos centros son más pequeños y transitables que otros centros comerciales.

En la tabla a la derecha se describen las futuras designaciones del uso de la tierra, o tipos de lugares, para Palmdale 2045. Contiene descripciones breves y imágenes de ejemplo para cada tipo de uso de la tierra. Estas designaciones se corresponden con los tres mapas alternativos de uso de la tierra.

Designaciones de uso de la tierra de Palmdale 2045



En la siguiente tabla se describen las futuras designaciones del uso de la tierra (o tipos de lugares) para Palmdale 2045. La siguiente tabla contiene descripciones breves e imágenes de ejemplo para cada tipo de uso de la tierra. Estas designaciones se corresponden con los tres mapas alternativos de uso de la tierra. No todas las designaciones están ilustradas en los mapas alternativos, pero sí se integrarán en la alternativa final y, en última instancia, en el Mapa de ordenación territorial del Plan general de Palmdale.

Las designaciones de uso de la tierra del Plan General actual se mantendrán en el Plan General de Palmdale 2045. Algunas designaciones pueden cambiar de nombre.

Residencial

Tipo	Descripción	Imágenes de ejemplo
Residencial ecuestre (ER)	Viviendas rurales unifamiliares en parcelas de 2.5 acres o más. Se permiten actividades de cría de animales y el acceso se realiza principalmente en coche.	
Residencial de baja densidad (LDR)	Viviendas unifamiliares independientes situadas en laderas o valles y como transición entre zonas rurales y suburbanas. Los tamaños de las parcelas oscilan entre 1 y 2.5 acres y el acceso se realiza principalmente en coche.	
Residencial unifamiliar 1 (SFR1)	Viviendas unifamiliares independientes en un entorno semirural con posibilidad de tener caballos/animales. Los tamaños de las parcelas oscilan entre 0.5 y 1 acres y el acceso se realiza principalmente en coche.	
Residencial unifamiliar 2 (SFR2)	Viviendas unifamiliares situadas en zonas comprendidas entre el fondo del valle y zonas de laderas más empinadas (con pendiente inferior al 10%). Los tamaños de las parcelas oscilan entre 0.3 y 0.5 acres y el acceso se realiza principalmente en coche.	
Residencial unifamiliar 3 (SFR3)	Viviendas unifamiliares independientes con parcelas estándar de 650 m2 como mínimo. El acceso se realiza principalmente en coche, pero también en bicicleta y andando.	
Vecindario mixto 1 (MN1)	Un vecindario que puede incluir viviendas unifamiliares independientes, viviendas unifamiliares adosadas, viviendas con parcelas pequeñas, casas adosadas, condominios, dúplex, triplex y cuádruplex; el acceso se realiza andando o en bici, aunque también se puede realizar en coche.	
Vecindario mixto 2 (MN2)	Un vecindario que puede incluir una variedad de viviendas adosadas e independientes, como una combinación de casas adosadas, edificios de 2 o 3 plantas y apartamentos con patio interior. El acceso se realiza andando o en bici, aunque también se puede realizar en coche.	
Vecindario mixto 3 (MN3)	Un vecindario peatonal en el que los edificios están cerca de la acera y puede incluir apartamentos con jardín, casas pareadas, edificios de apartamentos de mediana altura a corta distancia a pie de bienes, servicios y transporte.	
Vecindario mixto 4 (MN4)	Un vecindario peatonal en el que los edificios están cerca de la acera y puede incluir casas adosadas, condominios y edificios de apartamentos de mediana altura a corta distancia a pie de bienes, servicios y transporte.	
Parque de casas móviles (MHP)	Parques de casas móviles en Palmdale.	



Uso mixto

Tipo	Descripción	Imágenes de ejemplo
Uso mixto (1) (MU1)	Una calle principal con servicios y locales comerciales activos ubicados en la acera o cerca de ella. Incluye viviendas residenciales situadas encima o al lado de los locales comerciales. (Algunos edificios de 2 plantas)	
Uso mixto (2) (MU2)	Un vecindario de edificios un poco más altos con oficinas o comercios a pie de calle ubicados en la acera o cerca de ella con viviendas situadas al lado o encima. (3-4 plantas)	
Uso mixto (3) (MU3)	Un vecindario peatonal más urbano con oficinas, centros de I+D y comercios a pie de calle ubicados en la acera o cerca de ella con viviendas situadas al lado o encima (casas adosadas y viviendas residenciales de 3-6 pisos)	
Uso mixto (4) (MU4)	Un entorno urbano céntrico peatonal con comercios, centros de I+D y oficinas a pie de calle ubicados en la acera o cerca de esta con algunas viviendas situadas al lado o encima (3-7 plantas)	

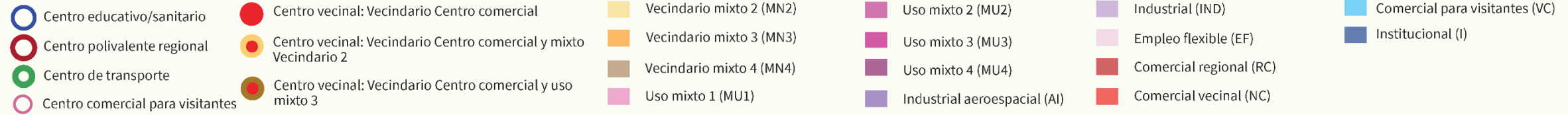
Comercial, oficina e industrial

Tipo	Descripción	Imágenes de ejemplo
Comercial vecinal (NC)	Comercios minoristas, oficinas y actividades de servicios diseñadas para satisfacer las necesidades diarias del vecindario; el acceso se realiza en coche, en bicicleta y a pie.	
Comercial regional (RC)	Alberga usos minoristas y de servicios que atraen a los consumidores de un área de mercado regional. Grandes almacenes, centros comerciales, concesionarios de automóviles, etc. a los que se accede principalmente en coche.	
Comercial visitante (VC)	Alberga hoteles, comercios minoristas, lugares de ocio y otros bienes y servicios para visitantes y viajeros. El acceso se realiza principalmente en coche.	
Flex empleo (EF)	Uso mixto: usos industriales más ligeros y usos comerciales de servicios más intensivos, minoristas y mayoristas, incluidos centros de I+D, pequeños almacenes, oficinas y usos médicos en un entorno peatonal o con acceso en coche.	
Industrial (IND)	Una variedad de usos industriales pesados, que incluyen la fabricación y el montaje de productos y mercancías, el almacenaje, la distribución y usos similares; el acceso se realiza principalmente en coche.	
Industrial aeroespacial (AI)	Industrias aeroespaciales públicas y privadas, instalaciones de apoyo, aeródromos, oficinas, fabricación y servicios relacionados, con transporte y apoyo comercial; el acceso se realiza principalmente en coche.	
Institucional (I)	Centros médicos, hospitales, colegios, y universidades con comercios y viviendas residenciales, en un entorno peatonal.	
Extracción de recursos minerales (MRE)	Extracción y tratamiento de recursos minerales, incluyendo arena, grava y granito.	

Público

Tipo	Descripción	Imágenes de ejemplo
Instalaciones públicas (P)	Terreno utilizado para diversos tipos de instalaciones públicas, incluidos, entre otros, colegios, parques, bibliotecas, instalaciones artísticas y culturales públicas, instalaciones de seguridad y gubernamentales, plantas de tratamiento de aguas y alcantarillado, y vertederos.	
Espacio abierto (OS)	Terreno reservado para usos naturales y espacios abiertos activos, incluidos los parques urbanos.	

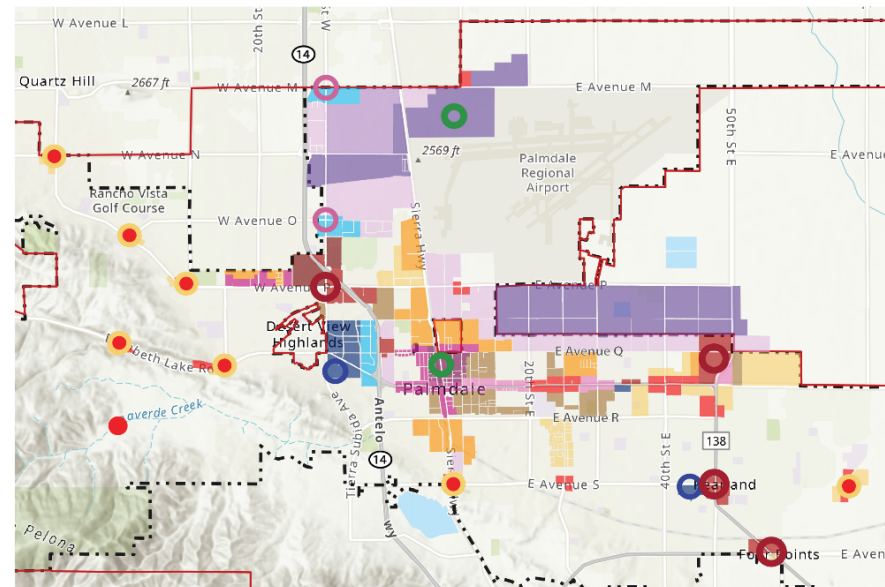
Comparando las alternativas



Alternativa n.º 1

La alternativa n.º 1 presta máxima atención al centro de la ciudad, con un gran centro médico y educativo en 10th Street West y promociones inmobiliarias de altura moderada-elevada cerca del centro. Los principales componentes de la alternativa n.º 1 son:

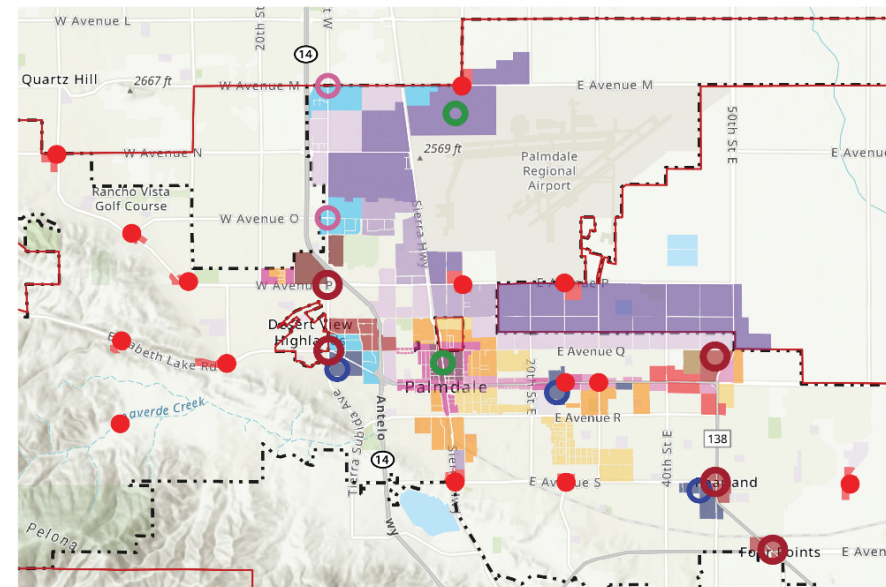
- Un gran distrito educativo con centros de enseñanza superior en 10th Street West entre Technology Drive y Avenue Q/Elizabeth Lake Road;
- Un distrito médico adicional en Avenue S, entre 40th Street East y 47th Street East;
- Usos comerciales regionales en la intersección de Palmdale Boulevard y 47th Street East; ampliación del uso residencial de mayor densidad en torno al futuro centro, entre Avenue Q y Avenue R;
- Centros vecinales por toda la ciudad que prestan una combinación de usos minoristas o comerciales vecinales en torno a casas adosadas y apartamentos con patio interior; y
- Usos aeroespaciales e industriales en torno a Plant 42.



Alternativa n.º 2

Los principales componentes de la alternativa n.º 2 son:

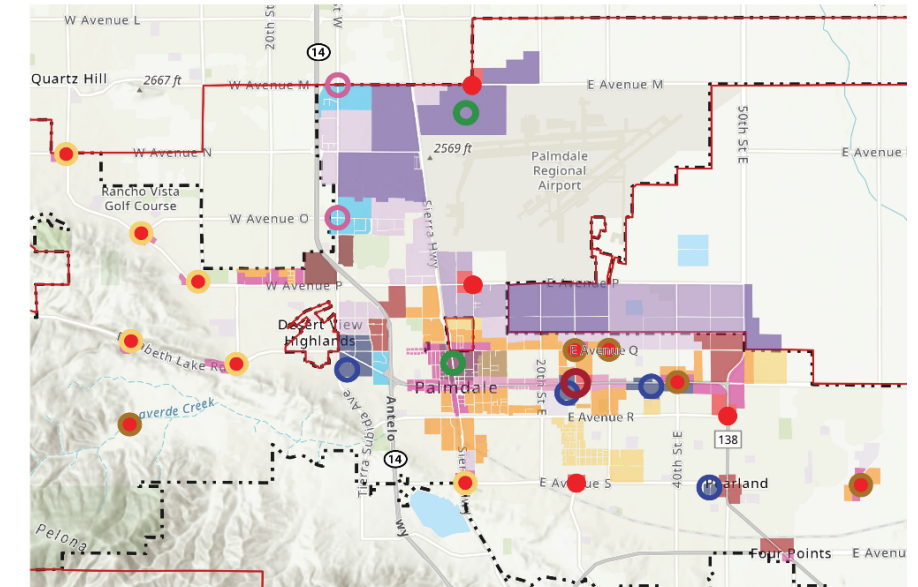
- Un distrito educativo con centros de enseñanza superior hacia el oeste de la intersección de 25th Street East y Palmdale Boulevard (sin centro educativo en 10th Street);
- Un distrito médico ampliado en torno al centro Kaiser en el extremo sudoeste de la intersección de Avenue S y 47th Street East;
- Más usos comerciales regionales y vecinales entre 10th Street West y 14 Freeway;
- Usos comerciales regionales en la intersección de Palmdale Boulevard y 47th Street East;
- Uso residencial de menor densidad (casas adosadas/apartamentos con patio interior) al sur de Palmdale Boulevard;
- Usos aeroespaciales, industriales y de fabricación en torno a Plant 42; y
- Centros vecinales compuestos por usos exclusivamente comerciales y minoristas por toda la ciudad.



Alternativa n.º 3

Los principales componentes de la alternativa n.º 3 son:

- Dos distritos educativos: uno al oeste de la intersección de 25th Street East y Palmdale Boulevard y uno en Palmdale Boulevard, entre 30th Street East y 40th Street East;
- Un distrito médico/sanitario ampliado en torno al Centro médico regional de Palmdale actual y dos distritos médicos más pequeños, uno en la intersección de 40th Street East y Palmdale Boulevard y el otro en el extremo suroeste de la intersección de 47th Street East y Avenue S;
- La zona más grande de usos comerciales regionales en el lado oeste de la intersección de Palmdale Boulevard y 47th Street East;
- Usos principalmente industriales en torno a Plant 42;
- Viviendas de densidad media, como viviendas bajas, casas adosadas y apartamentos con patio interior, al sur de Palmdale Boulevard; y
- Centros vecinales con una combinación de usos minoristas y comerciales vecinales junto con usos residenciales en un formato de uso mixto en toda la ciudad.



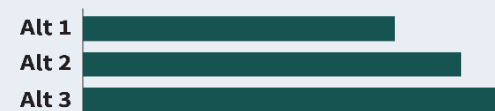
Midiendo las alternativas

Las siguientes métricas ilustran la forma en que cada una de las tres alternativas se compara con el resto.

NÚMERO TOTAL DE VIVIENDAS



NÚMERO TOTAL DE PUESTOS DE TRABAJO



MILLAS ANUALES RECORRIDAS EN COCHE POR VIVIENDA



A PIE/USO COMPARTIDO DE BICICLETA



COSTE ANUAL POR VIVIENDA: ENERGÍA+AGUA+TRANSPORTE



Envíe su opinión

Una vez que conozca las tres alternativas, responda las siguientes preguntas para indicar sus preferencias. Sus respuestas ayudarán a los responsables de la toma de decisiones a preparar la alternativa preferida que se convertirá en el mapa de designaciones de uso de la tierra del Plan General actualizado. **Utilice los mapas y las tablas de designaciones de uso de la tierra en las páginas anteriores como referencia al responder las preguntas.**

1. De las tres alternativas, ¿qué tipo de usos prefiere en torno a Plant 42?

- Alternativa 1:** Cantidad moderada de uso industrial aeroespacial (AI) en torno a Plant 42, menor cantidad de uso industrial (IND) y mayor cantidad de uso de empleo flexible (EF).
- Alternativa 2:** Mayor cantidad de uso industrial aeroespacial (AI) en torno a Plant 42, con una cantidad moderada de uso industrial (IND) y una menor cantidad de uso de empleo flexible (EF).
- Alternativa 3:** Menor cantidad de uso industrial aeroespacial (IA), mayor cantidad de uso industrial (IND) y uso moderado de empleo flexible (EF).

2. De las tres alternativas, ¿qué tipo de vivienda prefiere en ambos lados de Palmdale Boulevard?

- Alternativa 1:** Principalmente vecindarios mixtos 2 (MN2) y vecindarios mixtos 4 (MN4).
- Alternativa 2:** Principalmente vecindarios mixtos 2 (MN2) y vecindarios mixtos 3 (MN3).
- Alternativa 3:** Principalmente vecindarios mixtos 3 (MN3)

3. De las tres alternativas, ¿qué ubicación prefiere para los distritos médicos?

- Alternativa 1:** El distrito médico ampliado más grande en torno al centro médico regional actual de Palmdale, con un distrito añadido en Avenue S, entre 40th St East y 47th St East.
- Alternativa 2:** El distrito médico ampliado más pequeño en torno al centro médico regional actual de Palmdale, con un distrito ampliado en torno al centro Kaiser en el extremo suroeste la intersección de Avenue S y 47th St East.
- Alternativa 3:** Un distrito médico de tamaño moderado en torno al Centro médico regional actual de Palmdale y dos distritos médicos más pequeños, uno en la intersección de 40th Street East y Palmdale Boulevard y el otro en el extremo suroeste de la intersección de Avenue S y 47th Street East.

4. De las tres alternativas, ¿qué ubicación prefiere para los distritos educativos?

- Alternativa 1:** Un gran distrito educativo con centros de enseñanza superior en 10th Street entre Technology Drive y Avenue Q/Elizabeth Lake Road.
- Alternativa 2:** Un distrito educativo hacia el oeste de la intersección de 25th Street East y Palmdale Boulevard (sin centro educativo en 10th Street).
- Alternativa 3:** Dos distritos educativos, uno al oeste de la intersección de 25th Street East y Palmdale Boulevard y el otro en Palmdale Boulevard, entre 30th Street y 40th Street East.

5. En las tres alternativas, el centro de Palmdale se ubica en torno a la futura estación multimodal del tren de alta velocidad, entre Avenue Q y Palmdale Boulevard, la autopista SR-14 y 10th Street East. Esta ubicación aprovecha el futuro crecimiento que atraerán las inversiones propuestas en tránsito. Se prevé que Avenue Q se convierta en la calle principal de la ciudad, con comercios, restaurantes y otros servicios. ¿Está de acuerdo con esto?

①

②

③

④

⑤

Discrepar

Neutral

De acuerdo

6. De las tres alternativas, ¿qué tipo de centro vecinal prefiere?

- Alternativa 1:** usos comerciales vecinales (NC) rodeados por un vecindario mixto (MN2).
- Alternativa 2:** Principalmente usos comerciales vecinales (NC).
- Alternativa 3:** usos comerciales vecinales (NC) en formato de uso mixto 2 (MU2) y uso mixto 3 (MU3).

7. De las tres alternativas, ¿cuál le convence más?

- Alternativa 1** **Alternativa 2** **Alternativa 3**

8. ¿Quiere realizar algún otro comentario sobre las tres alternativas de uso de la tierra? (Adjunte hojas adicionales si es necesario)

Preguntas sobre demografía

Las siguientes preguntas son anónimas y ayudarán al equipo del proyecto a determinar quién ha participado en este taller virtual y a qué población no hemos llegado aún. Esto ayuda a garantizar la participación de una muestra representativa de la comunidad de Palmdale.

¿Cuál es su rango de edad?

- Menos de 18 18-24 25-34 35-44 45-64 65+

¿Cuál de los siguientes describe mejor su origen?

- Blanco o caucásico Negro o afroamericano
- Hispano or Latino Asiático o asiático americano

Nativo estadounidense o nativo de Alaska

Nativo de Hawái o de las Islas del Pacífico

Dos o más razas

¿Vive y trabaja en Palmdale?

- Vivo en Palmdale
- Trabajo en Palmdale
- Vivo y trabajo en Palmdale
- Ni vivo ni trabajo en Palmdale

¿Cuánto tiempo lleva viviendo en Palmdale?

- 1 año o menos 2-5 años 6-10 años 11-20 años
- 21-30 años 30+ años No vivo en Palmdale

Si quiere mantenerse informado sobre la actualización del Plan general, indique a continuación su correo electrónico para añadirlo a nuestra base de datos de comunicaciones electrónicas.

¡Gracias por participar! **Devuelva su encuesta a una de las ubicaciones enumeradas en la parte superior de la página 1.** Además de este taller virtual, el sábado 8 de agosto de 9:30 a 11:00 a.m. se celebrará una presentación con una sesión de preguntas y respuestas sobre las tres alternativas de uso de la tierra. Visite el sitio web del proyecto en Palmdale2045.org para inscribirse en la reunión y recibir más información sobre las actividades del proyecto.

Appendix B: Survey Comments

Survey Comments

Q8: *Do you have additional input or comments on the three land use alternatives?*

A bullet train only comes for a chosen few while offering economic & cultural changes that can have positive impacts on the community. Please take your time, employ experts & try to organize all housing, services & business effectively. With a fresh start, you can attract new residents, investors & business while raising the valley's quality of life. Thank you.
Additional Metrolink service
Aerospace jobs -
all buildings, structures, landscape must be desert/southwest style and colors. where is the auto sport facility. Bernie Longjohn , where are you?
All the businesses have been on the westside, which attract new stores and restaurants. There are so many people live on the eastside, especially school aged kids. Some things should be going on on the eastside yet keep the "rural" town atmosphere. We have nature attraction such as Devil's Punchbowl, Vasquez Rocks, Indian Museum. People from the city come to enjoy these places and stop by in Palmdale. We don't want to offer what they already have. Keep the desert-atmosphere to attract tourists so they will drop money in the restaurants and souvenir shops.
All three have excellent changes and ideas for a future Palmdale.
Alt 1 would probably bring in more students from other cities, students in a way can be considered tourists, Palmdale needs this
Annex the White Fence Farms & Shadow Acres areas, pave the roads, & collect the taxes! \$\$Million dollar homes on dirt roads!
Anything that produces more growth and opportunity to make the high desert a destination of choice.
Anything to make Palmdale a safer and more beautiful place for everyone.
Ave P east of the 14 fway develop for Entertainment and convention center
Because Palmdale is a vast desert, I prefer lower density development and do not think multi-storied buildings are necessary or even appropriate. Palmdale is physically spread out and therefore is not walkable, especially since we have both extreme hot and cold weather, as well as windy conditions. Dense urban development is not appropriate nor compatible with our sprawling desert environment.
Bring better businesses no more big box and fast food on the Eastside.
Build the airport
Building the city like the European cities with mixed use, walkable, bikable, residential above shops, thoughtful architecture.
Choices are based on compatibility with the airport (no concentration of people in RPZ, keep schools, hospitals, and residences outside of AIA or 65 CNEL noise contour). Have no strong preference for industrial, residential or commercial types as long as they meet locational criteria.
Currently the roads and pedestrian movement areas are not conducive to building a top-notch community. Every road in this town needs repaved, as a business I would not want to bring people in for meetings if it's like driving down a country back road everywhere I go into town. It needs to be safe clean and well landscaped. The cleanliness and safety needs need to be addressed in this town.
don't care to see a high speed rail system, too costly and dollars could be better spent. I'm more for facility improvement for civic use. we don't need more folks in the AV (hello Mr. Mayor)
Don't know
East side needs works cuh

Survey Comments

<p>Feel there is a need for more Mixed Neighborhood One to provide housing alternatives to the employees at Plant 42. Comments from aerospace companies have shown that there is a demand and need for more alternative housing to help recruit potential workers into the area.</p>
<p>Fix the streets of R-8 and AveR</p>
<p>Have y'all bothered to communicate with the Indigenous people in the area? Also get the cops off the streets and invest in preventative services.</p>
<p>Higher density is important. Also, bike lanes, bike lanes, and more bike lanes!</p>
<p>I also would like to see more growth of industrial area planing. thanks.</p>
<p>I believe the City must keep in mind it's residents who aren't major financial contributors and ensure that all of the changes make everyone's lives better. Retail is great, medical centers are great, education centers are fantastic, but let's make sure everyone can get there and make real use of them!</p>
<p>I just see one problem with the higher education on Palmdale Blvd., the amount of congestion that's already starting to accumulate. I live on the east side of Palmdale and have noticed that there seems to be quite a bit of backup already starting to happen.</p>
<p>I like #3 except for the minimization of Aerospace.</p>
<p>I like options 1 and 3 the most, primarily because they expand housing. Palmdale definitely needs more housing, especially affordable market rate housing like condos and townhouses and two and three flats, that give people a chance to own their own home even if they can't afford a detached single family house.</p> <p>The area also desperately needs more rental housing, as right now we aren't meeting demand, leading to rental companies buying single family homes and offering as de-facto multi-unit housing.</p>
<p>I love Palmdale and I love the open space. Do not ruin the city by building too much and bring people here from south central Los Angeles. Take a page from the city of Santa Clarita. Do not overbuild.</p>
<p>I prefer plan A where things seem to go towards education and open spaces that create incentives to walking and biking.</p>
<p>Having lived in Palmdale roughly my entire life, of 27 years, I found UAV disappointing. As well as depressing to feel that the neighborhoods aren't safe enough to get around without a car.</p>
<p>My hopes are that by going with this plan we create a very exceptional educational area. One that creates and keeps educated people. All living in symbiotic with the better environment that allows for health improvement, personal growth, and nurtures a pride. One from people simply being in their outdoor environment longer and seeing it by walking and not sitting behind a car window.</p>
<p>I prefer the 3rd alternative. I do believe it can use at least one multiuse center like the other 2 alternatives have.</p>
<p>I see a need for commercial growth in East Palmdale primarily the area of Palmdale Blvd and 40th St E. However I also know that the aerospace industry plays a huge role in our local economy and wish there was a better combination of alternative 2 and 3 with more proposed growth in East Palmdale while also providing more opportunity for the Aerospace industry.</p>

Survey Comments

<p>I stand firm with the residents of Rancho Vista: I do not want any sort of housing on Rancho Vista Blvd. Your constant attempts at trying to put high density housing on Rancho Vista Blvd. will be fought. We were promised a neighborhood family NON CHAIN restaurant, bank, park, all of which we have yet to see come to fulfillment. We have been given a cheap barely legal nail salon, a walmart which no one wanted that has constant sewer problems (smell that smell?) and a horrible pizza place that has already closed down. The Starbucks is the one thing positive about this new shopping center. Furthermore, The Smart and Final on Avenue N is a horrible choice for an up and coming neighborhood for upper middle class people. It is almost safe to say it is a "drug front" store: there is nothing in there. Yet it remains open. The middle class people of Palmdale are tired of waiting for the city to get its act together. We have NOT FORGOTTEN WHAT OUR FORMER MAYOR DID! Clean house and get your act together already!</p>
<p>I think building up further east is a good investment for the city. There's plenty of space and opportunity to be had there, with plenty of people needing services, goods, and housing. It also stops building so much congestion westwards.</p>
<p>I think it is important for business to want to come and stay in the area. The community has to be inviting for families to live. If the area is not clean and safe nobody wants to live here. Homelessness is a huge problem as is crime. Vandalism graffiti and liter are prevalent in the valley.</p>
<p>I think these are all great plans to expand the future of Palmdale. Regardless of the decision that's made, any growth opportunity for the city is great!</p>
<p>I would like alternative 3 as more focus is shifted towards growth and development on the east side of palmdale as i feel it has been neglected for too long</p>
<p>I would like for the city to be made more available transportation and work wise for youth 15 and up</p>
<p>I would like more information on the educational districts.</p>
<p>I would like to see a Children's Hospital located in Palmdale. I also have noticed that there are not a lot of sit down restaurants on the east side of Palmdale. Lastly, we need Palmdale district for school zones to be fixed.</p>
<p>I would like to see the area south of Pearblossom Highway and to the far west of the city remain as rural as possible with retail, commercial and other services offered in the more densely populated areas.</p>
<p>I'm concerned about the existing housing on Q. What will happen to them?</p>
<p>Implement security or authority personnel on closed community buildings and commercial to reduce crime in new areas. Require thorough tenant screening reports. Mark efficient pricing for middle-income workers to avoid overcrowding of low-incomers. Push low-income housing as far away as possible, as it greatly reduces the chances of spreading crime .</p>
<p>In regards to the new "downtown" area build up around Avenue Q, major changes will need to take place in support of the new transit community project. That area of the city is one of the most dangerous high crime areas within our community. One can hope that developing that area will both help bolster the economy and push the crime out.</p>
<p>Is there any research in which of the land alternatives would be better for the environment?</p>
<p>It would be nice to see more nature, such as trees, grass, or the desert itself in heavily populated areas.</p>
<p>Just make sure occupancy is prearranged so there are none or few vacancies.</p>

Survey Comments

Let's create as much opportunity to see more jobs in the AV so fewer people are commuting. Let's get that airport done with daily passenger travel. And can we emulate Palm Springs to the degree that travel/tourism could potentially come? Some resorts?
Lots of of open park space
Make sure that you preserve fly over rights for all our aerospace employers. Ensure the security of these entities by creating a buffer or even a green zone around these defense contractors.
Modern look and feel of mid-rise to high-rise apartments is great. Looking forward to bigger, nicer parks. Fancier restaurants, higher scaled stores in the mall, bigger mall maybe? Maybe stores like Nordstrom or Neiman Marcus? The young teens and adults of Palmdale, like my self, could really use an environment where work and a healthy/fun lifestyle is well-balanced. Can we get the buses to run more frequently and run until a later time? Can they cover more numbered streets also not just the alphabetical ones? People don't use them because of how far of a walk they are, especially with Uber and Lyft being available out here. The city would make a lot more money than they currently are. Therefore, Palmdale doesn't need to rely on the profit of the High-Speed Train or the production of the new aerospace projects. Maybe this plan will happen a little faster with extra funding. Dry Town is due for a renovation. There's a good amount of land next to it that can be utilized in a great way. Are you building a dam?
Modernize the East side of Palmdale to make it more cohesive with the West side. East side needs more opportunities and schools need more funding on the East side.
More focus on homelessness and keeping up-to-date records of resources, like mental health and planned parenthood.
more industrial/jobs
More jobs and a University
More local jobs could help reduce long distance fwy commutes. Big need for high speed rail transport!
more senior low cost housing.
More single family homes not apartments
More trees should be planted all around palmdale. In desert areas parks should be created for outdoor activities. e.g. Amargosa creek could full of trees and walkways/bike path
must be a safe and crime free zone
My answers fall between Alternative #1 and #3; I lean towards #3 because of equal distribution of housing plan, convenience and aesthetics as I imagine. With respect to my choice in the educational district, location is important, near the freeway and convenient if in fact students are also enrolled at AVC and CSUB-AV.
Newer homes on east side, better school districts, less traffic, less city looking, less homeless, stop making the east side look less desirable
No as long as it OK clean Nice all can get along with each other it OK with me. I can get along with all people
No high density housing along Rancho Vista Blvd.
No, thank you for giving your residents this opportunity. I am concerned about the increase of housing density projects and the impact on water supply, traffic and other resources. I would like to see the Palmdale downtown area be more identified with shops, restaurants and areas to enjoy. I have lived here for almost 30 years and accessed the downtown area only a few times. It lacks cohesiveness and is not a center of activity. I needed more information on higher education areas, is that private or public, community college, etc?

Survey Comments

<p>Our city's development has revolved around 10th W & P for too long. It's congested, and it takes an hour round trip to go from east to west and back for simple errands. I would caution against dumping all of the higher density housing on the east side and keeping the nice stores and restaurants on the west. We all pay the same taxes and deserve some balance.</p>
<p>overall I am all for modernizing the area and desert landscaping</p>
<p>Palmdale needs an amusement park and an art gallery/creative space for kids to develop artistically.</p>
<p>please build low income senior housing or a brand new gold star family housing with garages</p>
<p>Please build more infrastructure on 37th St. E, going up north of Avenue Q. Infrastructure is needed in this area of Palmdale.</p>
<p>Please consider using the huge, empty lot of land located to the side of the 14 freeway between Rancho Vista and Technology Drive rather than branching out further into open land. Make the most use out of existing land in the city.</p>
<p>Please make the exits off the freeways welcoming to our residents and visitors alike. Make us feel good coming home to our community.</p>
<p>Recreational/community based. Neighborhoods always welcome.</p>
<p>Seriously need more resources and businesses and schools on the East side of Palmdale. Not everyone has access to a car or even the bus to go all the way to the West side to get what they need. We need more grocery stores, we need more restaurants around, we need a Plaza here, an Outlet, a shopping center, a Costco or Sam's Club. The East of Palmdale is nothing compared to the West side of Palmdale. There's always something new being built in the West side yet barely anything has changed here on the East side.</p>
<p>should be room for exemptions in overall design for special cases or unforeseen needs.</p>
<p>Single residence areas should remain just that. Apartments should remain in current areas only. Neighborhoods do not need the additional traffic from the mixed use residential and commercial development. No apartment should be built in single family home areas. Only devalues the homes. We have water shortages that will be made worse by higher density units. Keep to a minimum.</p>
<p>The 10th St West & Rancho Vista Blvd intersection and surrounding area, including AV Mall, is a traffic nightmare and in need of significant flow improvement.</p>
<p>The east side needs more development and amenities. The west side already has it.</p>
<p>The educational district and medical districts seem to be a big points across the alternatives. I think a higher education district centrally located for all (25th St East) is best but the amount of available land seems to be an issue there. Land availability while still being accessible to all (travel time) seems to be the big puzzle. As far as the medical districts, two districts seem to be best. In a previous meeting, people mentioned doctors not wanting to travel too far from the freeway. Fair point. But the east side does need closer medical services.</p>
<p>The following should be zoned as nature preserves:</p> <ol style="list-style-type: none"> 1. Btwn. Ave O and M, btwn Sierra Hwy and 10th st. WEST 2. SOUTH OF PALMDALE BL. FROM 40TH E. TO 70TH EAST 3. NORTH OF PALMDALE BL., BTWN. 40TH AND 50TH

Survey Comments

<p>The high focus on developing the east side via Palmdale Blvd was very disappointing. It is already an undesirable route due to traffic and failed retail. The 14 fwy would have been a better transportation route to build from, and more centralized for all residents of the city - not just the east side. I was excited about this effort originally, but am decidedly less enthusiastic after reviewing the options. My choice ended up being more about picking the one with the fewest undesirable characteristics.</p>
<p>The homeless problems needs to be addressed as investors do NOT want to come to Palmdale when they are camping on vacant lots, illegal dumping and property owners pay high fees to clean it up. Even with noticing property, posting signs, it's never ending. We have large investors pulling out of the Antelope Valley.</p>
<p>The one thing that I find Palmdale to not be clear on is a location for religious use. I've been told by city planning that religious organizations can use a residential location with a CUP or they can utilize commercial or industrial space. In my experience, most cities consider religion of all types to be an important part of city and societal function and plan for it in their city planning docs.</p>
<p>The plans rely to much upon retail business not enough on open spaces and blending the environment.</p>
<p>The residential areas around Ave Q and Ave R are a total mess (east & west of Sierra Hwy); and will need some serious re-zoning and Urban Renewal to accomplish such an ambitious agenda. Section 8 Housing has ruined numerous older residential areas throughout Palmdale and this needs to be addressed and changed in order for these plans to be a success.</p>
<p>These plans are interesting and seem to be a good framework for Palmdale's continued growth. I tend to prefer plan 1, it seems to be the best option, though all 3 have their faults. I do not believe mixed use developments are proper for an exurban/semi-rural area like the AV. Strictly neighborhood commercial developments are preferable. I definitely support increased multifamily zoning on the eastside, especially within the areas currently zoned industrial. The city needs more affordable, low income apartments on the eastside. Changing as much industrial zoning to single family as possible would also allow for more development of affordable single family homes. I also feel Palmdale blvd is not suitable to be a downtown area, and would be a flop, just like Lancaster's Blvd. High earning professionals will not live or shop in that area, no matter how fancy you make it. That area is best as an affordable entry level area. I believe the area around Technology and 10th west has potential to be a downtown area, with the addition of high end shopping, fancy office buildings, and more employment options in the educational and medical fields. Like a mini Warner Center. High-end apartments along Rancho vista blvd would supplement this development, but the city cannot go overboard with apartments in this area, or else it'd hurt property values. A few beautiful buildings here, with single family land serving as a buffer to the white fence farms, would be appropriate. We need high end, non-section 8, apartments to keep the aerospace workers away from Santa Clarita. We also need more high end gated estate communities on the westside with 5000+ sqft homes. I don't support the ritter ranch project, though, as that area should be left untouched, without the unneeded sprawl of that development. The city should focus development on the rancho vista area, maximizing land use there and increasing property values there. I like where the city is going with these plans, and I commend you for making a more balanced plan, as opposed to Lancaster's mess of a zoning map.</p>
<p>Think it is important to have an area in which the Joshua trees are preserved.</p>
<p>Use more maps, and visuals for individuals who do not understand city planning jargon.</p>
<p>Very hard to see what was on the previous page so I just picked one.</p>
<p>Walkability is paramount.</p>

Survey Comments

we chose alt 2 because we prioritize increasing employment opportunities and increasing healthcare access. thank you
We need a bigger entertainment industry out here as well.
We need more for the kids to do.
We need more kid friendly activities and entertainment
we need more large company's coming up here
We need more thing for old kids to do ages 11-17
We need to think about conserving space for environmental purpose as well as love of views and Desert. Palmdale is nice and doesn't need to be full of concrete everywhere. The main areas by the mall and medical center should remain the main areas. We also already have so many empty homes we should focus on filling instead of building new ones
We prefer alternative #2; but like the expanded medical districts on the eastside!
We want to see higher education in Palmdale. Obtain a partnership with UCLA, USC, or Cal State in areas that will best serve our children such as engineering, architecture, healthcare, political science, aerospace science, and other areas that will keep educated people living and working here.
We would benefit greatly with the addition of more trees, green spaces, additional bike paths, urban areas, and places like the Americana at brand in Glendale, I know that may be far out but I believe that we can make Palmdale greener and fitted with more service industry.
What about a high speed rail to Victorville ? _____ OR a freeway-pass going east from Freeway 14 at avenue P-8 ????? Another rail platform could located at 40th street East and S-11 to Victorville, where it could meet there to switch trains headed for Las Vegas.
Where will the water sources come from to support these plans?
Would be amazing to see a larger strip of land designated for public park in downtown aside from Carson Park. Something going along the corridor on Ave. Q.
Would like to see mid town between 30 e and 5th west and Palmdale Blvd more built up. Sad that there are no drug stores in that stretch or quality grocery stores. Coursing arts building and all in that area do not have convenient shopping. Also need to have a corridor for low income/ homeless assistance- all government services in one area near homeless shelter. So tired of seeing them lingering at the bus stops...
Yes, I HATE ti see the beautiful new charter school campus vacant. I suggest open up as a trade/apprentice high school. You can work with retirees and companies like Lowes/Home Depot. A great second for those interested or talented for stem
Yes, please make sure we are growing local job diversity industries such as tech industry for people to live closer to where they work to have a more desirable place to live and reduce carbon footprint overall. Other big industries besides aerospace industry to incorporate in final plan please! Good example is Silicon Valley job market diversity to grow stronger local economy.
You should make sure there is quick and easy transportation between the mall, proposed downtown business center, medical center educational centers, if they are built near 10th st west. Perhaps something like the DASH buses downtown. Frequent and convenient to move amongst all without requiring driving a car and congesting that part of city even further.
Gracias por ponerlo en Español. (Translation: Thank you for putting this is Spanish)
NA
N/A
N/A
N/A

Survey Comments

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Survey Comments

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No.
No additional comments
none at this point
None at this time
None at this time.
None. Excellent Survey. Thank you.
Nope
nope
nope.
Not at this time
Not at this time
Not at this time
Not at this time
Not at this time.
Not at this time.
Not right now

Appendix C: Survey Reports

City of Palmdale General Plan Update: Land Use Concept Survey

409 responses

Of the three alternatives, which type of employment uses do you prefer around Plant 42?

387 out of 409 answered



Alternative 3

34% / 135 resp.



Alternative 2

34% / 132 resp.



Alternative 1

31% / 120 resp.



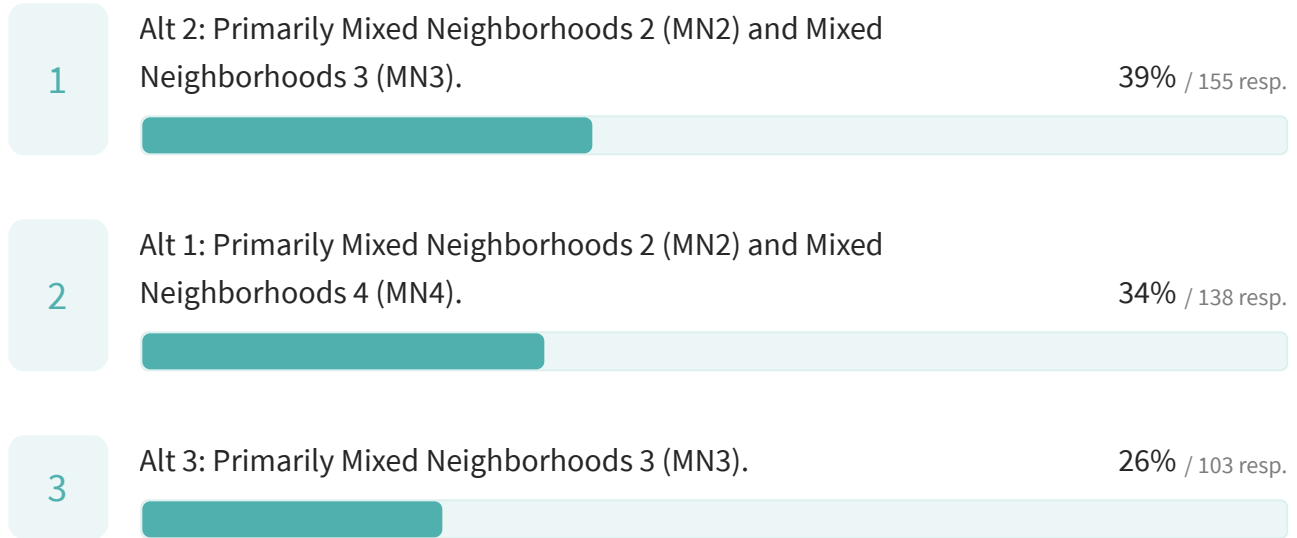
...include a variety of attached and detached townhomes, 2-3 story walkups, or townhomes. Oriented for walking and biking while

...where buildings are close to the sidewalk and include housing types like garden apartments, rowhouses, and townhomes within walking distance of goods,

...where buildings are close to the sidewalk and include a variety of attached dwelling types like townhomes, and mid-rise to high-rise apartments and townhomes within walking distance of goods and services, and transit.

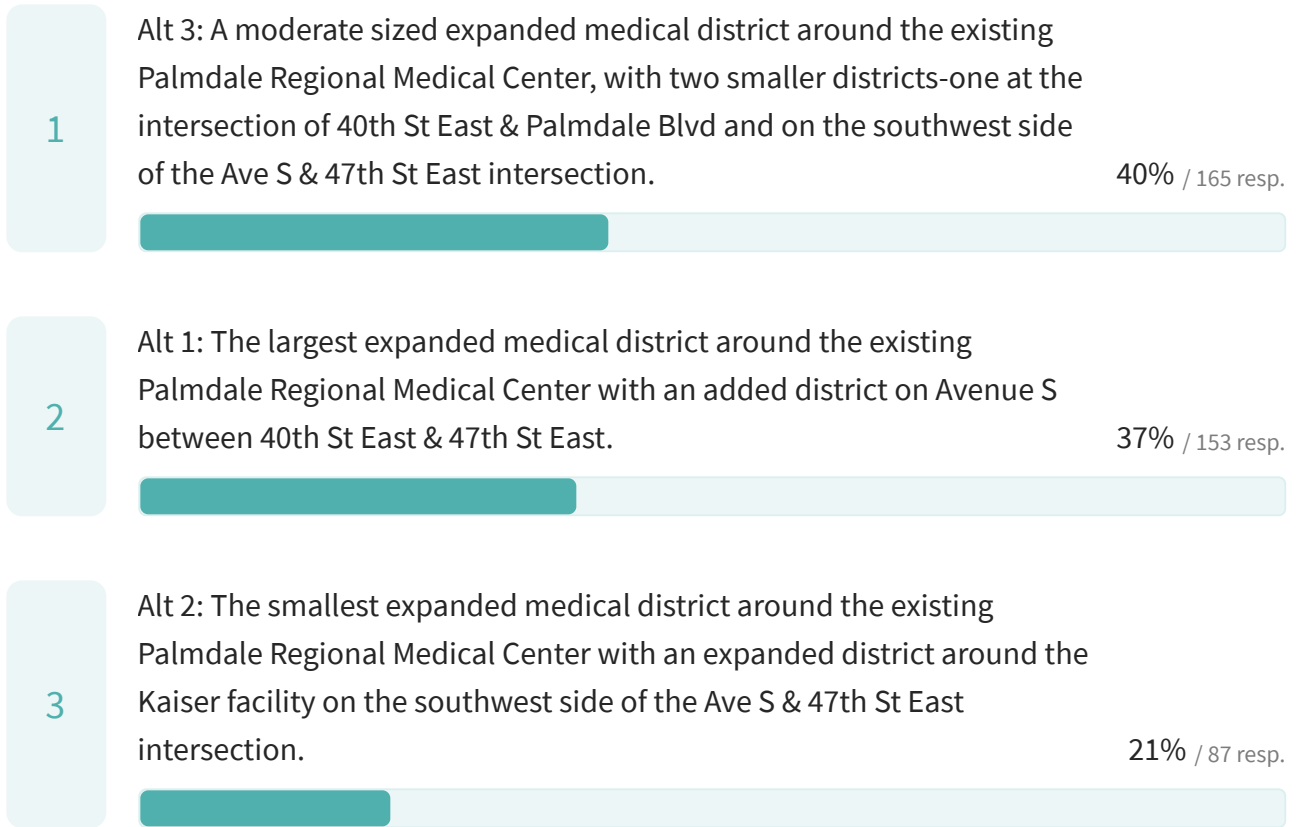
Of the three alternatives, which type of housing do you prefer on both sides of Palmdale Boulevard?

396 out of 409 answered



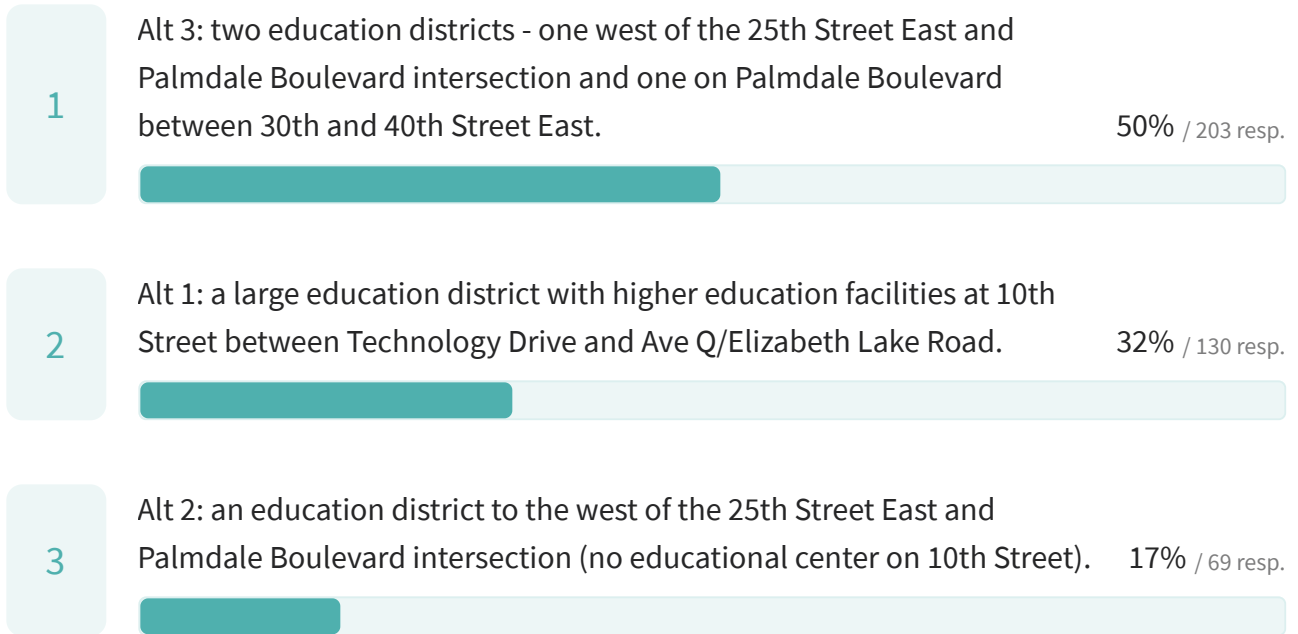
Of the three alternatives, which location for the medical district(s) do you prefer?

405 out of 409 answered



Of the three alternatives, which location for the educational district(s) do you prefer?

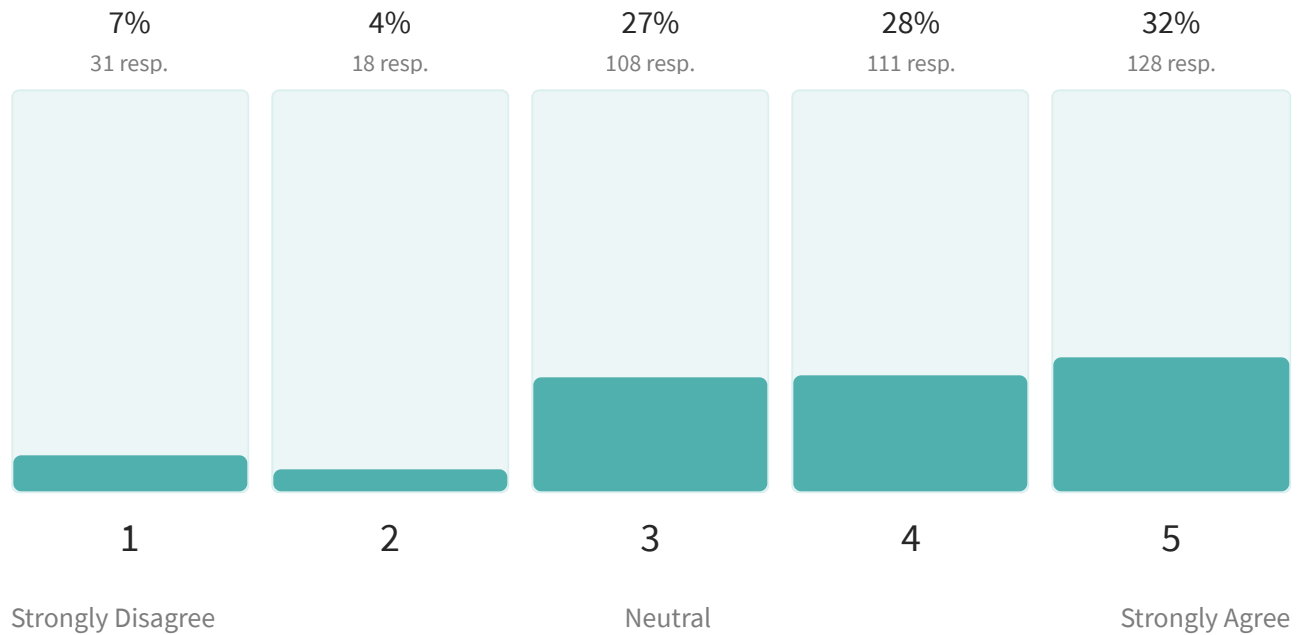
402 out of 409 answered



All three alternatives show Downtown Palmdale located around the future High-Speed Rail multimodal station between Avenue Q and Palmdale Boulevard, SR-14 freeway and 10th Street East. This location takes advantage of future growth due to all the proposed transit investments. Avenue Q is anticipated to be the City’s main street with retail, restaurants, and other amenities. Do you agree?

396 out of 409 answered

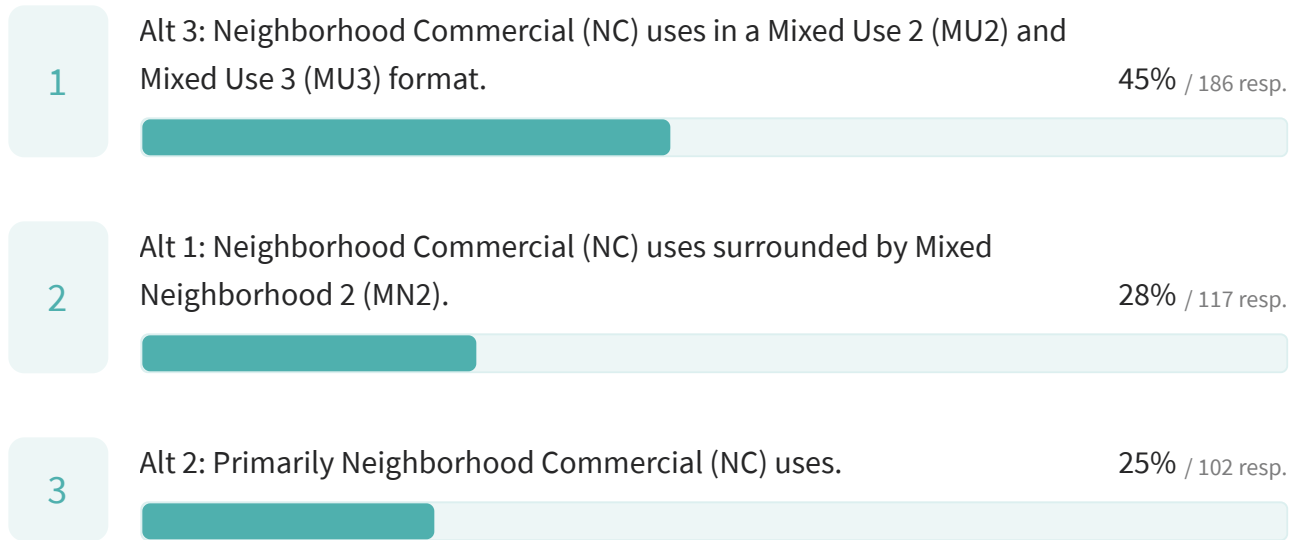
3.7 Average rating





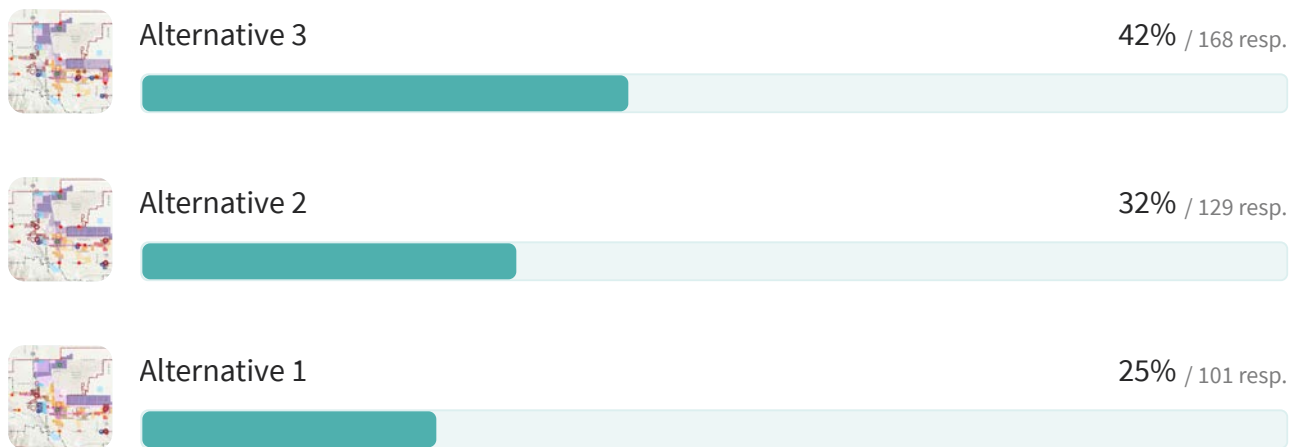
Of the three alternatives, which type of Village Center did you prefer?

405 out of 409 answered



Of the three alternatives, which do you prefer overall?

398 out of 409 answered

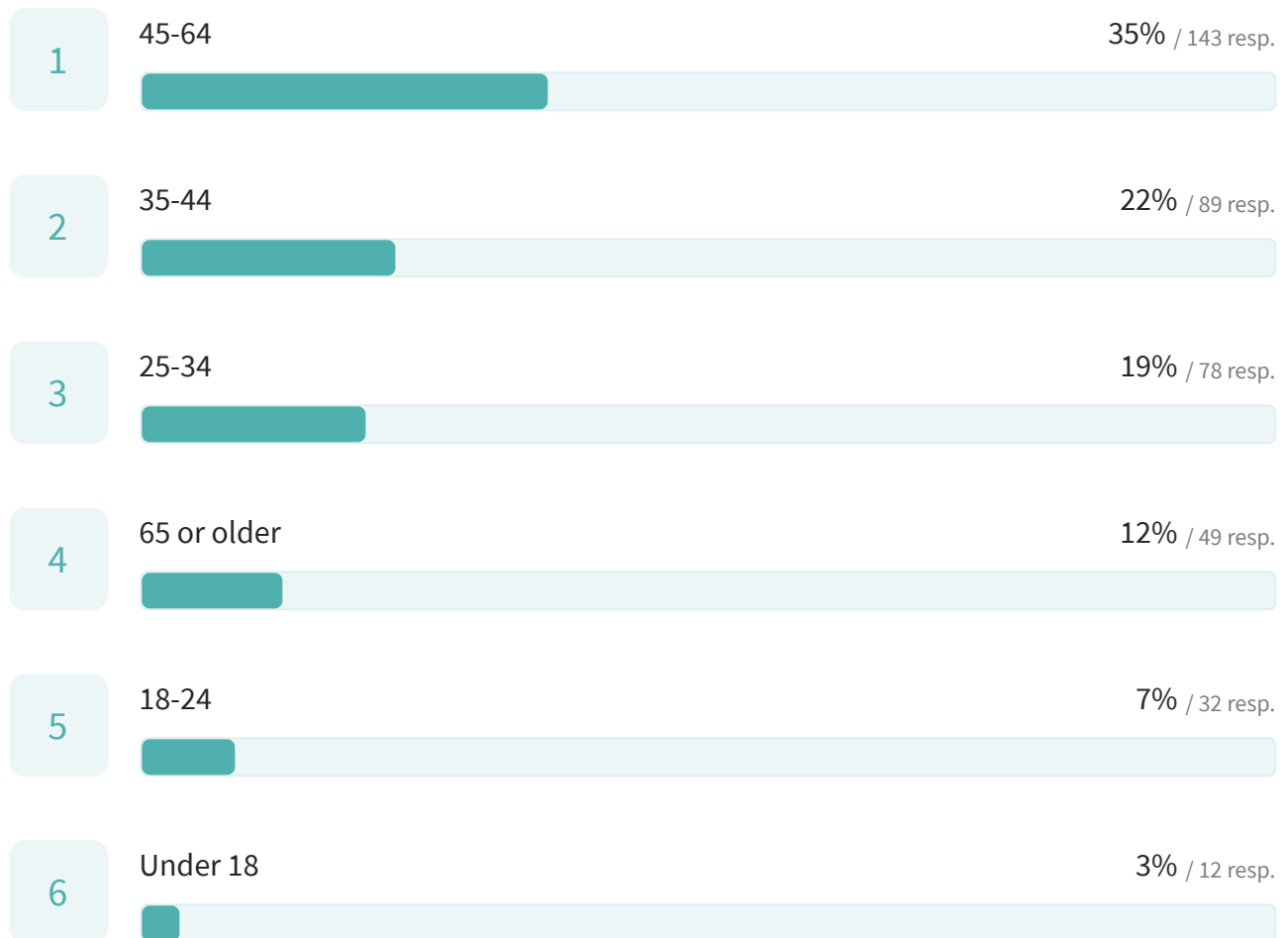


Demographics Questions

The following questions are anonymous and help the project team determine who has participated in this virtual workshop and who we have not yet reached. This helps ensure that a wide cross-section of the Palmdale community has the opportunity to weigh in on its future.

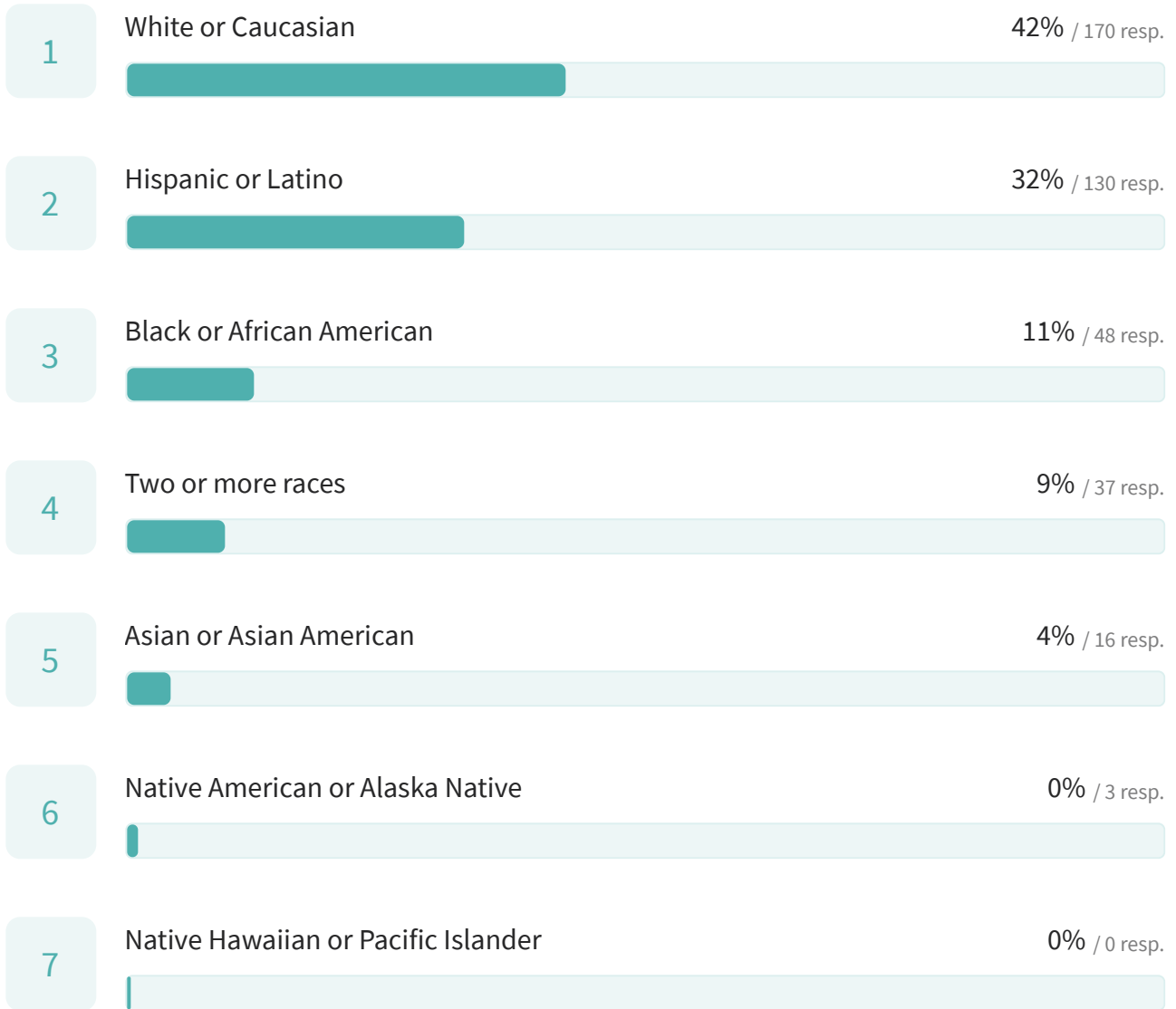
What is your age range?

403 out of 409 answered



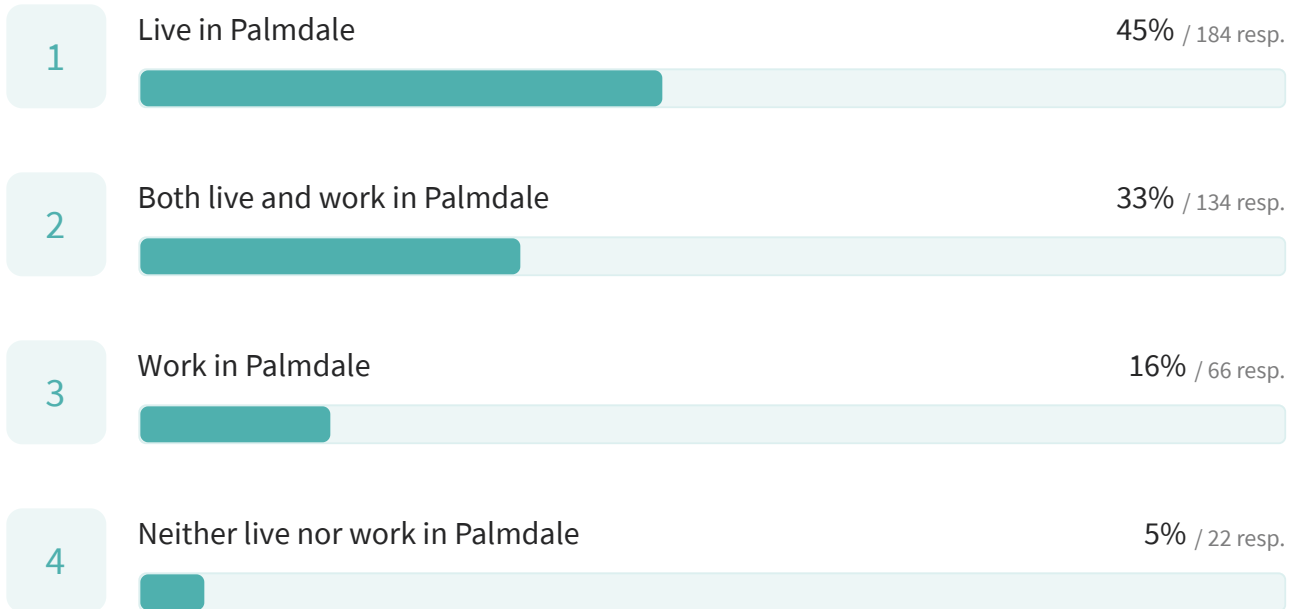
What best describes your background?

404 out of 409 answered



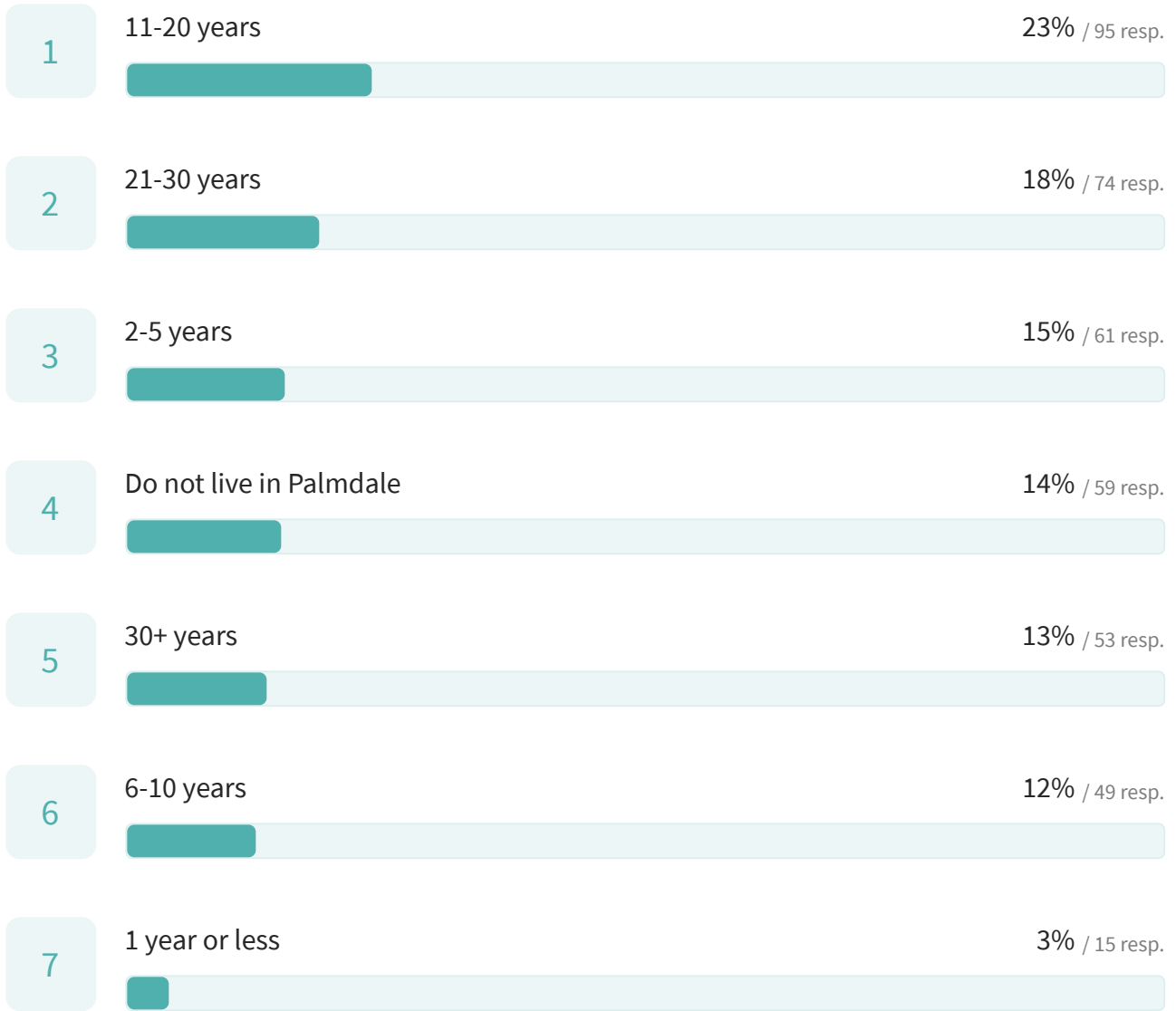
Do you live and work in Palmdale?

406 out of 409 answered



How long have you lived in Palmdale?

406 out of 409 answered

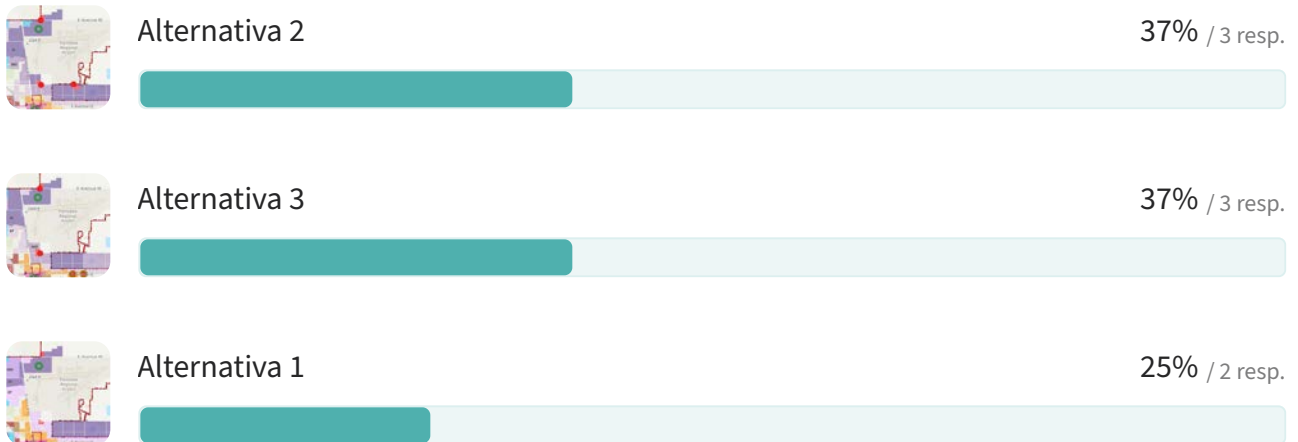


Actualización del Plan General de la ciudad de Palmdale: Encuesta sobre el concepto de uso de la tierra

9 responses

De las tres alternativas, ¿qué tipo de usos prefiere en torno a Plant 42?

8 out of 9 answered



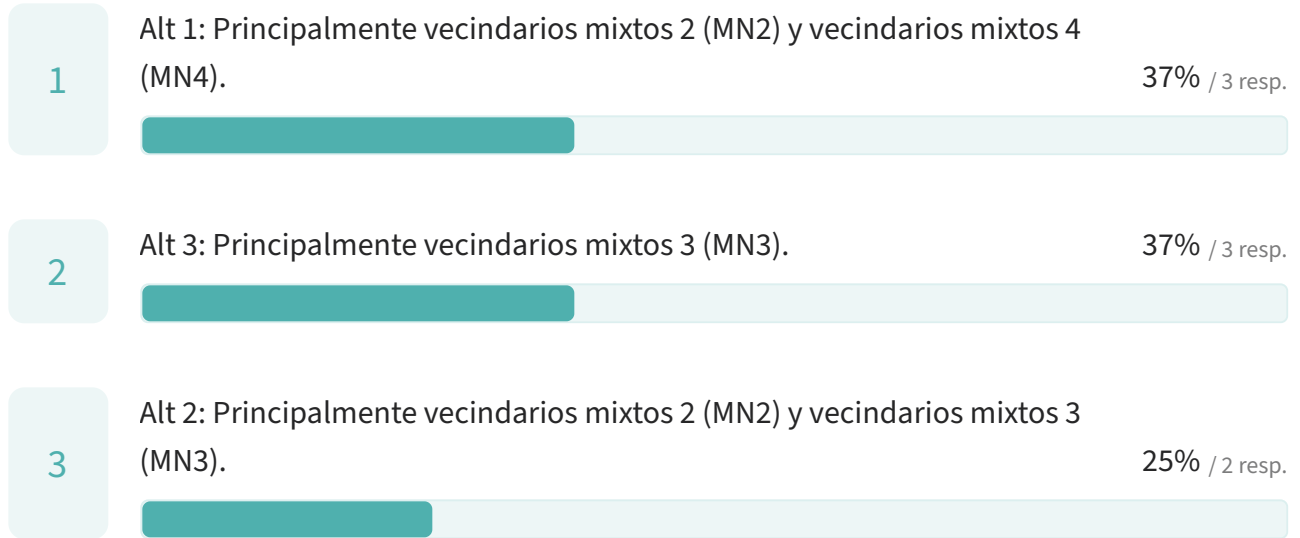
include a variety of attached and detached townhomes, 2-3 story walkups, or townhomes. Oriented for walking and biking while

where buildings are close to the sidewalk and types like garden apartments, rowhouses, and townhomes within walking distance of goods,

where buildings are close to the sidewalk and a variety of attached dwelling types like townhomes, and mid-rise to high-rise apartments a variety of goods and services, and transit.

De las tres alternativas, ¿qué tipo de vivienda prefiere en ambos lados de Palmdale Boulevard?

8 out of 9 answered



De las tres alternativas, ¿qué ubicación prefiere para los distritos médicos?

8 out of 9 answered

1

Alt 3: Un distrito médico de tamaño moderado en torno al Centro médico regional actual de Palmdale y dos distritos médicos más pequeños, uno en la intersección de 40th St E y Palmdale Blvd y el otro en el suroeste de la intersección de Ave S y 47th St E.

50% / 4 resp.

2

Alt 1: El distrito médico ampliado más grande en torno al centro médico regional actual de Palmdale, con un distrito añadido en Ave S, entre 40th St E y 47th St E.

37% / 3 resp.

3

Alt 2: El distrito médico ampliado más pequeño en torno al centro médico regional actual de Palmdale, con un distrito ampliado en torno al centro Kaiser en el extremo suroeste la intersección de Ave S y 47th St E.

12% / 1 resp.

De las tres alternativas, ¿qué ubicación prefiere para los distritos educativos?

8 out of 9 answered

1

Alt 3: dos distritos educativos, uno al oeste de la intersección de 25th St E y Palmdale Blvd y el otro en Palmdale Boulevard, entre 30th St y 40th St E.

87% / 7 resp.

2

Alt 2: un distrito educativo hacia el oeste de la intersección de 25th St E y Palmdale Blvd (sin centro educativo en 10th St).

12% / 1 resp.

3

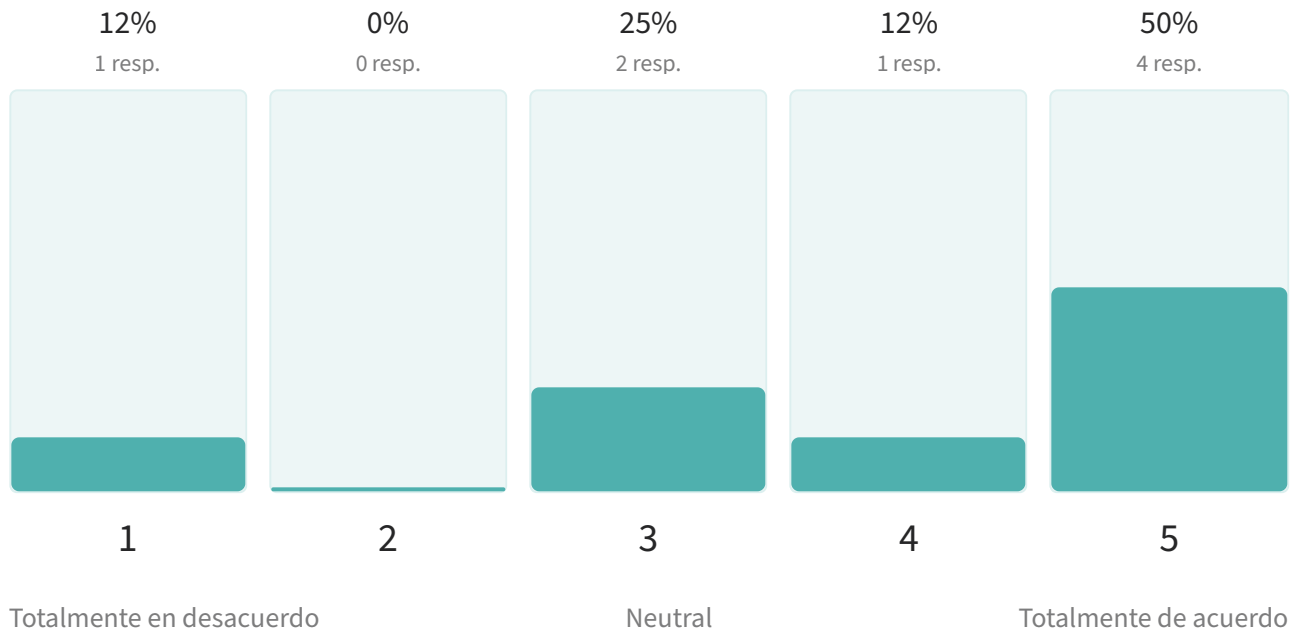
Alt 1: un gran distrito educativo con centros de enseñanza superior en 10th St entre Technology Drive y Avenue Q/Elizabeth Lake Road.

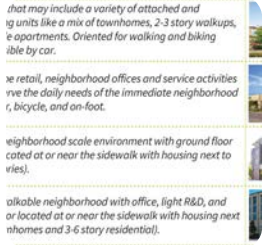
0% / 0 resp.

En las tres alternativas, el centro de Palmdale se ubica en torno a la futura estación multimodal del tren de alta velocidad, entre Avenue Q y Palmdale Boulevard, la autopista SR-14 y 10th St E. Esta ubicación aprovecha el futuro crecimiento que atraerán las inversiones propuestas en tránsito. Se prevé que Avenue Q se convierta en la calle principal de la ciudad, con comercios, restaurantes y otros servicios. ¿Está de acuerdo con ello?

8 out of 9 answered

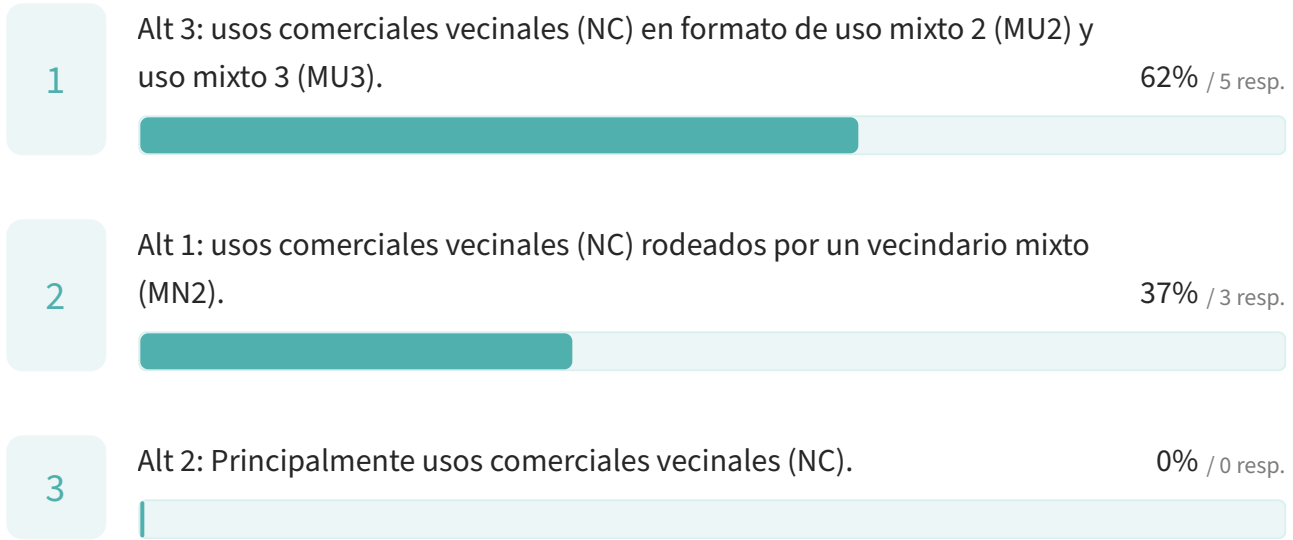
3.9 Average rating





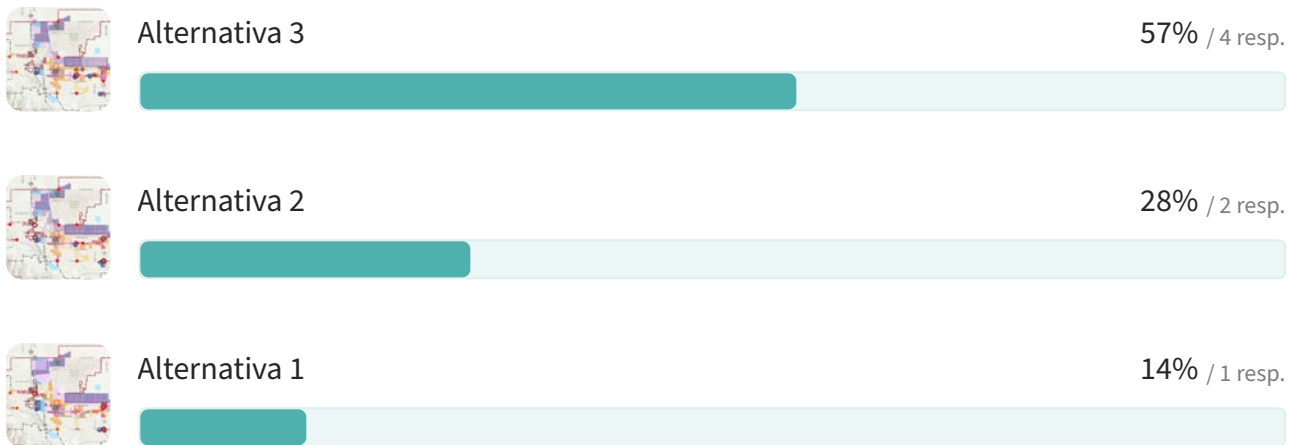
De las tres alternativas, ¿qué tipo de centro vecinal prefiere?

8 out of 9 answered



De las tres alternativas, ¿cuál le convence más?

7 out of 9 answered

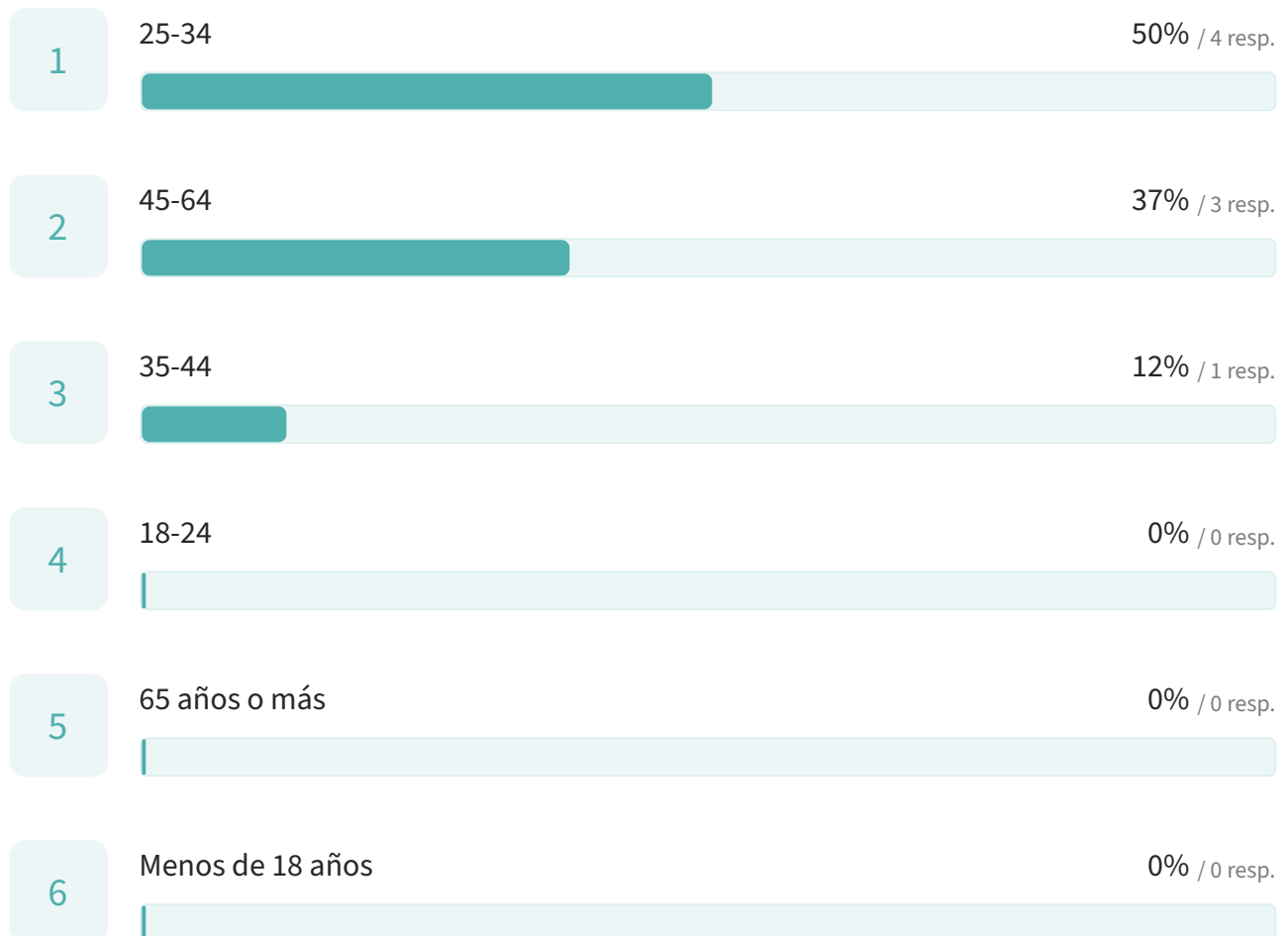


Preguntas sobre demografía

Las siguientes preguntas son anónimas y ayudarán al jefe del proyecto a determinar quién ha participado en este taller virtual y a qué población no hemos llegado aún. Esto ayuda a garantizar la participación de una muestra representativa de la comunidad de Palmdale.

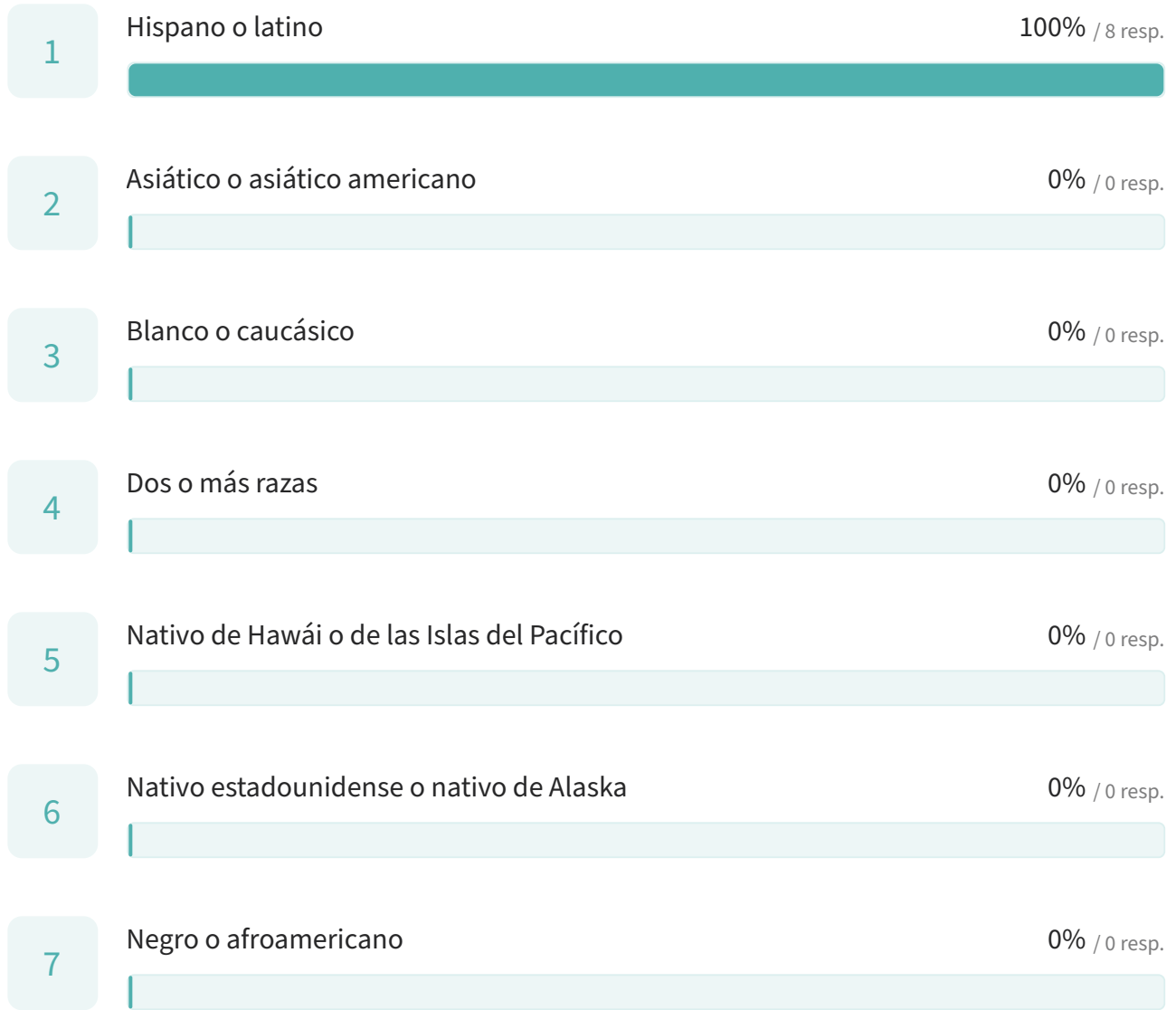
¿Cuál es su rango de edad?

8 out of 9 answered



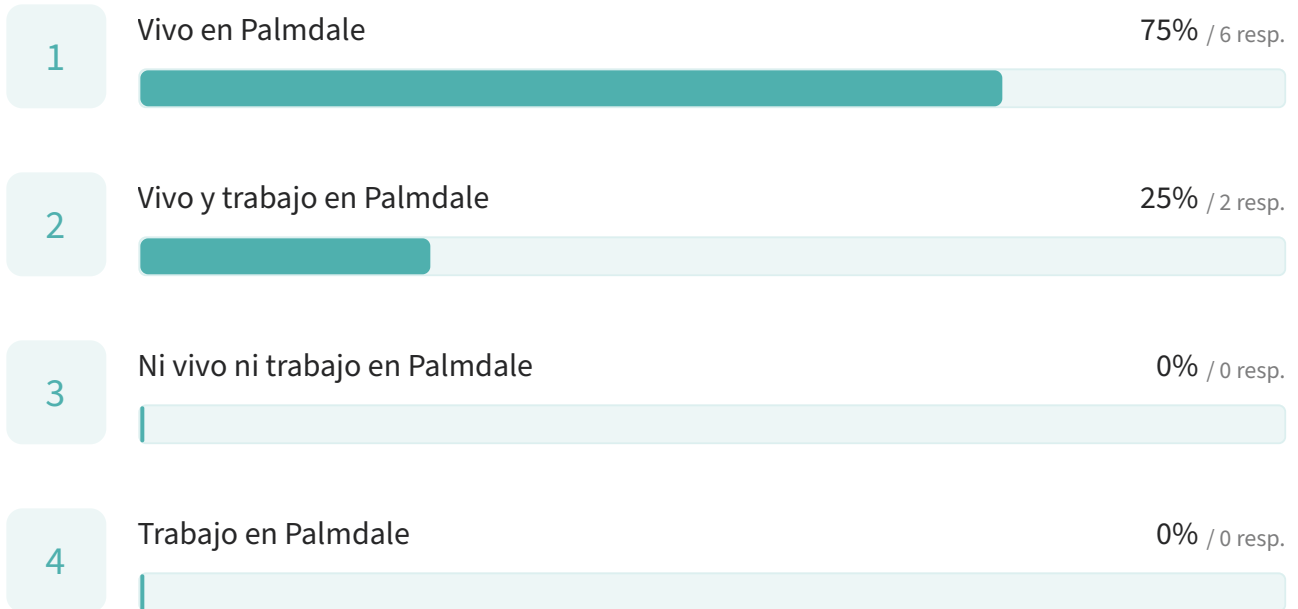
¿Cuál de los siguientes describe mejor su origen?

8 out of 9 answered



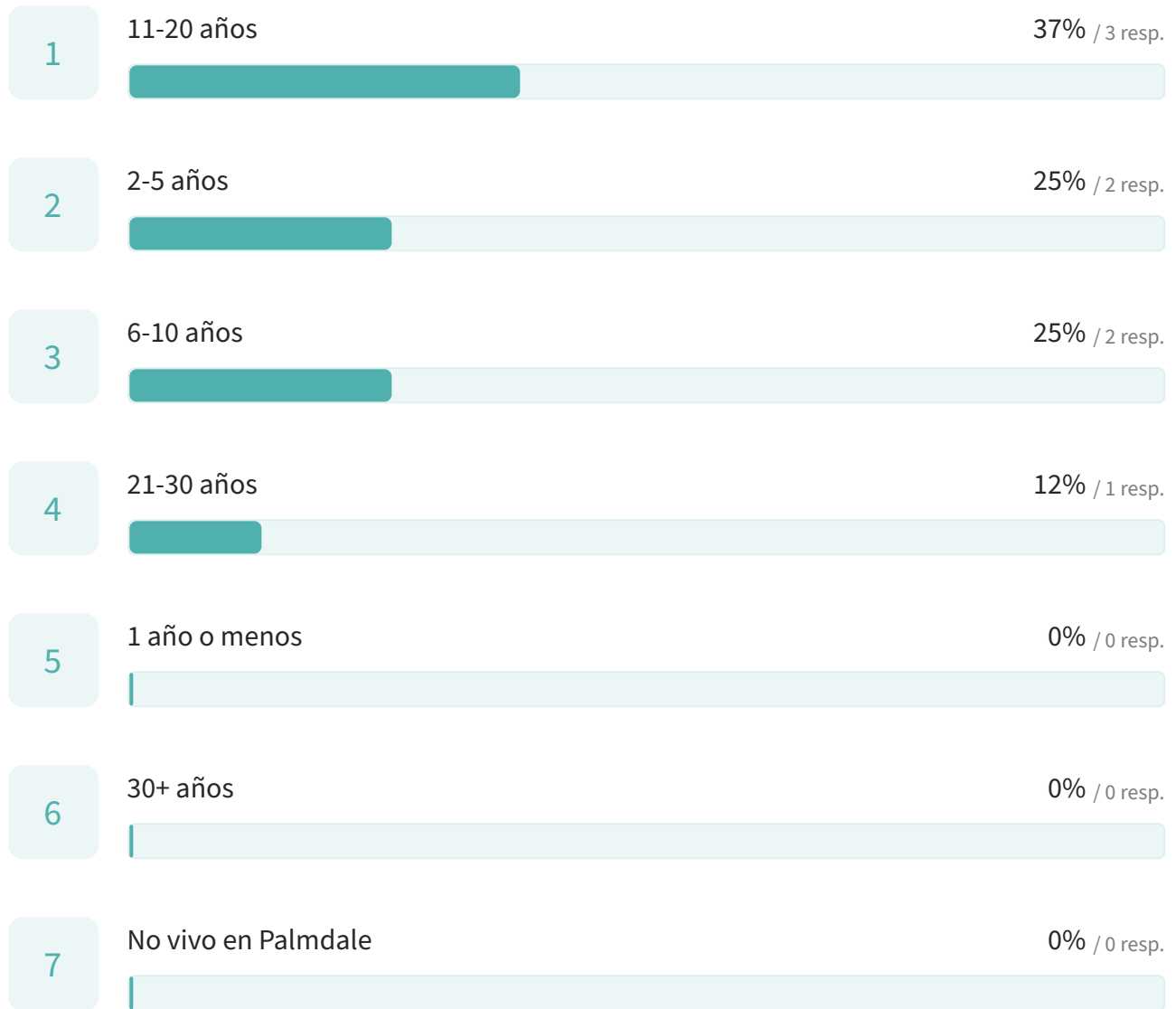
¿Vive y trabaja en Palmdale?

8 out of 9 answered



¿Cuánto tiempo lleva viviendo en Palmdale?

8 out of 9 answered



Appendix D: Digital Campaign Reports

Post Details



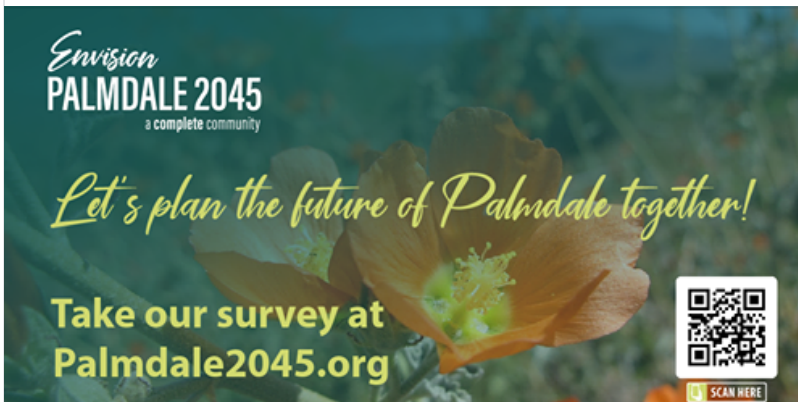
City of Palmdale - Government

Published by John Mlynar · July 29 ·

Provide your input on Palmdale's General Plan Update land-use alternatives. The virtual workshop and survey are available 24/7 at Palmdale2045.org.

In addition, join the project team for a live, online presentation on August 8 from 9:30-11 am.

For more information and to register for the live presentation, visit Palmdale2045.org.... [See More](#)
[See Translation](#)



12,489
People Reached

1,464
Engagements

[Boost Again](#)

Boosted on Jul 29, 2020
By John Mlynar Completed

People Reached	9.6K	Post Engagement	721
----------------	-------------	-----------------	------------

[View Results](#)

280

17 Comments 46 Shares

[Like](#)

[Comment](#)

[Share](#)



Performance for Your Post

12,489 People Reached

378 Reactions, Comments & Shares

295 Like	279 On Post	16 On Shares
--------------------	-----------------------	------------------------

8 Love	8 On Post	0 On Shares
------------------	---------------------	-----------------------

1 Haha	1 On Post	0 On Shares
------------------	---------------------	-----------------------

3 Wow	3 On Post	0 On Shares
-----------------	---------------------	-----------------------

25 Comments	22 On Post	3 On Shares
-----------------------	----------------------	-----------------------

46 Shares	46 On Post	0 On Shares
---------------------	----------------------	-----------------------

1,086 Post Clicks

297 Photo Views	140 Link Clicks	649 Other Clicks
---------------------------	---------------------------	----------------------------

NEGATIVE FEEDBACK

1 Hide Post **0** Hide All Posts

0 Report as Spam **0** Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Arellano Associates

The background features a grid pattern with a color gradient from green on the left to blue on the right. In the center, there is a silhouette of a person standing and speaking to a group of people seated in front of them. The text is overlaid on this scene.

City of Palmdale Campaign

August 3 – 23, 2020

Programmatic Display Summary

August 2020

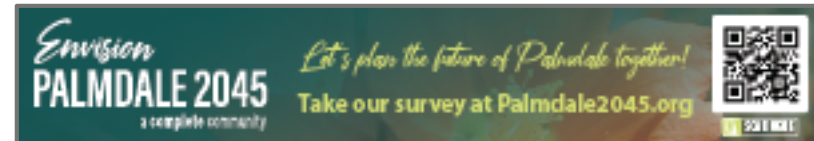
Creative / Ad Size	Impressions	Clicks	CTR
Creative 1 Total	111,715	122	0.11%
160x600	3,799	4	0.11%
300x250	31,186	18	0.06%
300x50	10,976	15	0.14%
300x600	1,508	3	0.20%
320x480	14	1	7.14%
320x50	42,759	51	0.12%
728x90	21,473	30	0.14%
Creative 2 Total	88,284	144	0.16%
160x600	2,452	3	0.12%
300x250	22,707	22	0.10%
300x50	7,367	8	0.11%
300x600	1,737	1	0.06%
320x480	24	0	0.00%
320x50	36,416	71	0.19%
728x90	17,581	39	0.22%
Grand Total	199,999	266	0.13%

Device Type	Impressions	Clicks	CTR
Mobile	121,183	173	0.14%
PC	54,536	28	0.05%
Tablet	23,520	65	0.28%

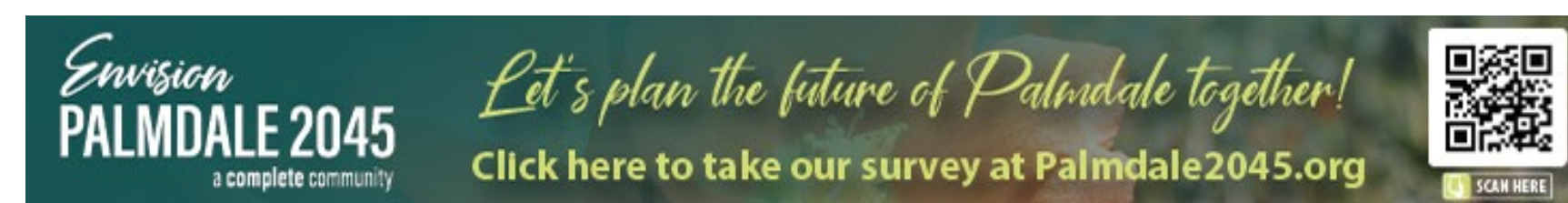
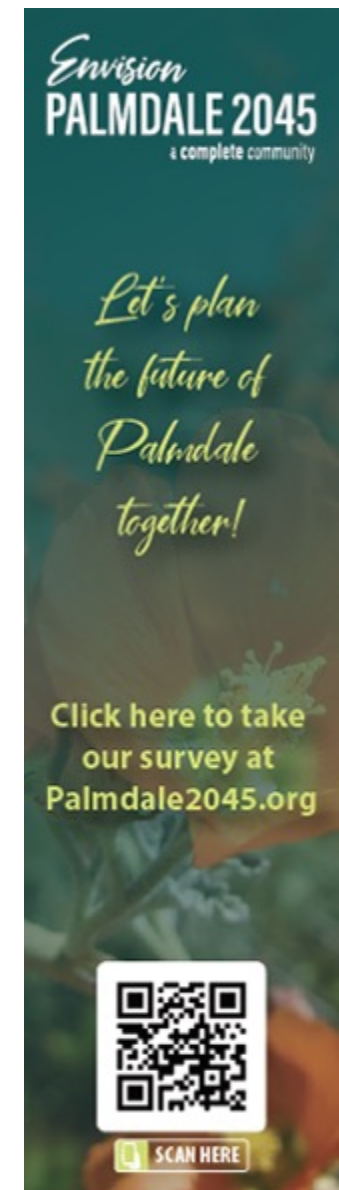
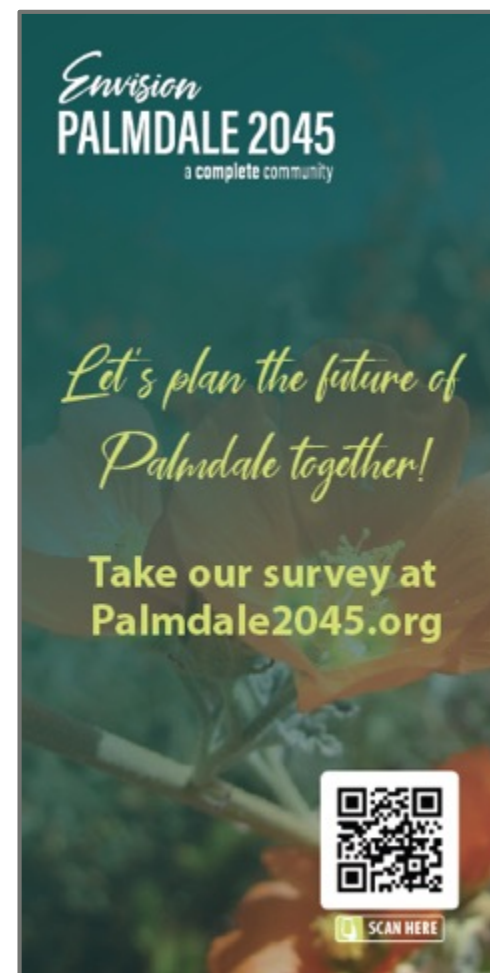




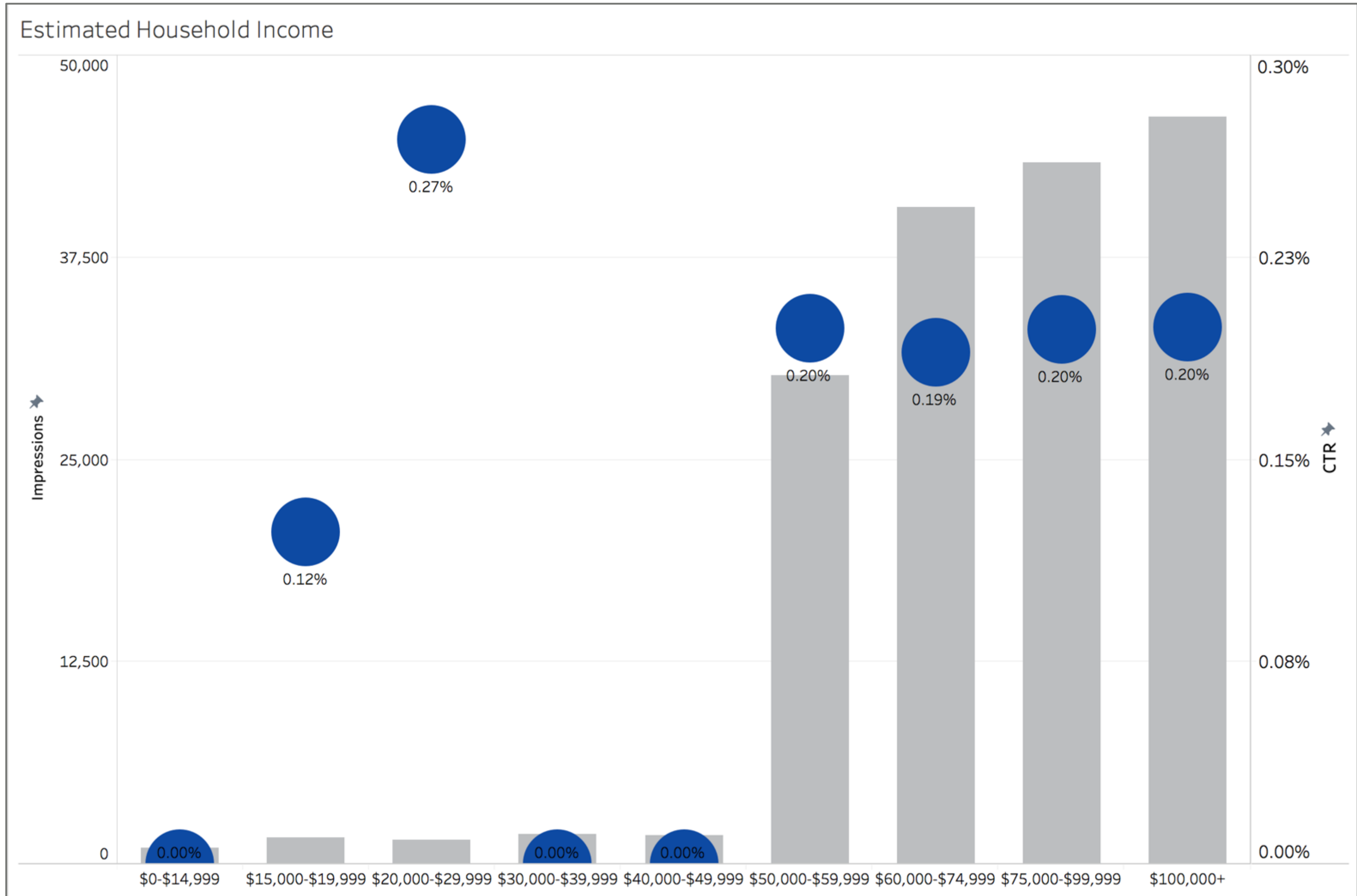
Creative 1



Creative 2



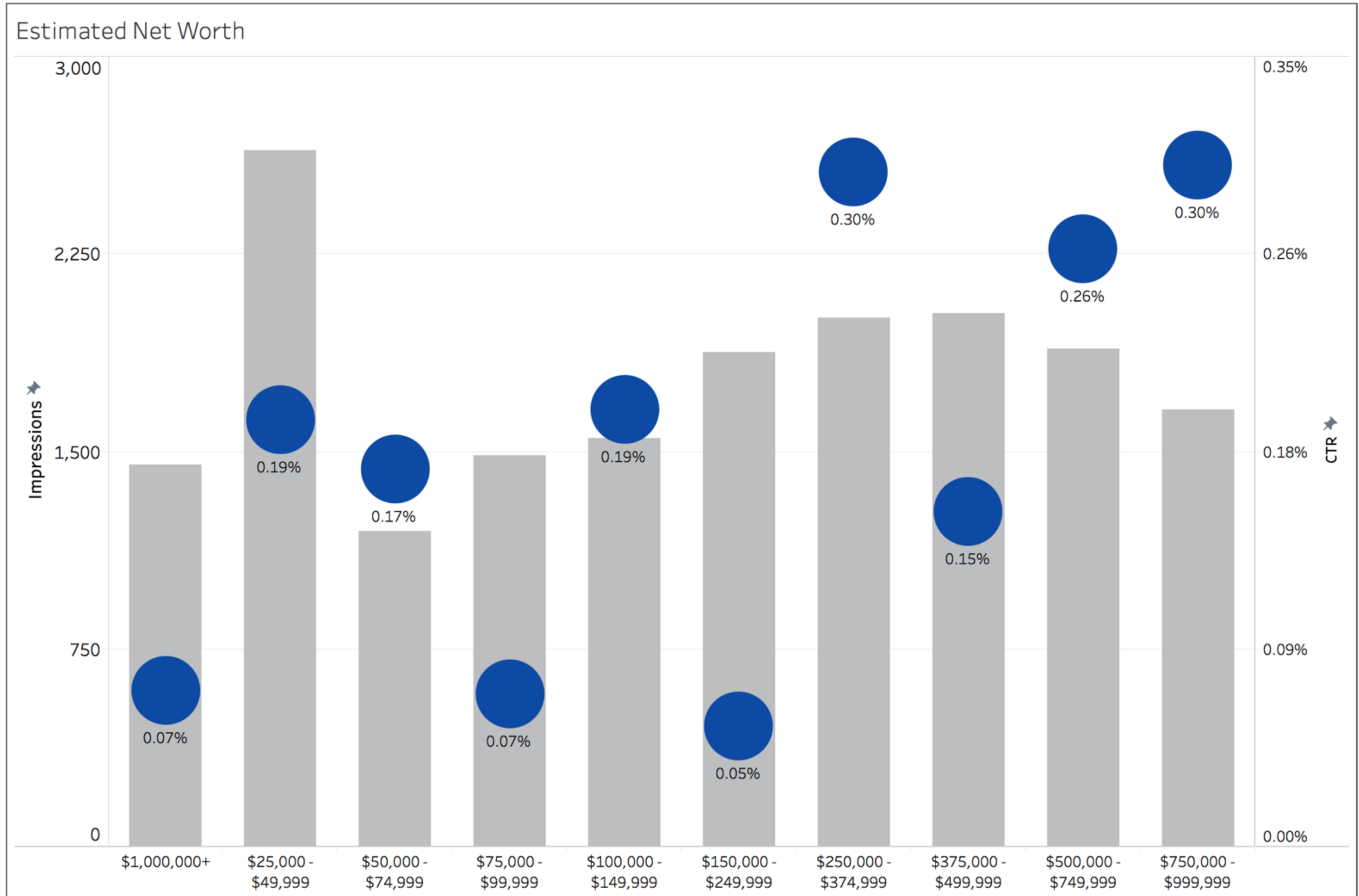
Audience Insights



Measure Names

- CTR
- Impressions

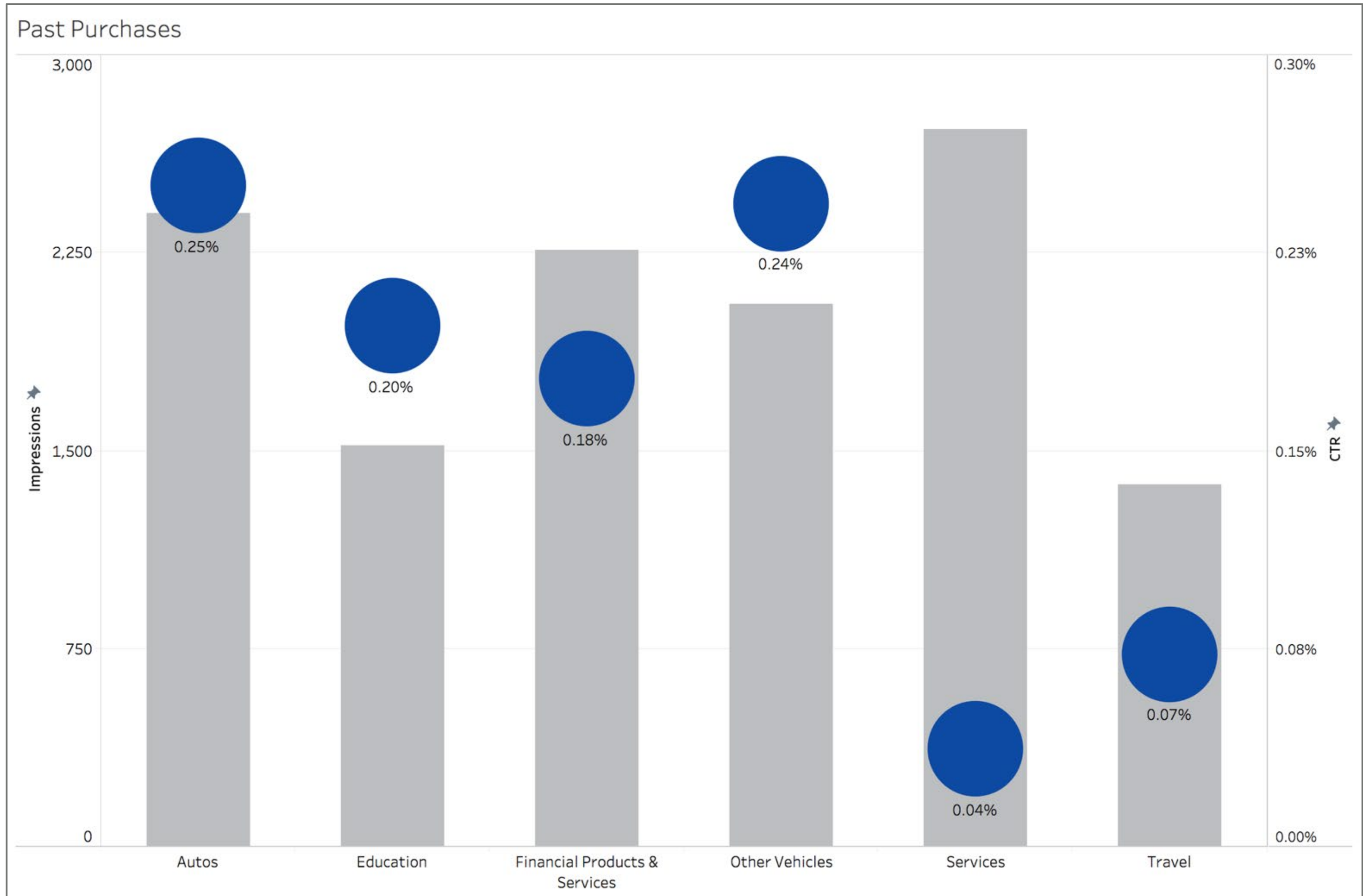
Audience Insights



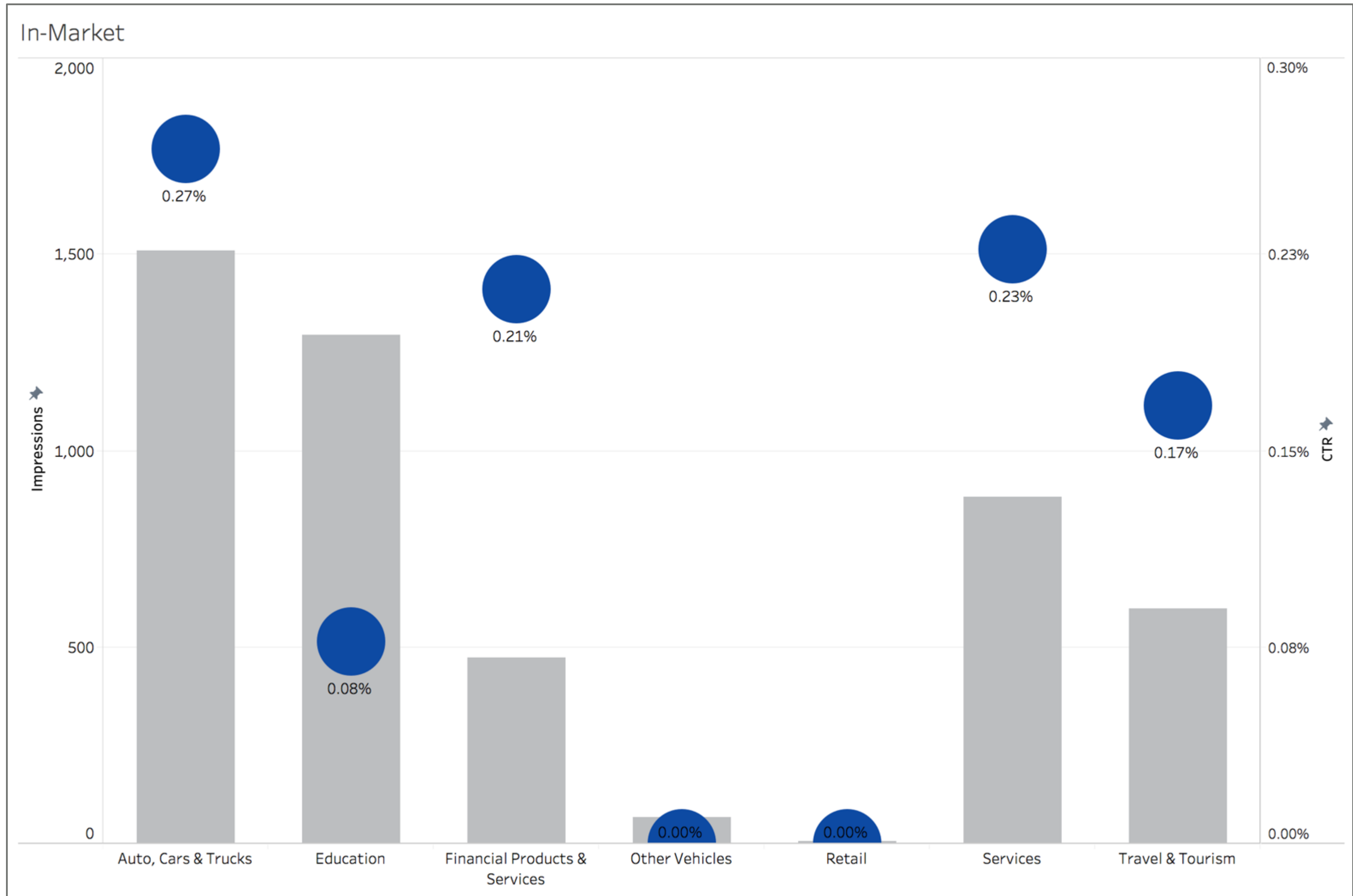
Measure Names

- CTR
- Impressions

Audience Insights



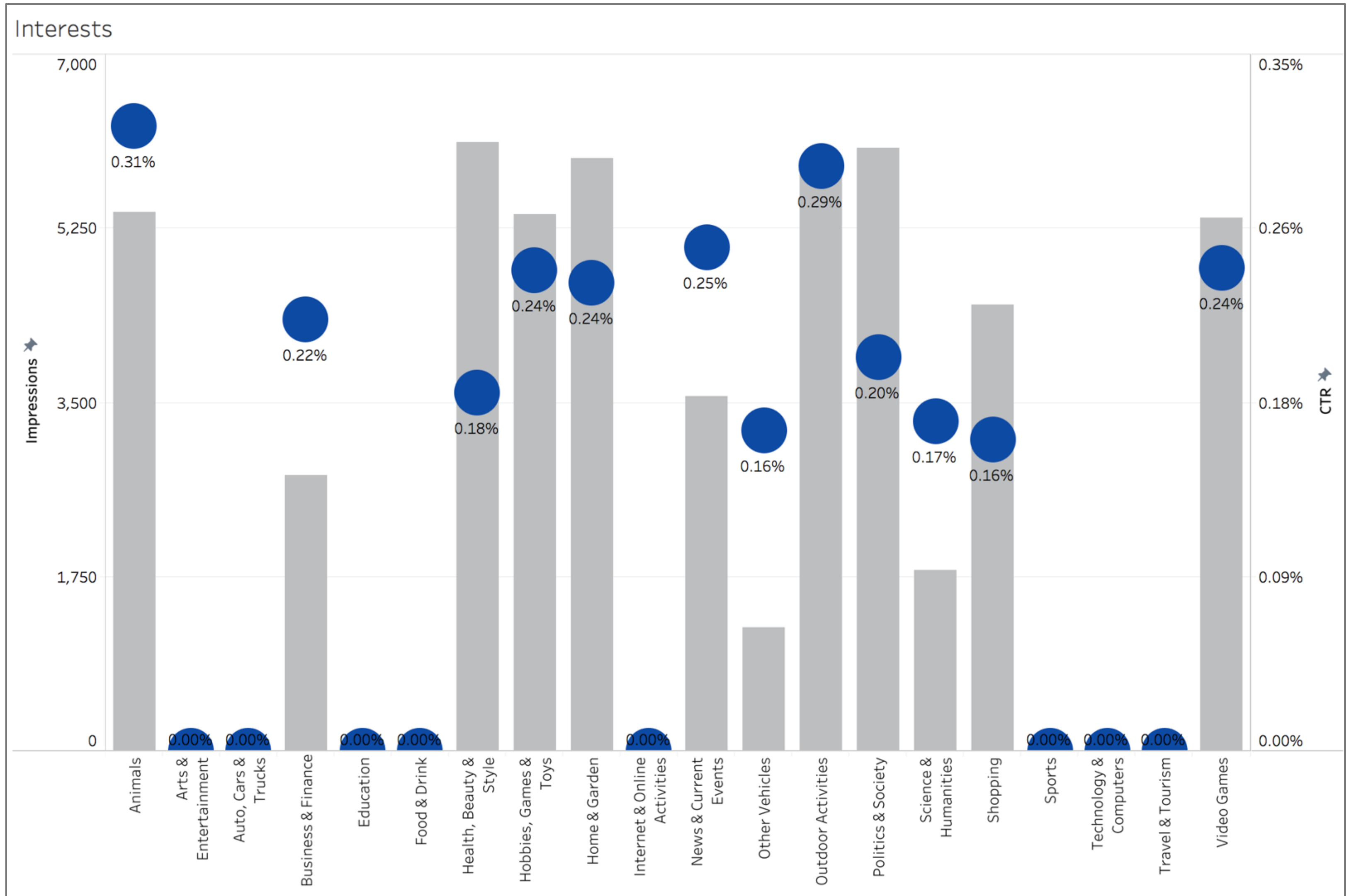
Audience Insights



Measure Names

- CTR
- Impressions

Audience Insights



Measure Names

- CTR
- Impressions