

Haleigh Frye

From: Pete Parkinson <pete.parkinson54@gmail.com>
Sent: Thursday, October 10, 2024 11:50 AM
To: Ross Markey; Haleigh Frye
Cc: Tennis Wick
Subject: General Plan Update BOS Report

EXTERNAL

Ross, Haleigh and Tennis,

I read the agenda materials for next Tuesday and was very impressed. The Audit was spot-on and the Draft Engagement Plan looks like a very good start to this important project for our community. Kudos to you and PlaceWorks!

The only significant concern I had was the omission of what I and many others consider to be Sonoma County's foundational land use principle: A continuing commitment to city and community centered growth (see current general plan goals LU-2 and LU-3). This was the defining feature of the 1989 General Plan and remains the key land use policy that has limited sprawl and made our county the incredible place it is today. When we embarked on the last general plan update in the early 2000s, the Board's ongoing commitment to this principle was unwavering and explicit from day one.

While I appreciate that staff never wants to presume or foreclose policy options that the Board may want to consider, reiteration of this policy principle seems essential if we're to consider this process an "update" and not a wholesale revisioning of land use planning in Sonoma County. A commitment to city and community-centered growth doesn't mean that urban service areas cannot be expanded; it means that any

necessary expansion occurs within a planning framework that supports compact urban form.

I'm not certain that I can make it to the Board meeting next week, but if I am able to be there, this is the essence of what I would say. I will likely share this with my district supervisor in any case.

Keep up the good work.

Pete Parkinson, AICP
District 1 resident

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From: [Jennifer LaPorta](#)
To: [GeneralPlan](#)
Subject: Update the Telecommunications Ordinance
Date: Friday, October 11, 2024 6:36:02 PM

EXTERNAL

Re the General Plan Update:

You need to update the Telecom Ordinance. It does not give the County the full extent of discretion already provided to local jurisdictions by federal legislation (the Telecommunications Act) to deal with the placement, location, and appearance of wireless telecommunication facilities (WTFs). Many California localities have Telecom Ordinances: Petaluma, San Diego County, Malibu, Mill Valley, Fairfax, Palo Alto and Santa Barbara. Petaluma has one of the best.

It should include both small cells (5G) and macrotowers (several antennae on one pole). It should protect places where people live, work, and gather. This includes town squares, senior centers, schools, shopping centers, parks, trails, and residential areas. People are being harmed by this technology. I know of several people locally, including our elder Mary Dahl of Santa Rosa, who was harmed after a small cell was placed in front of her house. <https://www.pressdemocrat.com/article/news/santa-rosas-pause-apparently-powerless-in-curbing-disputed-verizon-insta/>

Our local group of EMF activists spurred Santa Rosa to create an ordinance a few years ago, although it was not nearly as protective of residential areas as it should be. Please reach out and let us help you update your ordinance, or else the entire county will be dotted with these WTFs, which are way too close to many residential areas as of this date.

Please add this to the record for the 10/15/24 meeting, which I cannot attend in person.

Sincerely,
Jennifer laPorta
Santa Rosa
board member, EMF Safety Network
learn more here
<http://emfsafetynetwork.org/>

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From: greg99pole@gmail.com
To: [BOS](#)
Cc: [Tennis Wick](#); [Ross Markey](#); [Haleigh Frye](#); [Rebecca Hermsillo](#)
Subject: Draft general plan audit and engagement plan
Date: Saturday, October 12, 2024 11:12:20 AM

EXTERNAL

Please accept my apologies for missing the October 15 workshop as I am out of town. I realize the workshop is just the start of your Board's outreach on the forthcoming update, but there are a few points that I feel need to be made at this point.

The Audit:

- The audit is very thorough and does a good job of identifying technical aspects of GP2020 that need review and resolution. However there are two problems with it that you should be careful of...namely the idea that the general plan is too large and the recommendation that more detailed policies should be moved to other planning documents that implement the plan. My advice here is to make sure that your policy decisions in the GP have the level of detail that you are comfortable with. Some will be general and some detailed. Better to focus on clarity.

-The audit is missing an assessment of the value of the plan over time to Board members, Planning Commissioners, previous and current staff, and the general public. Apparently, this was not asked of the auditors, but certainly should have been presented. What has been successful? Effective? Popular? Of course there are aspects of the plan that have not been accomplished, but the lack of a balanced perspective up to now is disappointing.

The Engagement Plan:

-This is a far reaching and thorough plan. The Department should be congratulated for such an effort that goes way beyond any of the past GP outreach programs. The lack of environmental/conservation organizations on the list of potential community partners should be addressed.

- What does not appear in the plan is an educational component. Workshops and other outreach activities should include presentations of key planning principles that have been part of the GP for decades. The presentations should include what they have accomplished and what they could accomplish in the future if left in place. There are many examples...community separators, urban growth boundaries, ag protection, open space, etc. If needed, seek the assistance of folks who have participated in some way in the past.

- The recommendation to hold the initial countywide workshops before the local events should be reconsidered. The fear is that the results of the countywide meetings will somehow limit the input asked of the neighborhoods and community groups. Bottoms up is better. Ideas may arise from the local discussions that could influence the larger workshops.

Thank you for your kind attention and remember what my good friend and mentor Dick Fogg used to say..."It's a good plan...don't blow it!"

Greg Carr
Sent from my iPhone

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From: [Walter Kieser](#)
To: greg99pole@gmail.com; BOS
Cc: [Tennis Wick](#); [Ross Markey](#); [Haleigh Frye](#); [Rebecca Hermosillo](#)
Subject: RE: Draft general plan audit and engagement plan
Date: Saturday, October 12, 2024 11:23:36 AM

EXTERNAL

Greg:

I am not certain how your good comments can be transmitted. They track well with what Pete has had to say so far, I believe. I particularly agree that the overall scope, inclusiveness, and approach of the Community Engagement Plan is good, but that there needs to be 'content', introduced one way or the other. Policy does not derive from process, ever! Plenty of examples of how this can be done derived from the hundred or more comprehensive plans that we have collectively participated in.

Take care.

Walter

-----Original Message-----

From: greg99pole@gmail.com <greg99pole@gmail.com>
Sent: Saturday, October 12, 2024 11:12 AM
To: bos@sonoma-county.org
Cc: [Tennis Wick](mailto:tennis.wick@sonoma-county.org) <tennis.wick@sonoma-county.org>; [Ross Markey](mailto:Ross.Markey@sonoma-county.org) <Ross.Markey@sonoma-county.org>; [Haleigh Frye](mailto:Haleigh.Frye@sonoma-county.org) <Haleigh.Frye@sonoma-county.org>; [Rebecca Hermosillo](mailto:rebecca.hermosillo@sbcglobal.net) <rebecca.hermosillo@sbcglobal.net>
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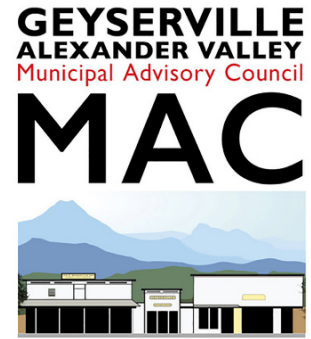
Greg Carr
Sent from my iPhone

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October 13, 2024

Board of Supervisors
Sonoma County
575 Administration Drive
Room 100 A
Santa Rosa, California 95403



Subject: Draft Community Engagement Plan Presentation

Honorable Members of the Board:

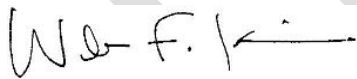
On behalf of the members of the Geyserville-Alexander Valley Municipal Advisory Council (GAV-MAC) and the local agencies, community-based organizations, and the community-at-large that we represent, I submit the following comments regarding the Draft Community Engagement Plan (Engagement Plan) that will be presented at the Board of Supervisors on October 15th:

1. According to its Bylaws, the GAV-MAC is the local organization that will represent the Alexander Valley and Geyserville community for the General Plan Update Program. Most, if not all the organizations listed in **Appendix A** of the Engagement Plan are formally represented on the GAV-MAC by ex officio membership. To this end we are in the process of establishing a General Plan Engagement Committee composed of MAC and GPC members and other selected members of the community to advise the County regarding local aspirations, concerns, and policy options.
2. Several places in the Engagement Plan reference is made (see pages 26 and 32) to the Geyserville Planning Committee (GPC). We are proposing to formally collaborate with the GPC through our joint representation on the General Plan Engagement Committee, as noted above. We have begun this collaboration by among other efforts establishing a formal and sustained program of engaging our local Latinx community. In this regard the Community Engagement Plan should also reference La Familia Sana, a Cloverdale-based organization that provides services to the local Latinx community. Please recognize our joint effort and let us know more about how you are planning to engage our local Latinx community.
3. At an earlier staff presentation to the Board of Supervisors held on December 12, 2024, on behalf of the GAV-MAC I submitted a request that an Area Plan for the Alexander Valley (including Geyserville) be prepared concurrently as a part of the General Plan Update. This approach was broadly and successfully used as part of the County's first General Plan. Such an approach is the 'ultimate' form of community engagement where the community, through its appointed representatives in cooperation with County PRMD staff, can establish (selected Element) Goals, Policies, and related implementation measures fitted to the local community's needs and aspirations. We restate this request with this letter and would be pleased to meet with staff (and their consultants) to properly scope, initiate, complete, and integrate the area plan into the broader General Plan Update.

4. I believe that the Engagement Plan would benefit as part of its 'roll out' from a thoughtful history and assessment of the General Plan over its now near 50-year history from a policy perspective, indeed, a 'policy audit' where the successes and consequences of the General Plan can be recognized. Way back in 1969 when the County's first General Plan was initiated the County faced serious 'existential challenges' – particularly the decline of agriculture and urban sprawl. The innovations and efforts of that the first General Plan, and all the intervening implementation and updates have resulted in all the things we now, 50 years later, take largely for granted – compact urban form and permanent urban separators; vast protected agricultural districts; greatly expanded protected open spaces and recreation opportunities; stabilized and productive rural residential areas; and survival of the County's unique and vital unincorporated communities. In short, a victory for planning. These accomplishments should be celebrated and sustained in the General Plan Update.
5. The Community Engagement process should be 'content driven'. It is my experience that that 'community engagement' is not a 'blank slate, good plans do not derive from process alone – there must be some reference to data – conditions, forecasts, risk assessment, etc., in addition to guiding principle and values – what are the facts, and what is truly important? Accordingly, and building upon 1) the Compliance Audit that has been completed; 2) completion of the recommended Policy Audit; and 3) a sanguine but realistic assessment of current existential challenges and opportunities; a set of topical papers and 'Guiding Principles and Core Values' and policy options can be formulated and applied – this content-driven approach was an inherent part of the County's first General Plan.

The GAV-MAC operating in cooperation with the GPC are offering to help where we can, building on our ongoing local efforts to meet or local challenges given local circumstances and opportunities, and joining in the Countywide effort to meet the broader challenges we face together. As part of this we would appreciate a formal response to our request to develop a policy level area plan, consistent with and integrated with the Countywide General Plan Update.

Sincerely,



WALTER F. KIESER
Chair

Geyserville-Alexander ValleyMunicipal Advisory Council
wkieser@epsys.com

From: [Walter Kieser](#)
To: [BOS](#)
Cc: [Tennis Wick](#); [Ross Markey](#); [Haleigh Frye](#); [Rebecca Hermsillo](#); [James Gore](#); [Susan Gorin](#); [Lynda Hopkins](#); [Chris Coursey](#); [David Rabbitt](#)
Subject: Transmittal of letter from the Geyserville-Alexander Valley Municipal Advisory Council regarding the Community Engagement Plan
Date: Sunday, October 13, 2024 3:59:12 PM
Attachments: [Board letter Community Engagement Plan Comments 10-13-24.docx](#)

EXTERNAL

Honorable members of the Board of Supervisors and involved County staff members:

I am pleased to submit a letter from the GAV-MAC commenting on the County's proposed Community Engagement Plan. The work completed is professional, detailed, and a sound basis for proceeding subject to the ongoing public review and the direction that you, the Board members, will provide to staff. In our letter we offer some minor corrections and additions affecting us locally. We also recommend important additions to the process going into the community engagement effort including a 'policy' audit of the values and policies that made the General Plan successful, and a robust technical assessment of the new challenges faced by the County that can lead to new policies and programs. Finally, we continue to seek approval for conducting an area plan for the Alexander Valley-Geyserville area similar in form to what was done as part of the County's General Plan.

Thank you for your consideration of our recommendations.

WALTER F. KIESER
Chair

Geyserville-Alexander Valley
Municipal Advisory Council
510-612-8665 (mobile)

wkieser@epsys.com

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