



# City of Hercules General Plan Update

October 14, 2025

# Project Understanding



# Opportunities and Constraints





# The Hercules General Plan Update

## Opportunities and Challenges

- Desirable place to live with a strong sense of community, a high quality of life and good access to jobs, schools, open space and recreation.
- Established history of planning for compact growth and transit-oriented, mixed-use development through the Central Hercules and Waterfront Plans.
- County's Measure J program and Urban Limit Line promote compact, infill development.
- Significant development projects in the pipeline include projects in the New Town Center, Waterfront and the Hercules Hub.
- Ongoing implementation of local and regional mobility and active transportation plans.
- Market conditions have slowed implementation of development plans. Economic development strategies must adapt to current realities.

## The General Plan Update

- Focused update of Land Use, Circulation, Economic Development, Open Space and Conservation, and Noise Elements.
- Vision for 2050 that builds on City's prior work and reflects community priorities.
- Reflect recent City initiatives, plans and the Housing Element, and align future land uses with Hercules Hub, New Town Center area, and MTC/ABAG PDA projects.
- Economically feasible, housing-focused infill supported by multimodal mobility and infrastructure improvements.
- Compliance with State laws and strategies to streamline entitlement.

# Project Team, Qualifications and Experience

# Our Team



## Raimi + Associates

Project Management, Community Engagement, Land Use & Open Space, Urban Design and Regulations (from Berkeley Office)



**Ron Whitmore**  
Principal-in-Charge



**Matt Raimi**  
Advising Principal



**Mitali Ganguly**  
Project Manager



**Gina Kotos**  
Open Space



**Michelle Hernandez**  
Land Use & Engagement



**Sophia Knappertz**  
Planner + GIS Lead

### Strategic Economics

Market, Feasibility, &  
Econ Dev Element



### Fehr & Peers

Transportation,  
Circulation  
Element



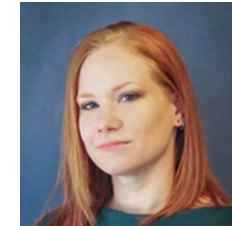
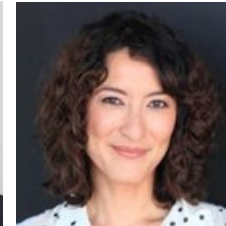
### BKF Engineers

Infrastructure



### Rincon Consultants

CEQA/ EIR, Noise Element



# Relevant Experience

# What We Bring: Extensive General Plan Expertise

## Mid-Sized Suburban Cities

- City of Beaumont General Plan Update
- City of Coachella General Plan Update
- City of Davis General Plan Update
- City of Indio General Plan Update
- City of Palmdale General Plan Update
- City of Petaluma General Plan Update
- City of Santa Maria General Plan Update
- City of Santa Monica Land Use Element Update
- City of South Gate General Plan Update
- City of Thousand Oaks General Plan Update
- City of Ventura General Plan Update

## Smaller Cities

- City of Culver City General Plan
- City of East Palo Alto General Plan Update
- City of Hermosa Beach General Plan Update
- City of Marina General Plan Update
- City of Mountain View General Plan Update
- City of Ojai General Plan Update
- City of Palm Desert General Plan Update
- City of Seaside General Plan Update
- City of South San Francisco General Plan Update
- City of West Hollywood General Plan Update



With Rincon, Fehr & Peers, Strategic Economics, & other leading firms, R+A is leading the update of the **State's Guidelines for General Plans**, Specific Plans, and Tribal Consultation.



# What We Bring: Relevant Area Plan Experience

## Local Area Plans

- Downtown Davis Specific Plan (Mitali)
- Downtown San Rafael Precise Plan (Mitali)
- Woodland Neighborhood Plan (Mitali)
- Castro Valley Business District Specific Plan
- Downtown Watsonville Specific Plan
- East Palo Alto: Westside Area Plan, Ravenswood Specific Plan
- Palo Alto San Antonio Road Area Plan
- Mountain View: Downtown, El Camino Real, East Whisman, North Bayshore, Terra Bella Specific/Precise Plans
- San Leandro Bay Fair BART TOD Plan
- Santa Clara El Camino Real Specific Plan
- South San Francisco Lindenville Specific Plan
- Sunnyvale Moffett Park Specific Plan
- Walnut Creek North Downtown Specific Plan

- Over 35 Area Plans at various scales and contexts
- Specialize in crafting place-specific visions and policies
- Focus on achievable, community-supported built outcomes



# What We Bring: Local Housing + Zoning Experience

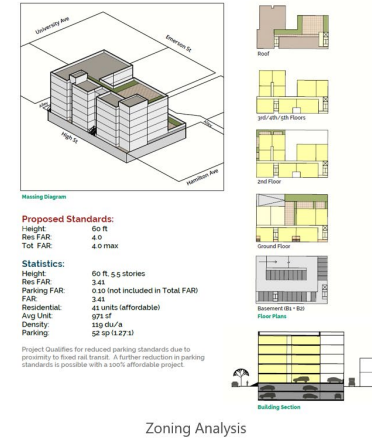
## Local Housing Studies, Zoning Updates

- Sacramento Missing Middle Housing study (Mitali)
- Santa Rosa Objective Design Standards (Mitali)
- Housing Plan, Modesto, CA (Mitali)
- Downtown Orinda Objective Design Standards (Mitali)
- Downtown Davis Form-Based Code (Mitali)
- Downtown San Rafael Form-Based Code (Mitali)
- Zoning Analysis, Objective Design Standards, Palo Alto, CA
- Citywide TDM Ordinance, Mountain View, CA
- Milpitas Housing Opportunity Districts
- North Downtown Design Guidelines, Walnut Creek, CA

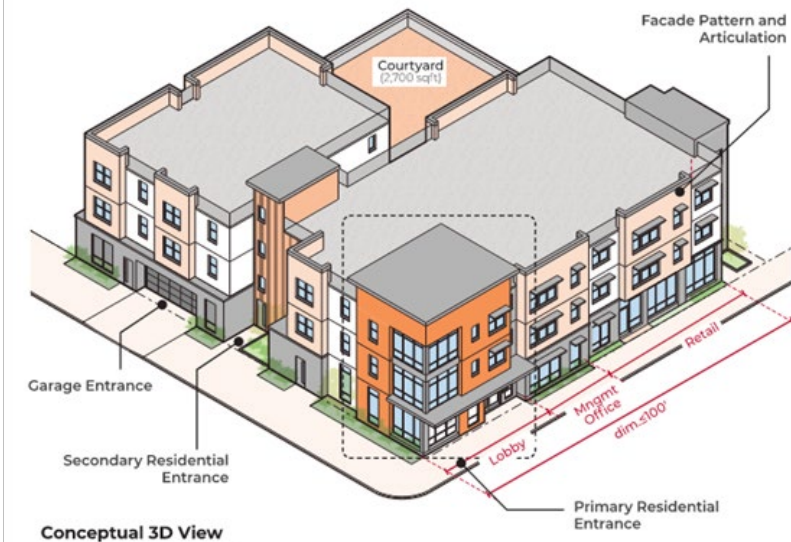
### CD-C Downtown Zoning Analysis

Proposed: 60' Height - 4.0 FAR - 100% Affordable Residential

#### Massing in Context:



Zoning Analysis



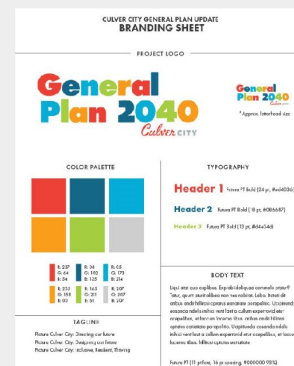
- Deep understanding of housing types, form-based zoning, and objective design standards
- Effective policies with realistic outcomes
- Streamline General Plan implementation



# Community Engagement

# Our Engagement Approach: Core Principles

- **Establish community trust.** Engage early, collaborate with a wide range of groups, report back on outcomes.
- **Meet people where they are.** Mix informal and formal events to hear from a variety of voices.
- **Community-led process.** Have challenging conversations early, clearly communicate trade-offs necessary to shape the desired community vision.
- **Provide options for how to participate.** Mix in-person and online activities to allow community members to participate at their comfort level.
- **Use graphics.** Focus on “showing” rather than just “telling” – help people understand the possible outcomes of different choices.
- **First languages.** Make it easy for residents to participate in the language they are comfortable with, whether it be Spanish, Chinese, or Tagalog.



Project Branding Sheet



Interactive Project Website



Social Media Graphics



Social Media Graphics



Project Materials: Report Cover





# Hercules General Plan Engagement



**10 Steering Committee Meetings**



**4 Community Workshops**



**2 Informational Forums**

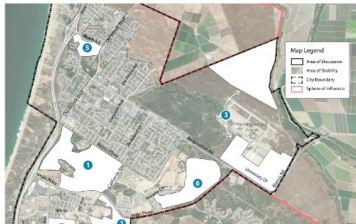
## Land Use Alternatives Questionnaire Marina General Plan Update

### Overview of Areas of Discussion

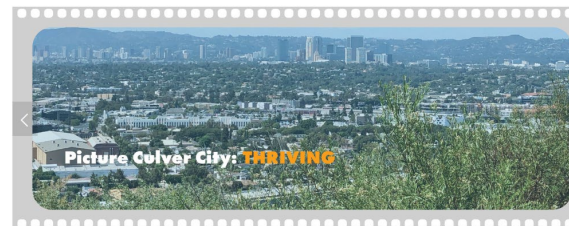
The land use alternatives are focused on six (6) Areas of Discussion. These Areas of Discussion are:

Where are the alternatives?

- 1 Cypress Knolls & 3rd Avenue
- 2 8th Street Area
- 3 Airport/UCMBEST
- 4 CSUMB Parking
- 5 Beach Road Gateway
- 6 Abrams/Preston Park



**4 Online Surveys**



### PICTURE CULVER CITY

#### UPCOMING POP-UP LOCATIONS AND EVENTS

City staff will be attending various City events throughout the summer to further engage the community with the updates to both the General Plan and Zoning Code. The General Plan and Zoning Code Updates are being reviewed by the Planning Commission and City Council in August 2024. The General Plan is the City's primary guide for land use and development decisions. The Zoning Code divides the City into zoning districts and regulates development standards and procedures to implement the General Plan.

#### UPCOMING POP-UP EVENTS



**Project Website**



**10 Stakeholder Meetings**

# Highlights of our Approach



# Grounded in Collaboration + Experience

## Senior-Level Involvement

- Principals engaged meaningfully at all stages
- Experienced, multi-disciplinary team
- Collaborative, committed to project success

## Community as a Partner

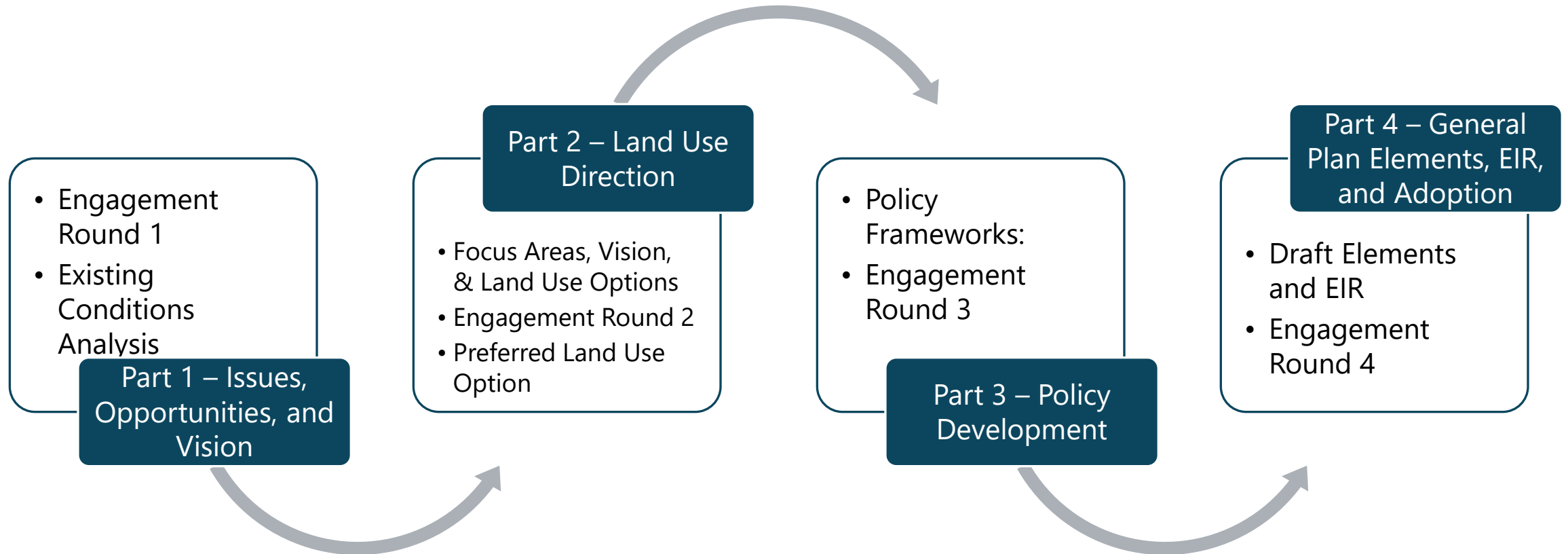
- Engagement strategy customized for project
- Extensive toolkit of engagement tools

## Project Management

- Established protocols for quality control
- Team coordination and workflow
- Manage budget and timeline



# High-Level Approach



**Thank you!**