



CITY OF NORCO
2050 GENERAL PLAN

Norco General Plan Update: Open House

November 16, 2023

The Barn at Ingalls Event Center



What is a General Plan?

- Blueprint for meeting the community's long-term vision for the future
- Establishes the City's goals and priorities for the next 10-20 years
- Preserves and enhances community strengths
- Enables the community to come together to develop a shared vision
- Required for all cities and counties in California by state law

The general plan is more than the legal underpinning for land use decisions; it is a vision about how a community will grow, reflecting community priorities and values while shaping the future.

Governor's Office of Planning and Research (OPR)



Purpose of the General Plan

- Guides land use planning decisions – gives new development a “road map”
- Communication tool for staff, decision makers & the public:
 - *What is the vision for the City?*
 - *What are our big priorities for the built environment?*
 - *How do we communicate our priorities and vision?*
 - *How helpful is our General Plan in telling our story?*





Typical Elements or Chapters

- Land Use & Community Design
- Transportation, Connectivity & Access
- Public Services & Infrastructure
- Safety/Public Hazards
- Environmental Resource Management
- Parks & Open Space
- Housing
- Economic Development





Why Update the General Plan?

- Some elements are over 20 years old
- Must periodically update to keep up with changing needs and conditions of the city and region
- Opportunity to address emerging trends and ideas
- Opportunity to hold a “community conversation” about the future
- Address state mandates & current issues





Planning Process & Schedule

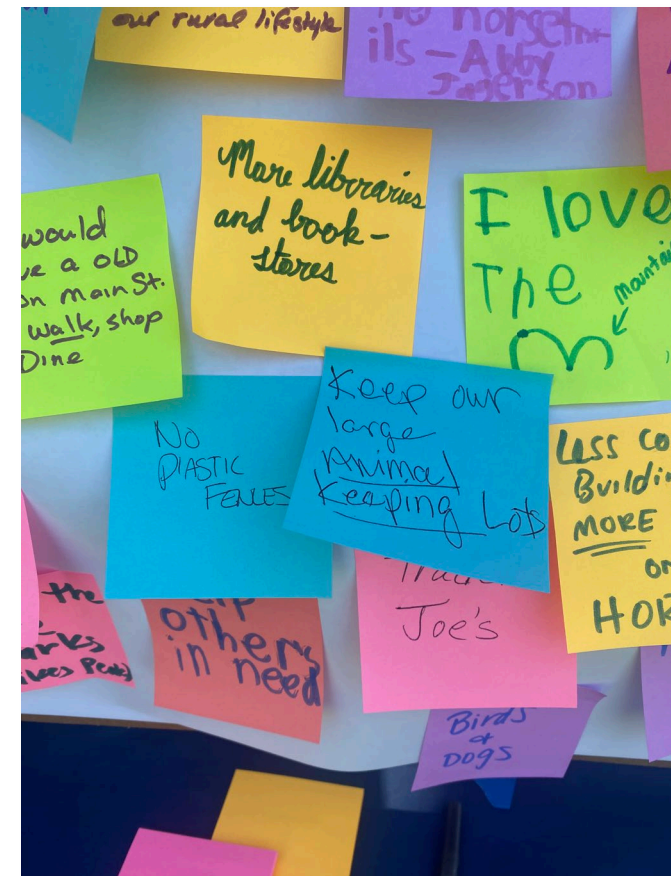




Robust Community Engagement

To understand community perspectives of Norco, engagement was conducted via the following communication channels:

- Website & social media
- Direct mailings & email blasts
- Online surveys & polls
- Stakeholder and elected official interviews
- Small group meetings & focus groups
- Organizational presentations
- Workshops & open houses
- Council & commission meetings
- Pop-ups & event tabling





Community Engagement: Pop-Up Events

During this phase of the general plan, the project team conducted pop-ups at the following events:

- Picnic in the Park
- Day of the Cowboy
- Concert in the Park
- National Night Out
- Norco Fair
- State of the City Address





Community Engagement: Focus Groups and Roadshows

The project team also conducted focus groups and roadshows with groups of key stakeholders:

- Equestrian & Agricultural Businesses
- Hamner Businesses
- Home-Based Businesses
- Sixth Street Businesses
- Faith-Based
- Youth Commissioners
- Events Leadership
- Youth Agricultural Leaders
- RURAL
- EAT Cultural Center
- Horseman's Association

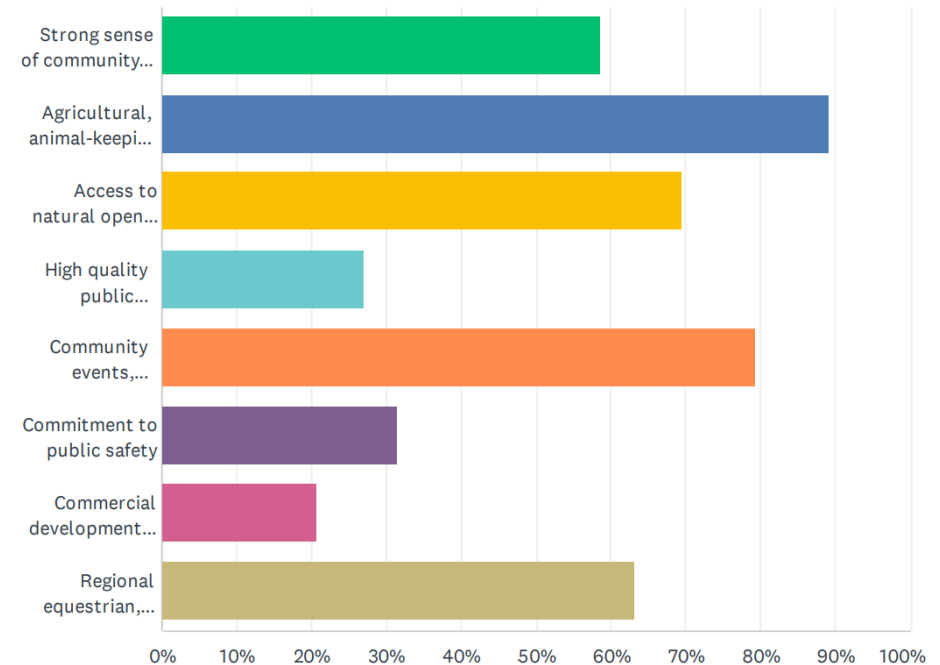


Community Engagement: Online Community Survey

- **Open July 4 – September 24**
- Promoted via pop-ups, social media, mailers, email and website
- 929 respondents— across all ages and geographies of the City
- **To read a complete summary of the survey responses, visit Station 2: Values & Visions**

Q1 What are Norco's most unique and special attributes? Select all that apply.

Answered: 92 Skipped: 0





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What is your vision for Norco?

**Visit each station and share your
thoughts, ideas, and priorities!**



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Please Stay Engaged!

www.norco.ca.us/departments/planning/2050-general-plan