

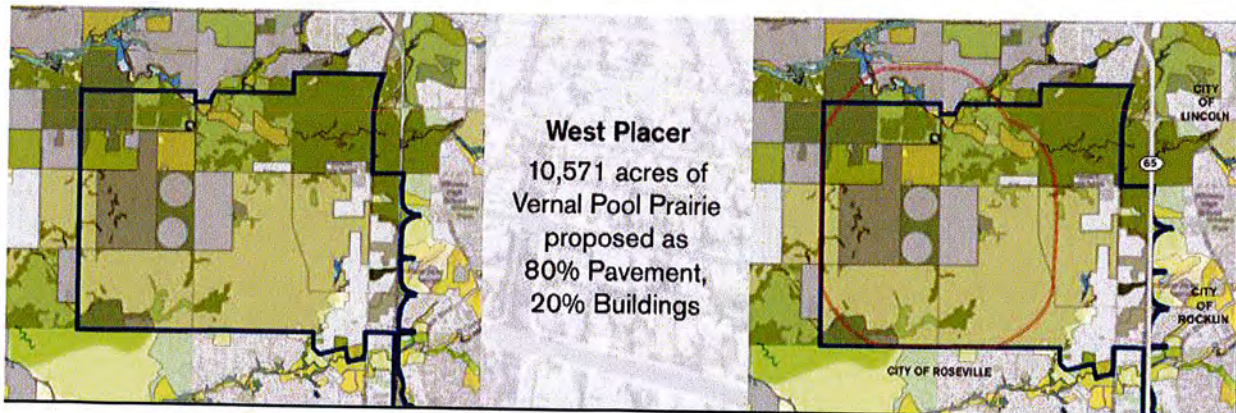
# Alliance for Environmental Leadership



*Alliance for Environmental Leadership*

*Together we're a stronger voice.*

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## Alliance for Environmental Leadership

The Alliance for Environmental Leadership (AEL) brings together existing like-minded organizations and citizens for a common cause - defending natural ecosystems and advocating for sustainable, inclusive communities in Placer and Nevada Counties.

# Citizen Initiated Smart Growth Plan

Among AEL's founding goals is addressing impacts of projects with regional significance. We have received funding to put forward a climate-resilient, low-carbon alternative to urban sprawl into 13.9 square miles of Western Placer County habitat and farmland and address equity, workforce and affordable housing in a way that is unprecedented in the County. We are not opposing the County's development vision for Western Placer; instead, we are proposing a future-forward alternative.

## You're Invited

Masterplans are most successful when they incorporate a diversity of points of view. We invite you to the table to contribute your unique perspective, starting with insights about the Sunset Industrial Area and West Placer Grasslands from your area of expertise. By contributing now, your findings hold weight in our high-level decision making and build a strong foundation for the round-table evaluation of the Smart Growth Rezoning Plan.

This master planning process is uniquely designed to leverage everyone's contributions and be time-wise for your schedule. By dedicating a few hours of your time you contribute to:

- Developing a Citizen-Initiated Smart Growth Plan that re-envision the Sunset Area.
- Setting a new standard for development in Placer County that incorporates social and environmental stewardship from the beginning.
- Creating a resource library for citizens to use on other projects.
- Change that prioritizes constructive collaboration and empowers citizens' voices.

## Overview

Production of the Plan will coincide with the County's CEQA schedule and set a precedent and template for grassroots involvement in land use planning in the County today and for the future. The Citizen-Initiated Smart Growth Plan will unfold over three phases:

### Phase 1: Rezoning Plan - *current*

In this phase, we will methodically analyze the Sunset Area site and surroundings to inform the broad strokes of the Smart Growth Plan. Armed with a thorough site analysis, we will employ social and environmental stewardship to balance conservation, development, and rollout. We will end up with a land use map that will designate zones for different building and

open space types that is responsive to the site and regional context.

### Phase 2: Community Reflection

This phase is about learning how advancements in technology will change our lifestyles in Placer County. We will examine generational trends and expectations and the evolving sectors such as retail, work, and housing. This will provide insight into the preferences of future residents of Placer County and the qualities developments must have to be attractive. This research into the Smart Growth Plan will ensure it's relevance and desirability throughout its 20-year build-out.

### Phase 3: Specific Plan

Add detail to the Smart Growth Plan with suggested building massings, transportation networks, quality of life factors, and environmental respect. Incorporate best-practice methods from various disciplines and set standards for what parcel development should look like.

## Phase 1: Rezoning Plan

### Team Work

In this phase, we will methodically evaluate the Sunset Area and surrounds to establish the factual groundwork of the final design. We will evaluate our findings and employ social and environmental stewardship to balance conservation, development, and rollout. We will end up with a land use map that will designate zones for different building and open space types that is responsive to the site and regional context. We will establish standards that affect the parcel and building scale and begin a comparative analysis of the Citizen-Initiated Smart Growth Plan and the county's Sunset Area Plan.

You will work in small groups or individually to apply your interests and expertise to the Sunset Area and our master planner, Genevieve Marsh, will coordinate all the information across contributors culminating in the community plan amendments and zoning maps.

The main topics include: water, transportation and circulation, property owners and developers, land use including affordable housing, industrial, commercial and entertainment, infrastructure, relationships to general plans, geology, economics, ecology, conservation, health and safety, planning, and climate change.

To give you a jump start, we have assembled some resources:

### **Citizen-Initiated Smart Growth Plan e-Library**

- Here you will find the county documents, maps, and reports collected for the site analysis presentation. As you find or create relevant documents you can add them to this library for everyone to access. It is hosted on the google drive, so you can also use

it as a collaborative workspace to simultaneously online edit word docs or slide shows.

- *Access: Hosted on Google Drive. Invite only, send [design@genevievemarsh.com](mailto:design@genevievemarsh.com) a note with the email you will use to log in.*

### **ArcGIS Online**

- Portal to professional mapping software to access thousands of data sets in the Living Atlas of the World. Genevieve can download maps from ArcGIS Online to her drafting software to accurately incorporate your discoveries.
- *Access: Create a free public account at <https://www.arcgis.com/home/createaccount.html#>*

### **Contacts**

- A roster of contact information for fellow collaborators is in the e-Library.
- Genevieve Marsh, Masterplanner: [design@genevievemarsh.com](mailto:design@genevievemarsh.com) and 916-316-8061.
- Leslie Warren, Chair: [allianceforenviroleadership@gmail.com](mailto:allianceforenviroleadership@gmail.com)

### **Timeline**

- November 8-16: Form teams around topics of interest.
- December 8: Team Reporting Day
  - Each group will sit down with Genevieve to discuss their discoveries and review their materials.
- December 14: Draft Plan Review Workshop
  - Genevieve will present the collective land use plan and documentation for group discussion.
- January 15: Rezoning Plan Community Presentation
  - Invite the public to learn about the citizen version of the Rezoning Plan.
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Through this process, we will find a vision that balances conservation, development, and quality of life for our region. We look forward to rolling up our sleeves and collaborating with each of you.

*Not sure where to help? Contact Genevieve Marsh, she has a wishlist of topics to cover.*

