

SUMMARY OF TOWN COUNCIL STRATEGIC PLANNING WORKSHOP
AUGUST 14, 2018

At its August 14, 2018 Strategic Planning Workshop, the Town Council set overall priorities into three categories, with category one being the most important. Those priorities are as follows:

Category I

1. Fiscal Sustainability (i.e. unfunded liabilities, protecting reoccurring revenues, controlling costs)
2. Infrastructure – maintaining the Town’s infrastructure (i.e. flood control, streets, Sanitary District No. 2, facilities)
3. Disaster Planning – Readiness – Infrastructure (plan for environmental impacts for flooding/fire)

Category II

1. Land Use
2. Traffic & Circulation
3. Maintenance and Beautification of Town

Category III

1. Quality of life issues (i.e. noise, short-term rentals)
2. Everything else

With the above-listed categories in mind, the Town Manager, Planning/Building Director and Public Works Director led the Town Council through a list of the issues and topics that the Town is currently addressing, as well as those the Town is likely to begin to address over the next twelve months. The Town Council set the following direction:

Fiscal Sustainability (Category I)

1. Launch the GovInvest platform – Provide information and analysis regarding the Town’s unfunded pension and retiree health obligations
2. Provide analysis on the strengths and vulnerabilities of the Town’s sales tax revenues. Work with regional and state partners on protecting sales tax revenues and online sales

Infrastructure (Category I) and Traffic and Circulation Improvements (Category II)

1. Deliver Capital Improvement Projects
 - Flood control and storm drainage (15 Projects)
 - Multimodal transportation (23 projects)
 - Parks (2 projects)
 - Environmental (4 projects)
 - Town-owned buildings (2 projects)
 - Sanitary District (11 projects)

Disaster Planning – Readiness – Infrastructure (Category I)

1. Sea Level Rise – Adaptation

- Develop a long-term plan for the flood control system
- 2. Sanitary District No. 2 – Complete evaluation of entire system
 - Set Lateral Ordinance Policy (Schedule community workshop to discuss options)
- 3. Install early warning system
- 4. Continue fire safety and preparedness efforts
 - Support of Neighborhood Response Group (NRG) and Community Emergency Response Team (CERT) groups
 - Fire prevention program
 - Code Enforcement
 - Enhance vegetation management program
 - Identify pathways on all hillside communities and evaluate: ownership/maintenance/signage opportunities

Land Use – Zoning Ordinance Amendments (Category II)

Implement the following land use ordinances:

1. Hotel Floor Area Ratio (FAR) Ordinance
 - a. Reviewed at July 24, 2018 Planning Commission meeting and next steps
2. Cannabis Ordinance
 - a. Staff to hold community workshops to discuss potential opportunities and impacts – Staff will come back to Council to submit findings and recommendations for consideration
3. Views Guidelines and/or Ordinance
4. Zoning Ordinance Clean up at Planning Director discretion (yards, Accessory Dwelling Units (ADUs), etc...)

Monitor and lay groundwork (time permitting) for the following potential ordinances:

5. Green Building Ordinance
6. Short Term Rental Ordinance

Maintenance and Beautification of Town (Category II)

1. Continue the beautification efforts of the Town – Staff to provide a summary overview to Council on the efforts undertaken by Public Works to maintain the Town’s beautification

Quality of Life Issues and Ordinance Updates (Category III)

1. Update Climate Action Plan (Environmental sustainability)
2. Noise Ordinance
3. Provide Council with an update on the following issues:
 - Short-term rentals
 - Wireless 5G streamlining legislation and efforts
 - Park Madera Center – Discuss long-term options for the Town-owned center

FISCAL IMPACT:

None.

ENVIRONMENTAL IMPACT:

This activity is not defined as a project under CEQA (Section 15378 CEQA Guidelines).