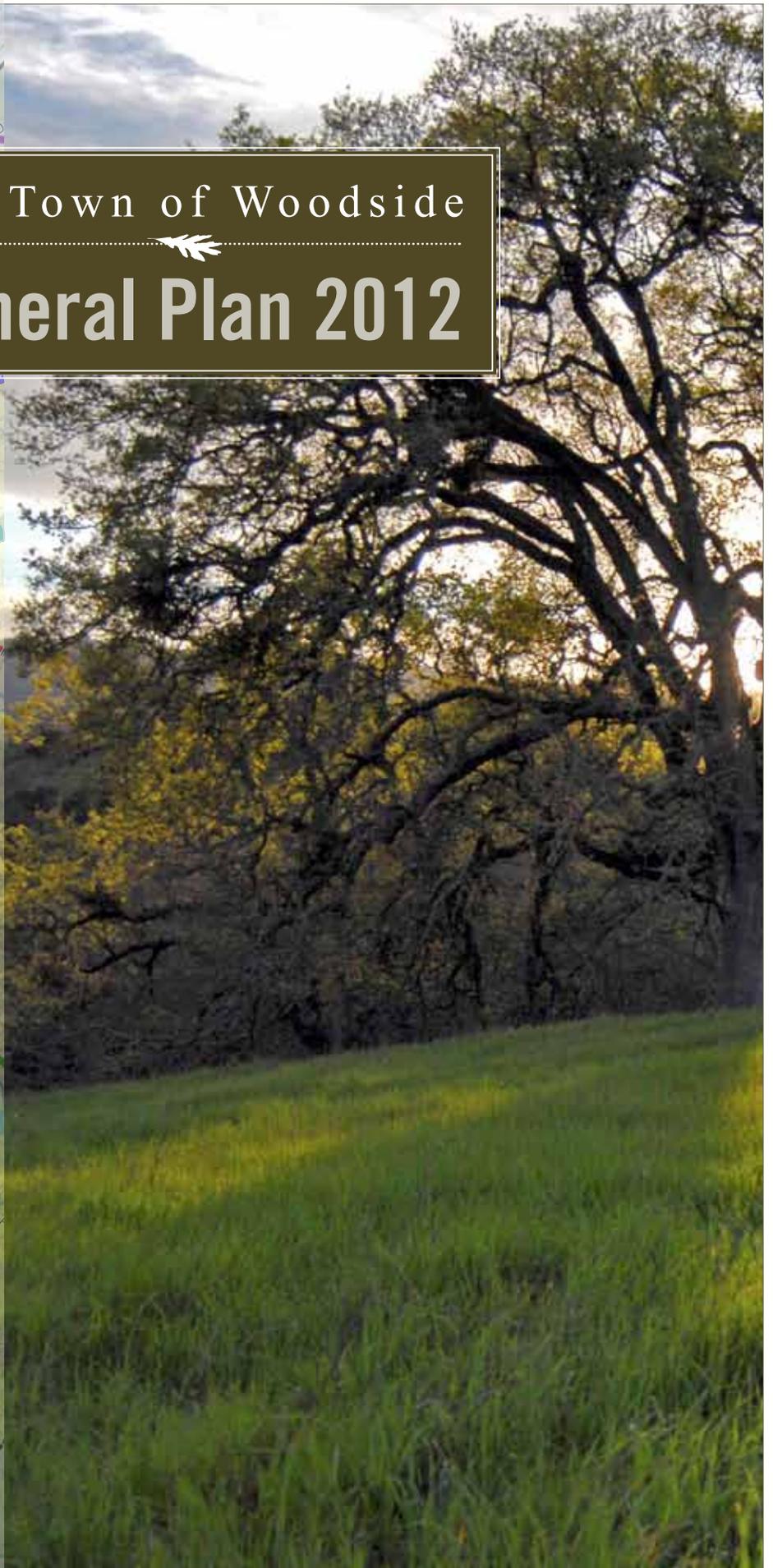


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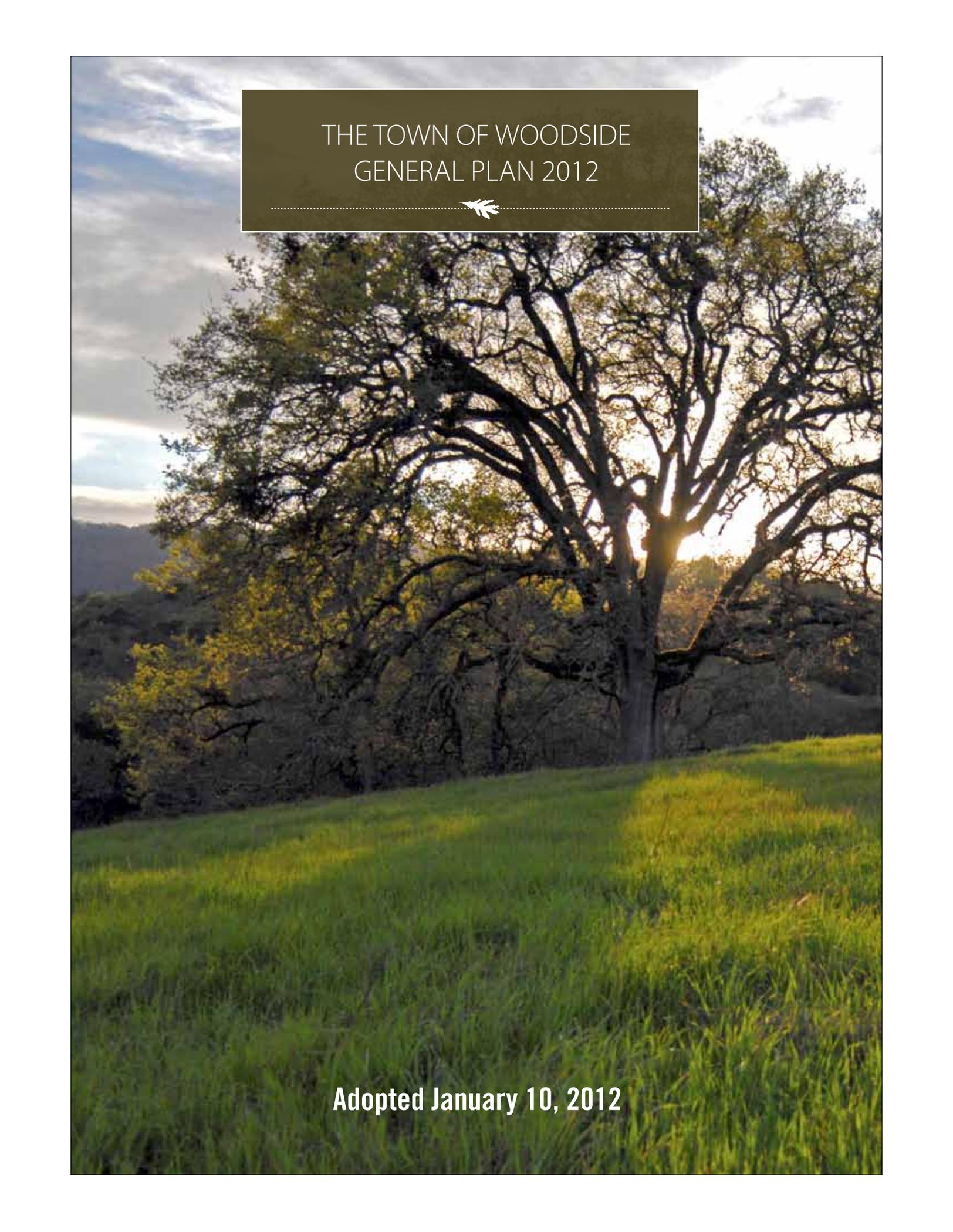
General Plan 2012





Dedication

The Town of Woodside General Plan 2012 is dedicated to Susan George, Town Manager from 1993-2012, in recognition of her nineteen years of steadfast leadership, financial acumen, professional expertise, graciousness, and dedication to the Town's residents and governance.



THE TOWN OF WOODSIDE
GENERAL PLAN 2012



Adopted January 10, 2012



ACKNOWLEDGEMENTS

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*“The best way to predict the future...
is to create it.” —Abraham Lincoln*

The Woodside General Plan Task Force met from March 2009 to May 2010 to recommend policy changes to the Town Council.

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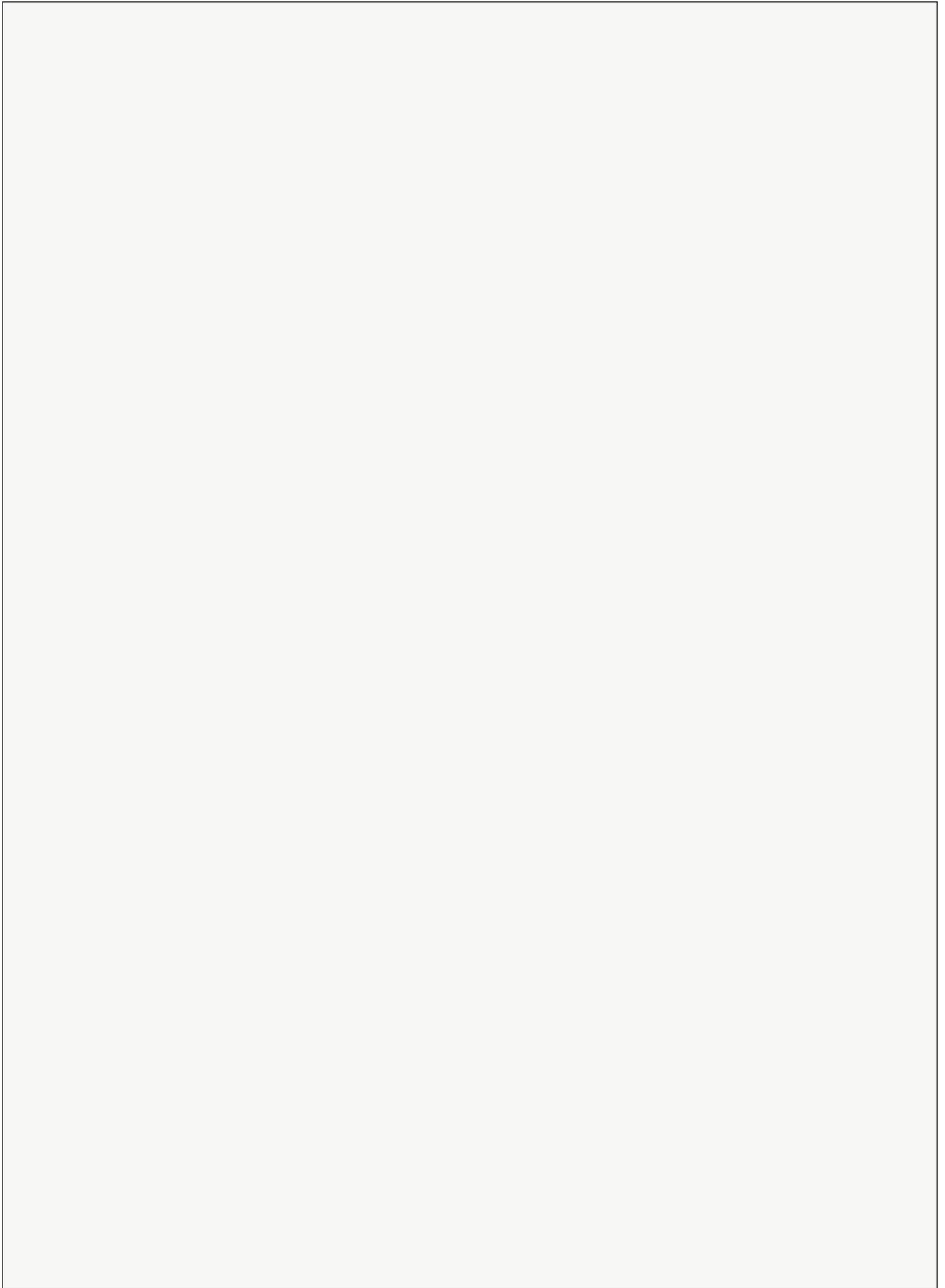




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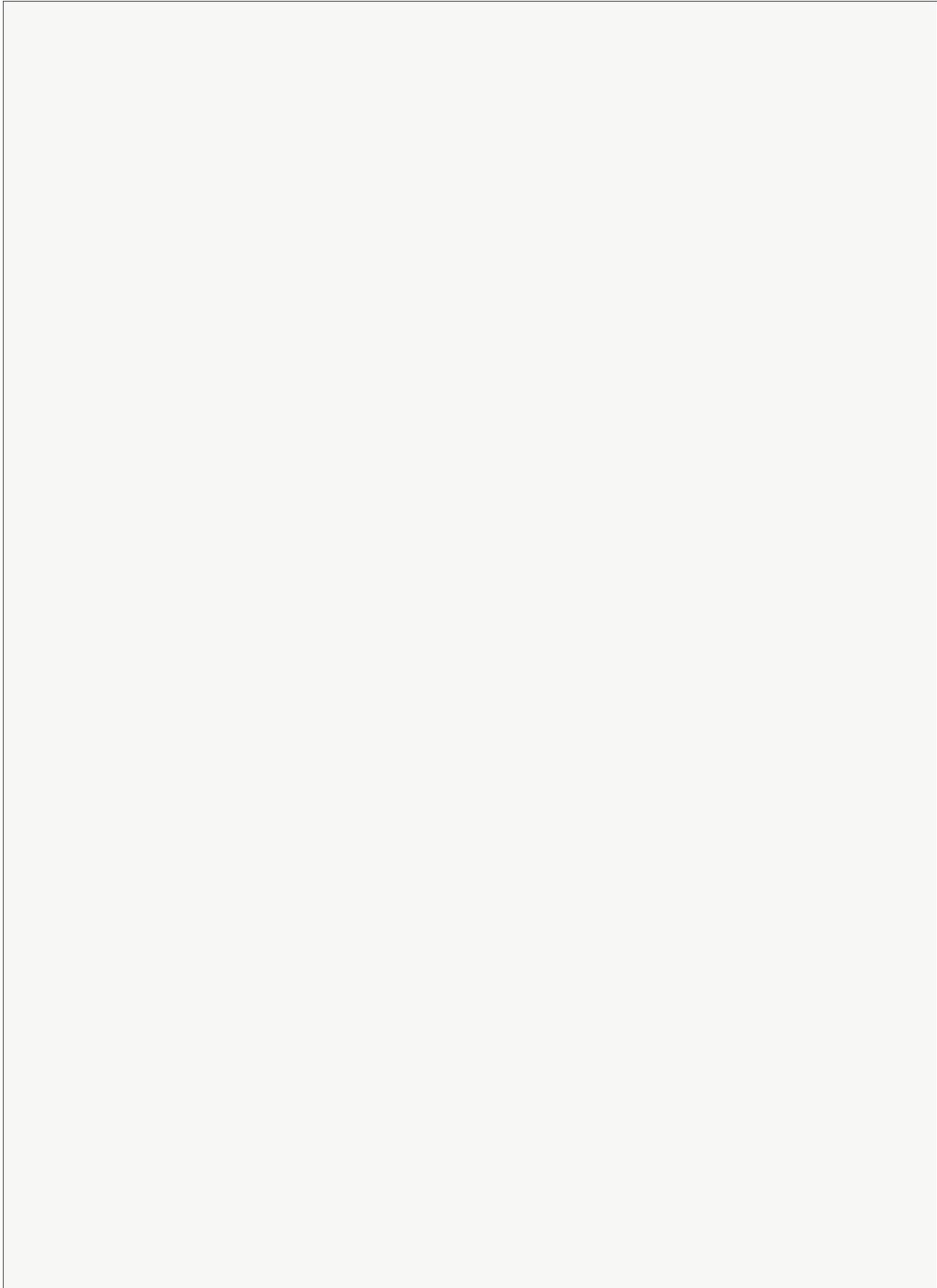
PREFACE

This General Plan is a long-range, comprehensive general planning guide to the future development of the Town of Woodside and any land outside its boundaries which have bearing to its planning. It describes the desired character and quality of the community.

The General Plan is intended to inform public dialog and provide guidance to Town officials as an embodiment of the hopes, values, and aspirations of the community. It is based upon a vision of the Town's future that identifies and integrates the goals of residents, business owners, and public officials, and provides a comprehensive statement for guiding the management of the natural and built environment.

Planning has played an important role in the history of Woodside. The citizens of Woodside voted to incorporate a new town in 1956, largely so they could do their own planning, maintain the rural, residential character of the community, and preserve its natural beauty and tranquility.

The 2012 General Plan Update, which included three years of engaged dialog and committed interaction between the community and public officials, has once again confirmed the community's desire to uphold the guiding principles first articulated in the Town's 1958 Master Plan. These principles aim to preserve, maintain, and enhance Woodside as a small and unique, rural town.





HISTORIC OVERVIEW



*“History is a cyclical poem
written by time upon
the memories of man.”* —Percy Bysshe Shelley

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ORIGINAL INHABITANTS, SPANISH AND MEXICAN PERIOD



Local Ohlone/Costanoan Indian people, who made their home in this area for thousands of years before Spanish explorers arrived.



Gaspar de Portola

The story of Woodside begins with the local Ohlone/Costanoan indigenous people, who made their home in this area for thousands of years before Spanish explorers arrived. These native people were attracted to the mild climate, plentiful water and abundant food supply. The Lamchin band of Ohlone made their living by hunting, fishing and gathering in the lush terrain of grassy meadows and forested hillsides. Their presence is evidenced by the frequent discovery of burial sites and artifacts near creeks.

In 1769, a group of explorers led by Gaspar de Portolá set out from Mexico in search of a great bay that had been noted during earlier sailings up the coast. That expedition, which camped near present day Woodside, may have marked the first appearance of Europeans in the area. As exploration and settlement increased, many of the Ohlone were moved to Mission Santa Clara to work in the vineyards and orchards and to assist in the raising of cattle.

Mexico won independence from Spain in 1821, after almost 300 years of Spanish colonial rule. With independence, California came under Mexican rule until it was acquired by the United States in 1848. In 1833, the Mexican government secularized the rich lands and holdings of the missions and transferred them from the church over to new settlers and colonists, many of whom were veterans of the Mexican War.

Following secularization of mission lands, Mexican authorities granted to friends and loyalists some 18 ranchos in what is now San Mateo County. One of those, Rancho Cañada de Raymundo, was a large parcel in the middle of the Peninsula. The rancho's boundaries encompassed much of present day Woodside.

ANGLO-AMERICAN SETTLERS & THE LOGGING INDUSTRY

In the 1830s, the Woodside area became home to some of the first English-speaking settlers on the San Francisco Peninsula. Many came to seek their fortunes in the burgeoning lumber industry, and among them would emerge community builders and leaders.

John Copinger came to California by ship and made his way to the Woodside area. He was awarded the rancho after assisting Mexican government official Juan Bautista Alvarado in a dispute with Mexican authorities. Copinger married Maria Luisa Soto, the daughter of another rancho owner whose property included present day downtown Palo Alto. In 1840, the couple built an adobe home at the corner of Kings Mountain Road and Woodside Road, which was later destroyed in the 1906 earthquake. Copinger was a respected and industrious man who made many improvements to the property, including a dam and a grist mill on Bear Gulch Creek. He also raised cattle and planted many crops. He died in 1847, at the age of 37.

Around 1840, Charles Brown purchased a major portion of the Copinger land grant consisting of 2,880 acres of land, which he named "Mountain Home Ranch". He is credited with having built one of the first sawmills on the Peninsula, as well as an 1839 adobe house that still stands near Portola Road.

Another early resident of note was Dennis Martin, who came in the first wagon party over the Truckee Pass in 1845. He also bought land from John Copinger, built sawmills and a house, planted orchards, and built St. Denis Chapel as a place of worship near Searsville. That area was named for John Sears, who bought land from Dennis Martin in 1854 and built a hotel and other businesses there. Searsville was the largest village in this area until 1891, when the Spring Valley Water Company displaced the community and built a dam creating the reservoir called Searsville Lake. The lake was a popular recreation spot until 1975, when it was incorporated into the Jasper Ridge Biological Reserve.

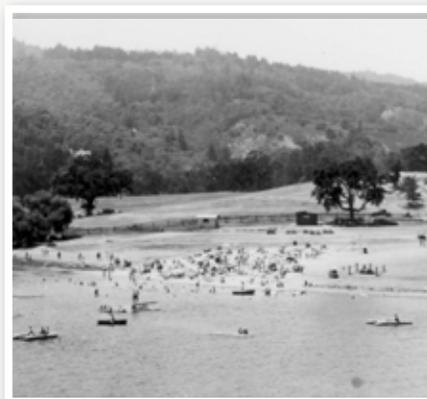
Dentist Robert Orville Tripp left his native Massachusetts, came west to San Francisco in 1849 and later to Woodside, establishing a business and a home. He joined Matthias A. Parkhurst and Charles Ellis to establish a sawmill and, along with partners from San Francisco, opened a direct road from the redwood forests to the head of the tidewater in Redwood Creek — now the heart of Redwood City. Oxen and mules dragged lumber down this road to the Bay to be floated to San Francisco on ebb tides.



Logging in Woodside



The Charles Brown Adobe still stands along Portola Road



Searsville Lake

EARLY COMMERCIAL & SOCIAL DEVELOPMENT



Tripp Store



John Greer



Independence Hall



Woodside Village Church

By 1852, there was regular stagecoach service line from Woodside to San Francisco and more people were attracted to the area. Recognizing the need to service the increased traffic and workers, Tripp and Parkhurst opened a general food and supply market called the Woodside Store. In 1854, Andre Neuman established a nursery and grocery store on Woodside Road where it crosses Bear Gulch. Soon after, Tripp and Parkhurst relocated their store to its present location on the corner of Kings Mountain and Tripp Roads. That building is now preserved as a San Mateo County Museum. Dr. Tripp also established the first post office and, in 1858, a circulating library.

John Greer, an Irish sea captain who arrived in San Francisco in 1850, explored the creeks and sloughs of the Bay at what is now Redwood City. He became acquainted with John Copinger's widow, Maria Luisa. They married and resided in the Copinger adobe in Woodside. The Greers became community leaders, and in 1851, donated land for the first schoolhouse in the area, which is now Woodside Elementary School. It was originally called Greensburg Elementary School.

The Woodside area consisted of several small clusters of businesses and residences that developed at important intersections. Like Searsville, Whiskey Hill grew in importance because it was located between the redwoods on the hillside and the sawmills and Redwood City. As the more accessible redwoods were depleted, the mills moved up the steep hills and over the ridge making it a two-day journey to the Bay. The teamsters would typically spend the night at hotels at Whiskey Hill and partake of the beverage from which the name derives. The only surviving hotel, the Pioneer Hotel, was built by Peter Hudson on Whiskey Hill in 1884.

Along the road known as the Redwood City-Pescadero Road (today's Woodside Road), other important additions were added to this young community. Independence Hall, also built in 1884, was originally located next to the current Woodside Elementary School. After several moves, it was placed at its present site next to Town Hall in 1991, and reconstructed for use as a community meeting space. The Woodside Village Church Chapel dates from 1893 and has continuously served the community along with the newer, larger sanctuary added in 1961.

Several of the original commercial buildings are still in use today, including: Independence Hall, the San Mateo County Museum (formerly the Woodside Store), and the Pioneer Hotel (now the Pioneer Saloon, a bank, and office space).

THE VINEYARD ERA

By the 1870s and 1880s, the majestic stands of redwoods in this valley had been depleted. Entrepreneurs began to seek other uses for the rich bottomlands and hillsides. One of those entrepreneurs was Emmett H. Rixford, who purchased land near the corner of Cañada and Woodside Roads and in 1884 established the 37 acre La Questa Vineyards. His cabernets, fine enough to win awards in Europe, inspired others to begin planting grapes. In 1894, John A. Hooper, a San Francisco banker, planted a thirty acre vineyard on the former Charles Brown property. These efforts marked the beginning of an interest in viticulture that continues today.

By the turn of the twentieth century there were well over 800 acres of grapes in the Woodside-Portola Valley area. The west side of Cañada Road, from Olive Hill to Edgewood, was planted in vineyards and olive groves. Increasing urbanization of the peninsula gradually forced the wineries to move to the more agricultural areas, both to the north and south. Historically, the entire Woodside-Portola Valley area has been considered a single viticulture unit, with over 100 acres of grapes in production.

Each year, the one remaining acre of the La Questa Vineyard grapevines produces a modest 50 cases of the coveted La Questa Cabernet Sauvignon. The handsome stone winery, built 100 years ago, has been remodeled as a residence. The three remaining acres of the Hooper Vineyard contain the only other vines that date back to the nineteenth century. These produce both Cabernet Sauvignon and Zinfandel grapes, which like the La Questa grapes are made into wine by Woodside Vineyards. Chaine d’Or is another local area winery. Viticulture is limited but still thriving in Woodside, and in recent years more than thirty backyard vineyards (ranging in size from ½ to 3 acres) have been planted, principally to supply grapes to the two local wineries. The remaining foundations of the Hooper Winery are located at one of these vineyard sites.

EARLY ESTATES

The logging of the redwoods opened up tremendous vistas of the valley and the Bay. This factor, combined with the largely fog-free climate and ease of access to San Francisco, lured many successful City families to seek country estates in the Woodside area. Large tracts of land became available as the original pioneer families passed on and their landholdings were divided, beginning an era of estate building.

Among the first San Franciscans to locate in Woodside was John A. Hooper, who purchased the Mountain Home Ranch. Coffee magnate James Folger II followed with the purchase of 1,500 acres in 1902, which



Vineyard in Woodside



Vineyard in Woodside



Folger Estate



Fleishhacker/Green Gables



Equestrian

he named Hazelwood Hills. About the same time, Charles Josselyn, owner of a ship chandlery business in San Francisco began building his Vinegrove Estate. San Francisco banker Mortimer Fleishhacker started building Green Gables in 1911. Just outside the Town's limits is one of Woodside's largest and most intact estates, Filoli, built between 1915 and 1917. Later examples of notable estates include the Selah Chamberlain residence, built in 1912, and the house and stable built by copper magnate Daniel Jackling in 1925.

EQUESTRIAN HERITAGE

Since the early twentieth century, Woodside has been known for its idyllic setting and the presence of horses. Originally, horses were a necessity for work and transportation, and later for pleasure, leisure, and sport. Starting in 1931, the development of the current horse trail system began. Early equestrian activities included the Los Altos Hunt, the Playpen on Fox Hollow Road and the Junior Riders program for children which continues to this day. Two parks are adjacent to the Town: Huddart Park, 974 acres acquired by the County in 1944 from the James M. Huddart Estate; and Wunderlich Park, 942 acres donated to the County by Martin Wunderlich in 1972. These parks expand the trail network, and provide increased access between public and private lands.

The equestrian community has influenced the rural character of the Town by promoting the values of land conservation, open space and trail preservation, and private barns and community stables. As part of the Town's fabric, the equestrian culture is sustained by the community in many ways. The restoration of the historic Folger Stable at Wunderlich Park was energetically supported through financial contributions from a broad spectrum of Woodsiders, as was the installation of Spring and Sprite, an impressive bronze sculpture of a mare and foal situated on Village Hill. The equestrian influence is also clearly evidenced by the annual Day of the Horse, an event which includes a Horse Fair and Progressive Ride through the Town. Each October since 2005, as many as 300 horse and rider teams enjoy the Town's equestrian trails and provide a colorful spectacle for the non-equestrian portion of the Woodside Community. Additionally, the Mounted Patrol of San Mateo County held its sixtieth Junior Rodeo in 2010. This organization also supports Woodside's National Center for Equine Facilitated Therapy (for special needs persons) and the Sheriff's Star Program. The Woodside Area Horse Owners Association (WHOA!) operates the Born Again Barns and Back in the Saddle (BITS) programs to assist people wanting to get involved with horses on any level. Woodside

residents include jockeys, equestrian competitors, Olympians, coaches, and trainers of national and international acclaim. Horses continue to be a reminder of Woodside’s frontier past and countrified present.

LAND DIVISIONS AND GROWTH OF TOWN CENTER

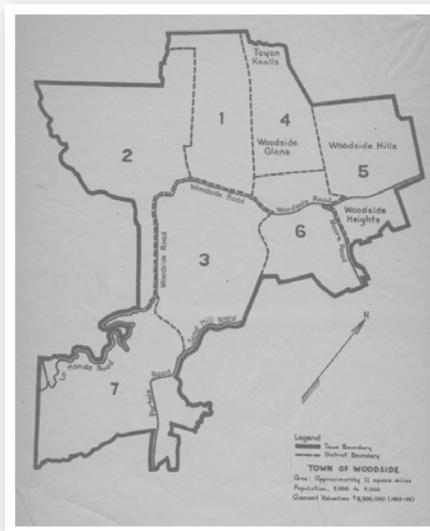
The first known residential subdivision was laid out in 1888, a tract known as Woodside Villas. The larger lots were accessed from Albion Avenue and the smaller half-acre residential lots were located along Woodside Road.

Woodside experienced a surge of subdivision activity and commercial development during the 1920s (see table H1: Woodside Subdivisions). Many larger properties were divided into lots, including Portola Woods, Lakeshore Hills, Portola Hills, Toyon Knolls, Woodside Glens and Country Club Estates. See Map H1: Subdivisions.

The area stretching along Woodside Road from Whiskey Hill to Mountain Home Road underwent further commercial development during the 1920s. In addition to the businesses already serving basic community needs were George E. Shine’s Blacksmith Shop and the Neuman Brothers General Merchandise store. In 1928, Pacific Telephone and Telegraph Company built a telephone exchange which brought the first direct dial telephone service in Woodside.

The Depression and War Years in the 1930s and 1940s slowed development activity. It was not until 1950 that San Mateo County’s real estate market fully recovered, unleashing a flood of development in neighboring communities. Several major tracts of nearby land were subdivided and developed, especially in areas adjacent to Redwood City. Some of these included East Greenwood Terrace, Woodside Heights, Woodside Oaks, Woodside Knolls, Greenways and Woodside Hills.

Table H1 and Map H1 describe 20 subdivisions created between 1887 and 1956 which predate the incorporation of Woodside, and 14 subdivisions created between 1957 and 1987 which post date incorporation.



Original Town of Woodside Map



Neuman Brothers General Store



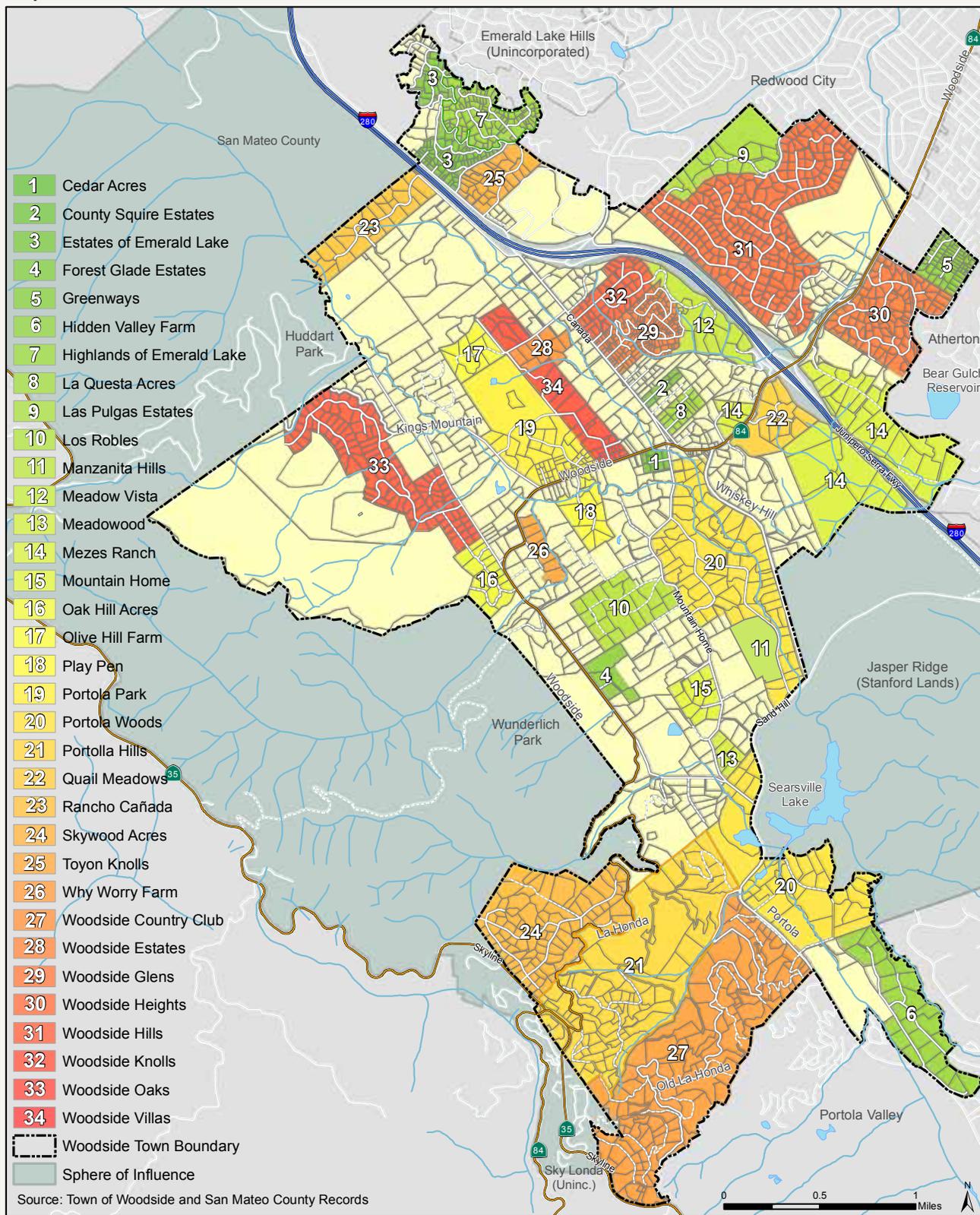
Shine Blacksmith

Table H1: Woodside Subdivisions

Date Subdivided	Subdivision Name	Map Number	Acres	Number of Parcels	Average Parcel Size (in acres)
San Mateo County Subdivisions:					
1887	Woodside Villas	34	101.85	34	3.00
1888	Mezes Ranch	14	288.44	40	7.21
1906	Portola Park	19	152.15	58	2.62
1909	Portola Woods	20	520.66	121	4.30
1909	Portola Hills	21	418.06	97	4.31
1921	Toyon Knolls	25	53.32	32	1.67
1925	Woodside Glens	29	75.83	201	0.38
1925	Woodside Heights	30	131.87	100	1.32
1926	Woodside Country Club	27	449.09	166	2.71
1927	Estates of Emerald Lake	3	61.48	91	0.68
1927	Highlands of Emerald Lake	7	73.27	108	0.68
1938	Woodside Hills	31	355.84	264	1.35
1944	Cedar Acres	1	9.84	9	1.09
1945	Greenways	5	38.82	59	0.66
1946	Rancho Cañada	23	87.15	27	3.23
1947	La Questa Acres	8	19.80	17	1.16
1952	Woodside Knolls	32	61.72	53	1.16
1955	Woodside Oaks	33	185.47	118	1.57
1956	County Squire Estates	2	9.72	8	1.21
1956	Oak Hill Acres	16	43.80	16	2.74
Town of Woodside Subdivisions:					
1957	Skywood Acres	24	211.68	89	2.38
1958	Mountain Home	15	34.04	11	3.09
1959	Hidden Valley Farm	6	127.45	25	5.10
1960	Los Robles	10	84.54	26	3.25
1966	Woodside Estates	28	27.77	9	3.09
1968	Play Pen	18	40.47	14	2.89
1972	Olive Hill Farm	17	34.77	10	3.48
1974	Forest Glade Estates	4	26.79	5	5.36
1979	Meadowood	13	15.65	5	3.13
1980	Las Pulgas Estates	9	86.45	16	5.40
1980	Meadow Vista	12	74.06	22	3.34
1980	Quail Meadows	22	59.65	12	4.97
1981	Manzanita Hills	11	36.36	8	4.55
1987	Why Worry Farm	26	23.26	7	3.32

Source: Town of Woodside and San Mateo County Records.

Map H1: Woodside Subdivisions



TOWN INCORPORATION AND PRESENT DAY



Town Incorporation

The steady encroachment of suburban development in the post WWII boom alarmed many Woodside residents and spurred them to revisit incorporating as a Town (an idea first considered in 1928). A group called “Woodsiders for Woodside” filed papers, collected signatures, and established boundaries encompassing twelve square miles. Their stated goal was to preserve Woodside’s rural character. On October 20, 1956, residents favored incorporation by a slim margin and elected its first Town Council. William L. Lowe was elected by the Council to serve as its first Mayor.



May Day Parade

The government of the new Town was quickly pressed into action. Meeting at the Woodside Elementary School, the Council passed ordinances setting up building codes, zoning restrictions, established tax rates and contracted for fire and police protection. The first Town Master Plan, the predecessor of the General Plan, was adopted in 1958. On November 16, 2006, Woodside celebrated the 50th anniversary of incorporation.

Since incorporation in 1956, five annexations of additional territory have been approved by the Town Council. These annexations included the addition of Emerald Hills and Summit Springs in 1962, Skywood Acres and Stockbridge Avenue in 1975, and the Greenways-Ward Tract in 2002. Surrounding communities have seen unprecedented growth due to the success of technology, research, investment, and other industries in the area, yet thanks to the diligence of Woodside’s citizens and officials through the years, Woodside maintains its rural charm. With cherished annual traditions like the May Day Parade dating from the early 1930s, to more recent events such as the Environment Fest and the annual “Day of the Horse”, Town celebrations offer residents the opportunity to enjoy and reflect on the rich history of Woodside.



Day of the Horse

INTRODUCTION



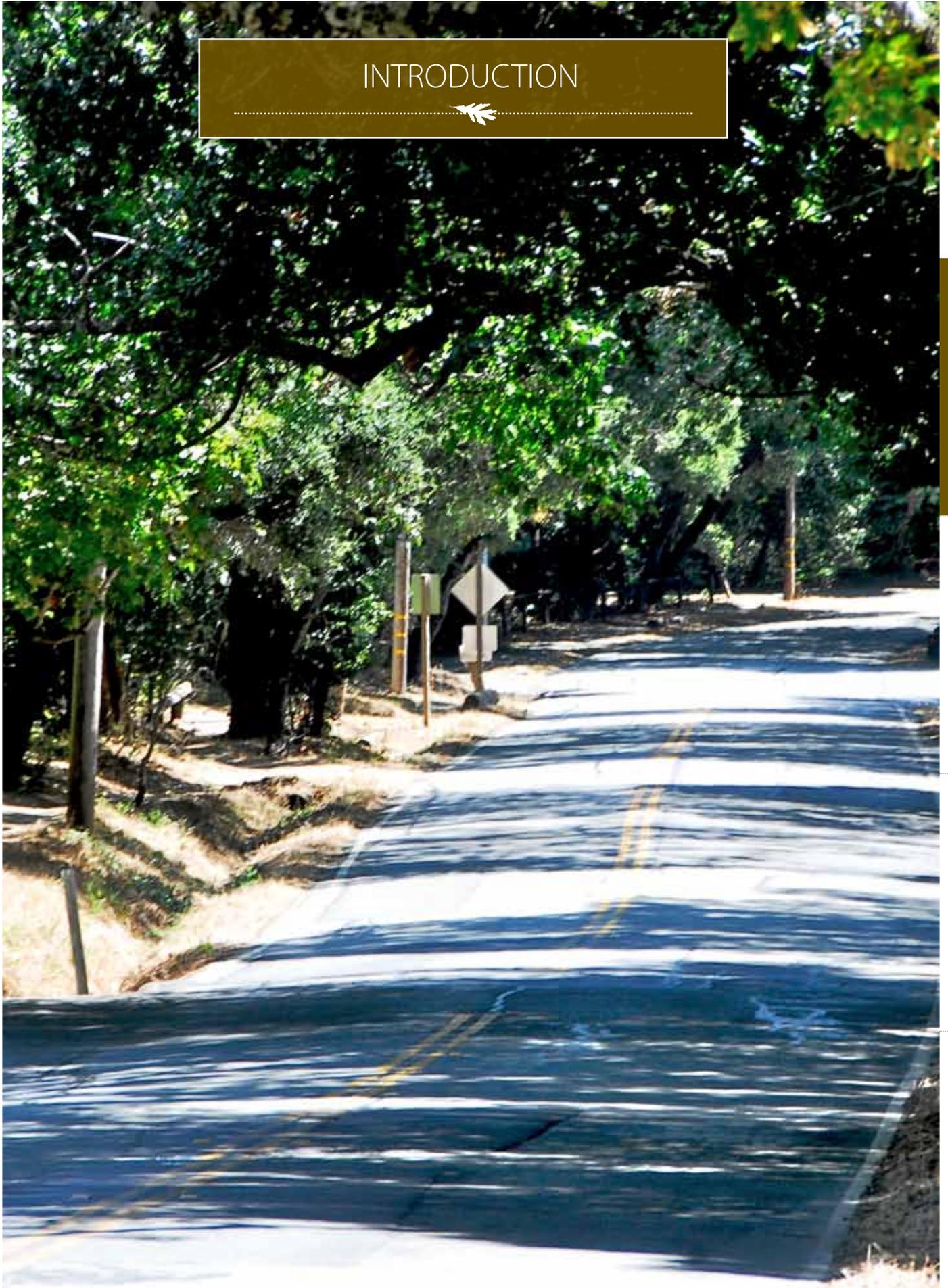
HISTORIC OVERVIEW

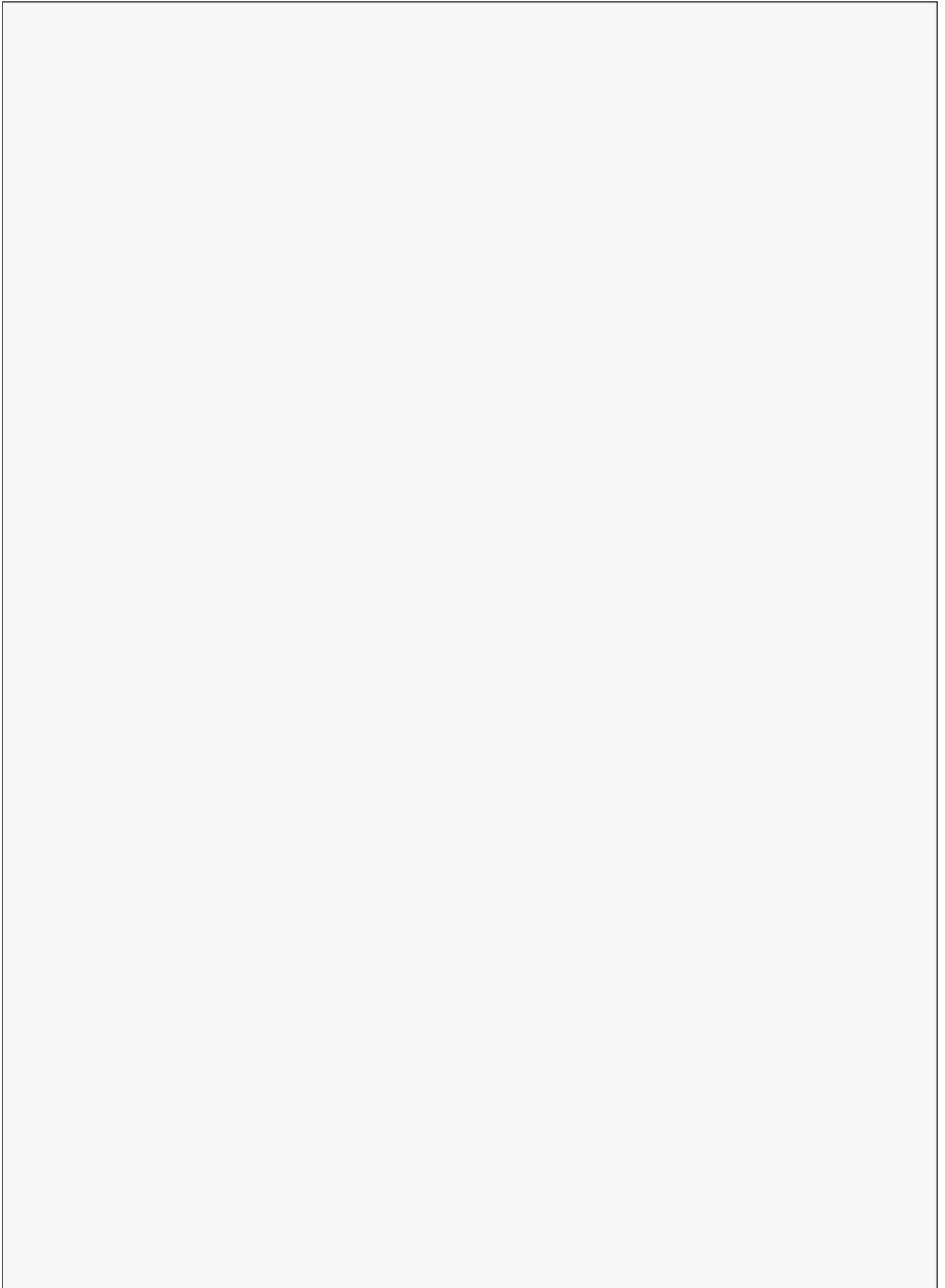
INTRODUCTION

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TOWN FACTS



“We can have facts without thinking, but we cannot have thinking without facts”

—John Dewey

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Town of Woodside

Country:
United States

State:
California

Region:
San Francisco Bay Area

County:
San Mateo

Area:
11.8 Square Miles

Elevation:
200 - 1,600 Feet

Population (2010):
5,287 (U.S. Census)

Density:
448 People Per Square Mile

ZIP Code:
94062

Area Code:
650

Incorporated:
1956

Government System:
Council-Manager

REGIONAL RELATIONSHIP

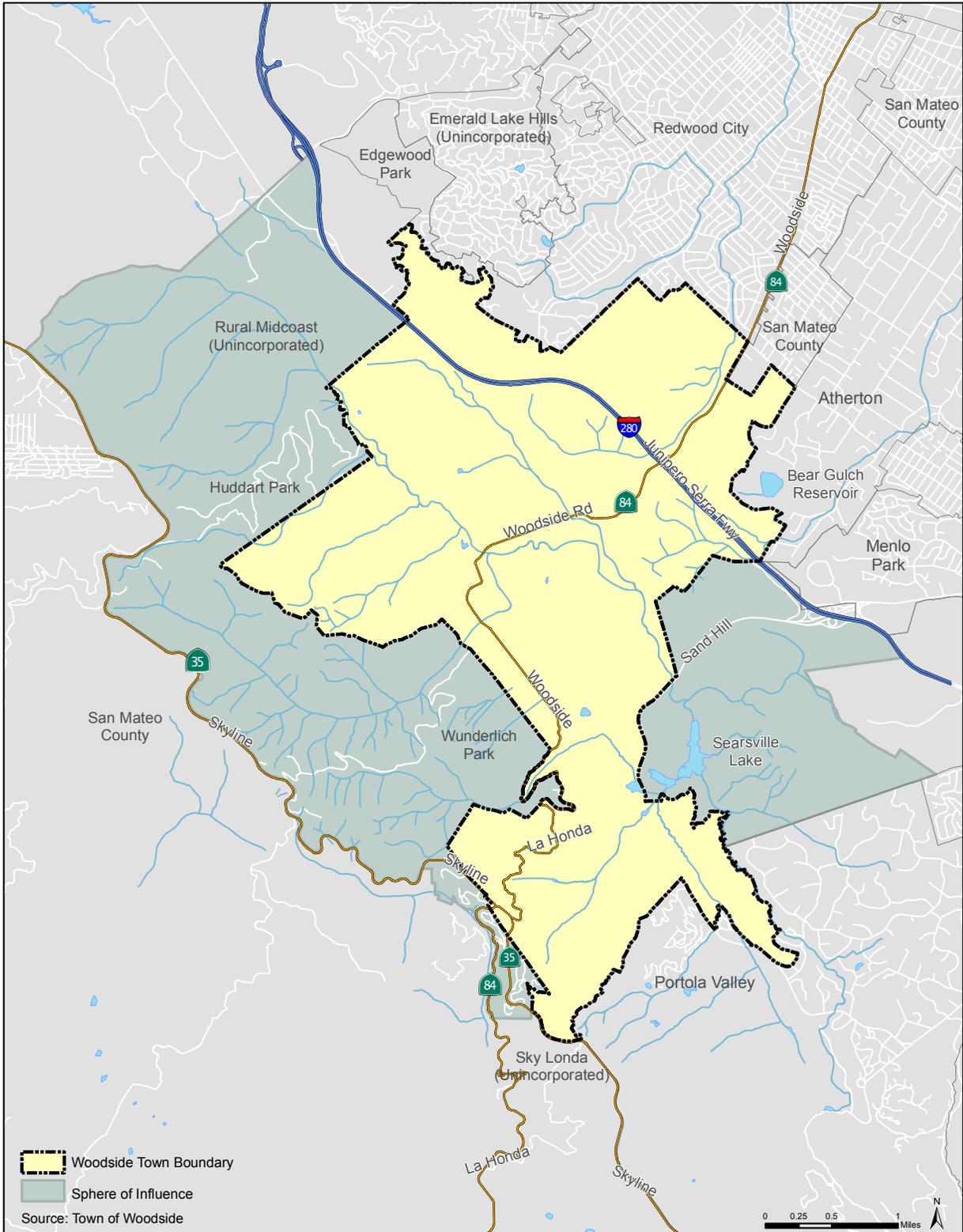
Woodside is closely tied to other parts of the San Francisco Bay Area. Residents of Woodside draw on other parts of the Bay Area for a wide range of cultural, commercial and recreational facilities. Major employment centers are within reasonable commuting distance. Woodside is a unique part of the Bay Area in that it is an area of great natural beauty relatively close to major activity centers. It attracts those seeking to reside in a rural environment. Interstate 280 and State Routes 84 and 35 provide primary highway links to other parts of the Bay Area.

The Midpeninsula consists of diverse and continuous urban uses located between the Bay and I-280 freeway corridor. The Woodside Planning Area, situated in the south central portion of the County, consists of the incorporated Town (11.8 square miles) and the surrounding sphere of influence assigned by the Local Agency Formation Commission (another approximately 11 square miles). The lands within the Woodside Planning Area, along with other adjacent communities, provide a transition or buffer between these more densely populated urban and suburban areas to the east and the wildland, agricultural, and watershed areas west of the Skyline Ridge. Multi-family residential and intense commercial land uses are not compatible with the transitional and rural nature of the Woodside Planning Area. A wide range of shopping, service facilities, and employment opportunities, however, is available in other parts of the Peninsula and the South Bay.

WOODSIDE PLANNING AREA

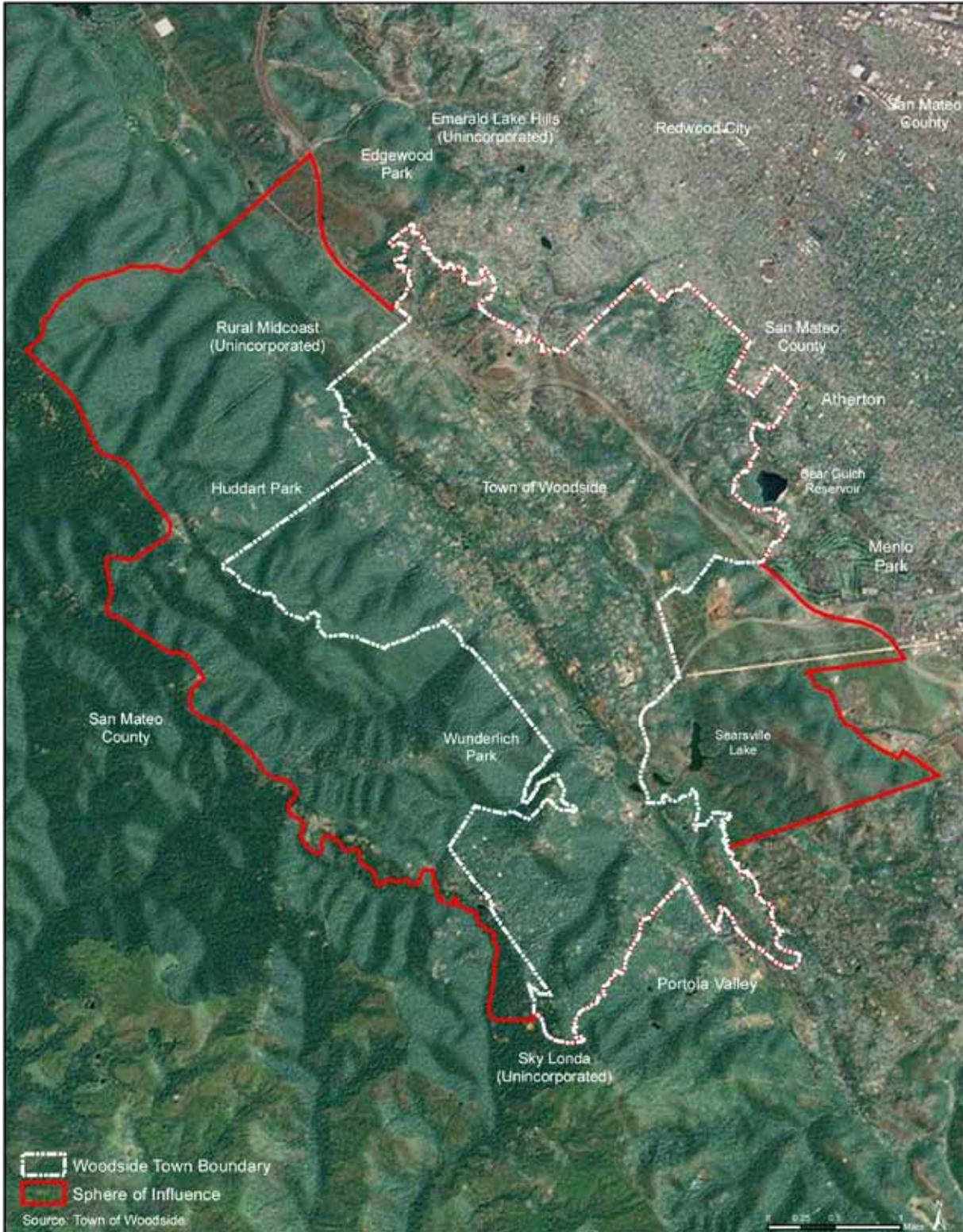
The Woodside Planning Area is roughly 23 square miles and consists of the lands incorporated as the Town of Woodside, and the adjoining unincorporated lands assigned as the Town's sphere of influence (reference Map TF2). While Woodside only has regulating jurisdiction over its incorporated land, the Town may still utilize the General Plan to cover lands outside its boundaries which in the Town's judgment bears relation to its planning. Therefore General Plan 2012 sets forth policies for all land within the Planning Area.

Map TF2: Woodside Planning Area



Map TF3 illustrates the urban/wildland interface character of the Woodside Planning Area, with more urban development to the east and heavily wooded hills to the west.

Map TF3: Urban/Wildland Interface



DEMOGRAPHICS

WOODSIDE STATISTICS

Source: 2010 U.S. Census Bureau, unless otherwise indicated

Total Land Area: 11.8 sq. miles

Population:

2010: 5,287

2000: 5,352

1990: 5,035

2010 U.S. CENSUS

Sex:	2000	2010
Male:	2,654 (49.6%)	2,581 (48.8%)
Female:	2,698 (50.4%)	2,706 (51.2%)

	2000	2010
Native born persons:	4,589 (87.4%)	4,506 (86.0%)
Foreign born persons:	664 (12.6%)	731 (14.0%)

Household Income:	2000	2010
Less than \$10,000:	60 (3.1%)	68 (3.4%)
\$10,000 - \$14,999:	21 (1.1%)	0 (0%)
\$15,000 - \$24,999:	40 (2.1%)	75 (3.8%)
\$25,000 - \$34,999:	40 (2.1%)	24 (1.2%)
\$35,000 - \$49,999:	112 (5.9%)	85 (4.3%)
\$50,000 - \$74,999:	204 (10.7%)	209 (10.6%)
\$75,000 - \$99,999:	178 (9.3%)	130 (6.6%)
\$100,000 - \$149,999:	214 (11.2%)	283 (14.3%)
\$150,000 - \$199,999:	190 (10.0%)	150 (7.6%)
\$200,000 or more:	846 (44.4%)	953 (48.2%)

Household Income:	2000	2010
Total Households:	1,905	1,977
Median Household Income:	\$171,126	\$186,359

Education of persons 25+	2000	2010
Less than grade 9:	24 (0.6%)	62 (1.7%)
Grade 9-12, no diploma:	86 (2.2%)	70 (1.9%)
High School diploma/GED:	316 (8.2%)	410 (11.2%)
College, no degree:	580 (15.1%)	443 (12.1%)
Associate degree:	259 (6.7%)	95 (2.6%)
Bachelor's degree or higher:	2,580 (67.1%)	2,582 (70.6%)

	2000	2010
Total housing units:	2,030	2,157
Occupied:	1,949 (96%)	1,977 (91.7%)
Owner occupied:	1,726 (89%)	1,721 (87.1%)
Renter occupied:	223 (11%)	256 (12.9%)
Vacant:	81 (4%)	180 (8.3%)

Average Household Size:	2000	2010
Owner occupied:	2.80	2.83
Renter occupied:	2.27	2.38

Median value	2000	2010
Owner-occupied units:	\$1,000,000+	\$1,000,000+
Median contract rent:	\$1,557	\$1,868

Length of Residency: (Percent living in a different house in 1995)

	2000	2010
State Average:	49.8%	35.8%
San Mateo County Average:	43.4%	32.6%
Woodside:	32.7%	15.8%

Housing Costs (Median):*	2000
Woodside:	\$1,600,000
California:	\$385,000

* www.city-data.com

Table TF1: Projected Population, Employment, and Income in the Woodside Planning Area*.

Woodside	2000	2005	2015	2025
Total population	6,456	6,600	7,000	7,200
Total households	2,373	2,430	2,520	2,640
Persons per household	2.75	2.72	2.78	2.73
Employed residents	3,591	3,700	3,900	4,100
Mean household income (2000 dollars)	329,100	345,200	396,000	447,800

Source: Association of Bay Area Governments.

*Note: Includes Woodside and its Sphere of Influence.

Table TF2: Housing Units By Building Type

Woodside	2000	2010
Single Family Detached	1,930	2,007
Single Family Attached	27	59
Multiple Family Structures with 2 to 4 units	27	25
Multiple Family Structures with 5+ units	5	0
Mobile Homes	40	15
Total Units	1,989	2,157

POPULATION TRENDS

The Town of Woodside experienced a population decrease between 2000 and 2010 (-1.2%). Comparatively, population in the Bay Area as a whole increased 5.4%, and San Mateo County's population increased 1.6%. The Town's 2010 population of 5,287 is approximately 0.74% of the County's total 2010 population of 718,451.

Figure TF1: Woodside Population by Age

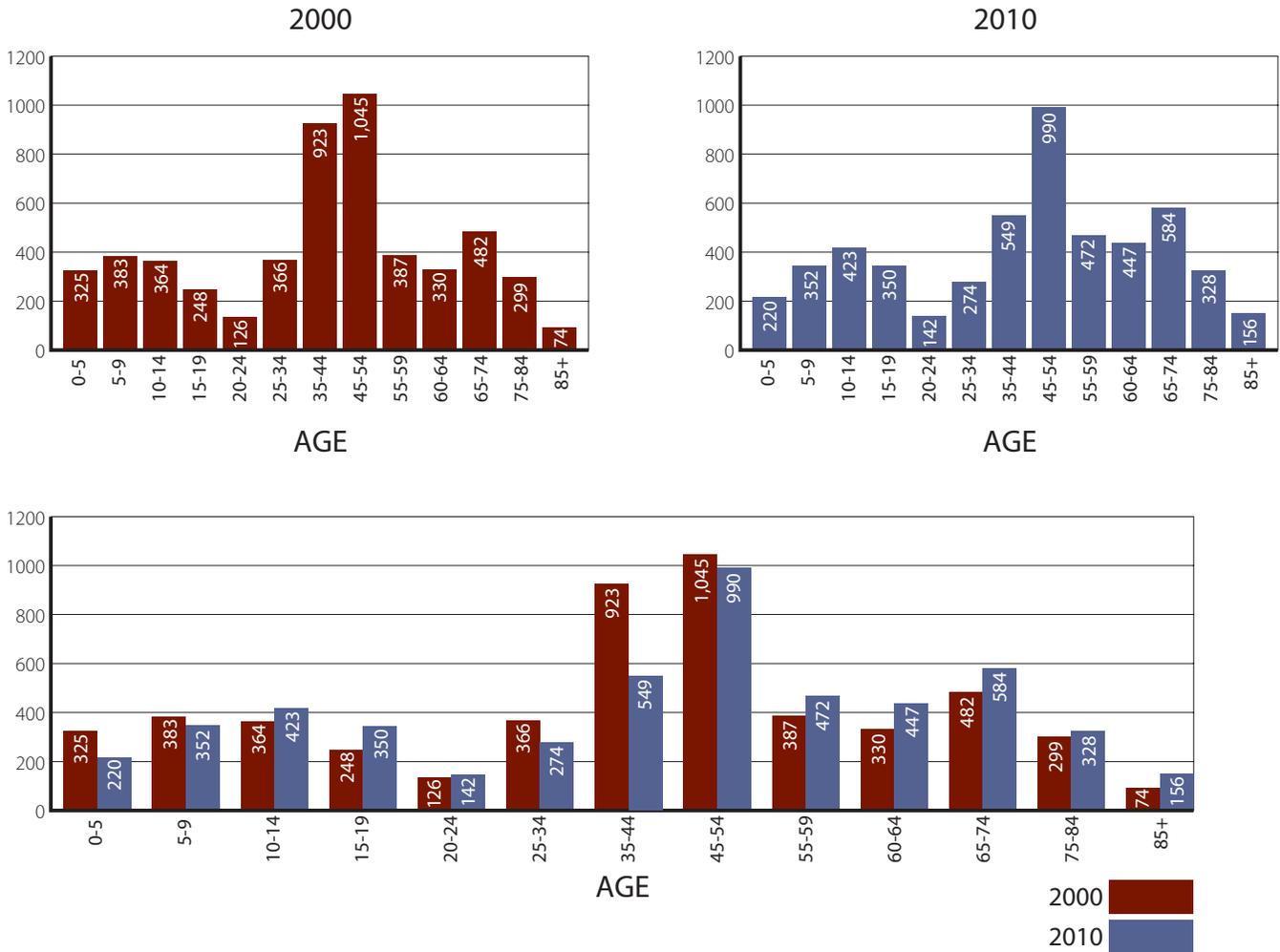


Table TF3: Population Trends

Category Description	1960 Data	1970 Data	1980 Data	1990 Data	2000 Data	2010 Data
Total Population	3,592	4,731	5,291	5,035	5,352	5,287
Population < 18 Years Old	*34%	32%	22%	20%	23%	23.5%
Population 18-64 Years Old	*57%	60%	69%	66%	61%	56.3%
Population 65+ Years Old	9%	8%	9%	14%	16%	20.2%
Number of Households	na	1,481	1,853	1,813	1,949	1,977
Average Household Size	na	3.18	2.86	2.78	2.75	2.67

*1960 Population <19, 20-64, 65+

Sources: 1990, 2000, and 2010 U.S. Census, www.bayareacensus.ca.gov/cities/Woodside70.htm, www.nhgis.org

The fundamental reasons for the lower growth rate are: (a) declining household size, due partly to the aging of the population, (b) a diminution of existing housing market opportunities due to the high cost of land, and (c) a characteristic land maturation in which most of the relatively easily developed land has been built out.

Two years after Town incorporation in 1956, the Town prepared its first Master Plan (the predecessor to the General Plan). This 1958 Master Plan cited the population of the Woodside Plan Area (incorporated Woodside and its sphere of influence) as "4,500 persons in the year 1955, with an anticipated build out of 10,000 persons". According to the 2010 Census, more than fifty years after this projection, the 2010 population of the Woodside Plan Area was 5,287 persons; and Woodside is considered to be nearly at complete build out. Although limiting sprawl and maintaining rural character were major factors in the residents' push to incorporate in the mid-twentieth century, it appears that the Town founders overestimated future population growth. Factors which have contributed to the low population growth rates over the last five decades include:

- The large number of constraints (e.g., steep terrain, seismic hazards, and lack of sewer) to developing or dividing remaining vacant lands;
- The practice of property owners merging lots;
- The rising cost of land and housing;
- A general aging of the population (i.e., increases in older age cohorts);
- A steady decrease in the number of persons per household; and,
- The geographic location of the Town, which encompasses and is bordered by large tracts of protected open space.

Other defining characteristics of Woodside include high housing prices, high household incomes, high levels of educational attainment, and long lengths of residency.

TOWN GOVERNANCE

The Town of Woodside was incorporated in 1956. The Town operates under a council-manager form of government. The council–manager government form is one of two predominant forms of municipal government in the United States. The other common form of local government is the strong mayor government form, which characteristically occurs in large cities. The council-manager form of government is used by approximately half of American cities with populations of 2,500 or more, according to the International City/County Management Association (ICMA), a professional organization for city managers and other top appointed local government administrators.

Under the council–manager form of government, the elected governing body (in Woodside, the Town Council) is responsible for the legislative function of the municipality such as establishing policy, passing local ordinances, approving appropriations of funds, and developing an overall vision.

Woodside is divided into seven Council districts. A Councilmember is nominated from the district in which he or she resides, but is elected on a town-wide basis. Each Councilmember thus represents a different geographic district of the Town and works for the best interests of both that district's distinct circumstances and the Town as a whole.

Town Council members are elected to staggered four year terms. The Council appoints a professional manager to oversee the administrative operations, advise the council, and implement its policies. The position of "mayor" is a largely ceremonial title and is selected each year by the Town Council from among its members.

The manager position (the town manager) in this form of municipal government is similar to that of corporate chief executive officer (CEO), providing professional management to the board of directors (the Town Council).

Map TF4: Woodside Census Tracts

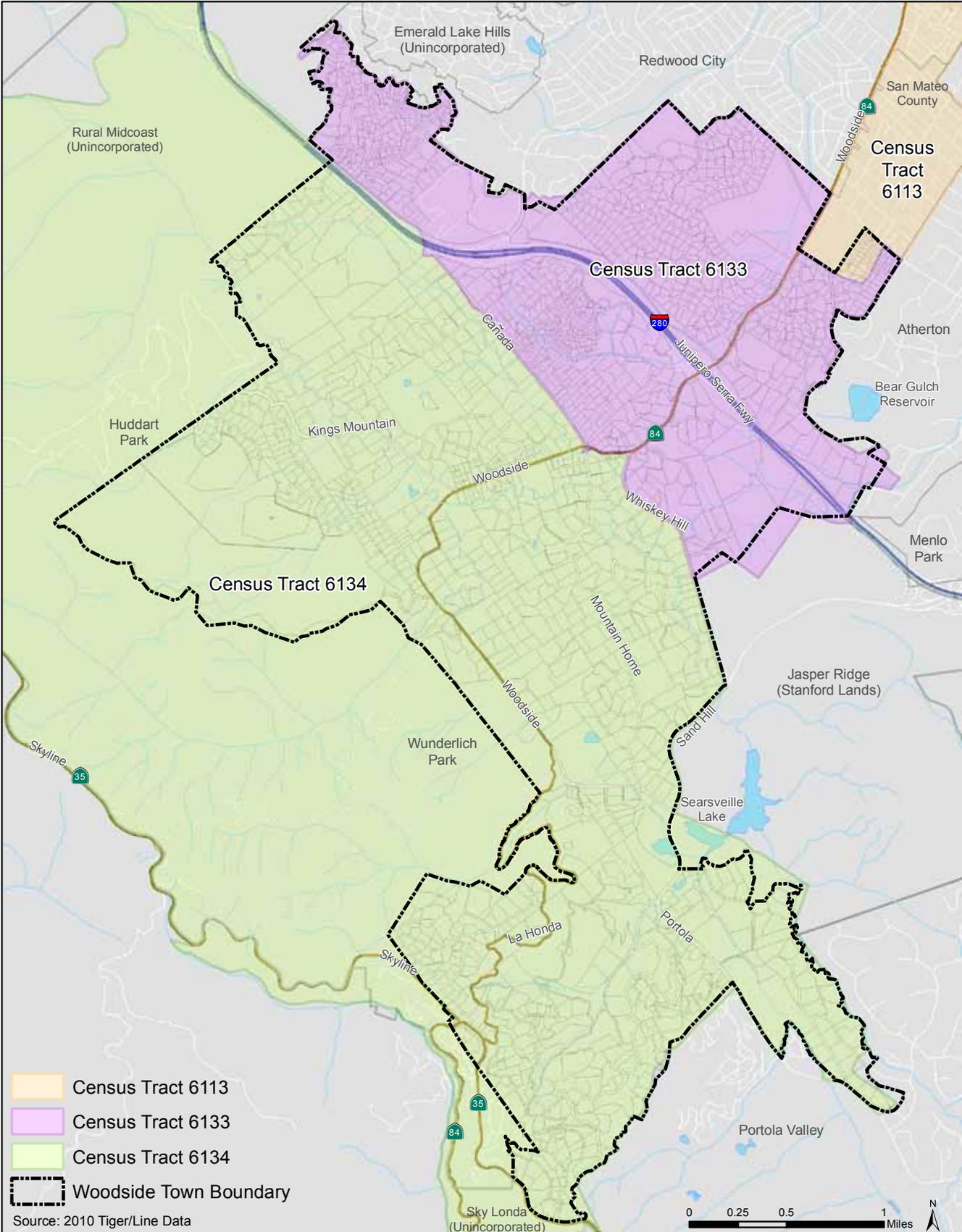


Table TF4: Woodside Town Council Members

Council Member	Years Served	Council Member	Years Served
William Lowe*	1956-1962	Robert Kirkwood	1978-1982
Selah Chamberlain*	1956-1970	Betsy Alexander*	1982-1992
Ben Eastman	1956-1959	Jeanne Dickey*	1982-1993
Rose O'Neill	1956-1970	Lewis Reed*	1982-1989
Richard Marshall	1956-1961	Themis Michos	1983-1991
Donald Graham*	1956-1966	Barbara Seitle*	1983-1995
Charles Wheeler	1956-1968	Perry Vartanian	1989-1995
Robert Gill*	1959-1968	Richard Rhodes	1989-1993
Fred Hawkins	1962-1965	Susan Crocker*	1991-1995
James Flood	1965-1969	Carol Fisch	1991-1995
Guiliford Snyder	1966-1968	Larry Anderson	1992-1993
Charles Bunker*	1968-1972	Bill Jackson	1993-1997
Nat Landes*	1968-1977	Gary McKae*	1993-1997
Stanley Makay	1968-1972	Robert Susk*	1993-1997
John Bobick	1968-1972	Peter Bohley*	1995-1998
Nancy ven Doesschate	1969-1970	Clifford Greyson	1995-1999
Leo Buchstaber	1970-1974	Willian McSherry	1995-1999
Willian Patrick	1970-1974	Peter Sinclair*	1995-2007
Suzanne Weeks*	1970-1982	Carroll Ann Hodges*	1997-2009
Thomas Moses*	1972-1976	Joe Putnam	1997-2005
Ed Washburn	1972-1975	Paul Goeld*	1999-2007
Harold Zwierlein	1972-1976	Sue Boynton*	1999-2012
Robert Burgess*	1974-1982	Dave Tanner*	1999-present
Olive Mayer	1974-1977	Deborah Gordon*	2001-present
William Crowell	1975-1978	Ron Romines*	2005-present
Allan Newlands*	1976-1980	Dave Burow*	2008-present
Joan Stiff*	1976-1991	Peter Mason*	2008-present
Melvin Yocum*	1977-1982	Anne Kasten	2010-present
Stanley Golden*	1978-1989	Thomas Shanahan	2012-present

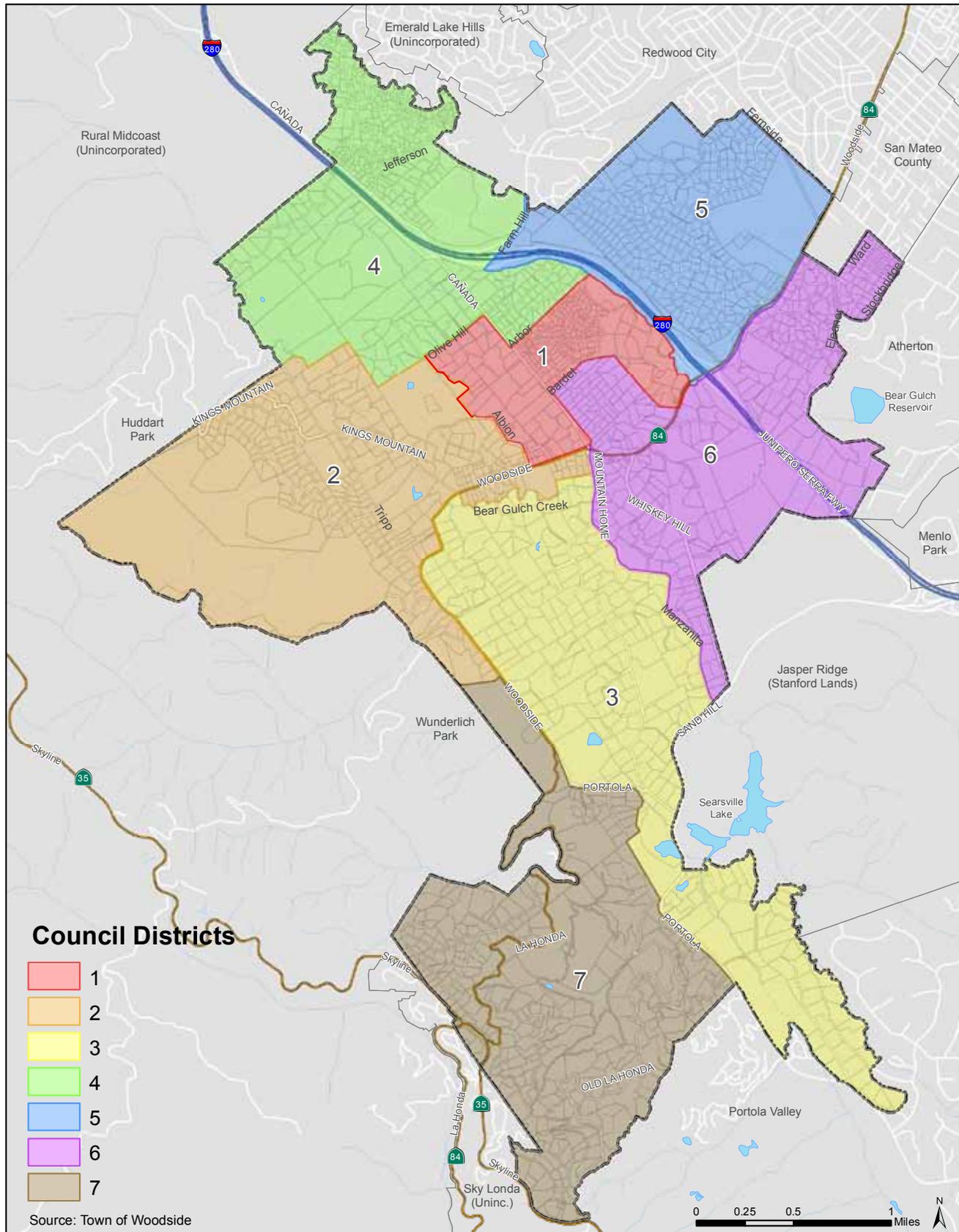
*Indicates Council Members Who Served as Mayor of Woodside.

Table TF5: Woodside Town Managers

Name	Title	Years Served
Dick Wilkinson	Town Administrator	1965-1972
Robert Myers	Town Manager	1972-1983
Les Doolittle	Town Manager	1983-1993
Susan George	Town Manager	1993-2012
Kevin Bryant	Town Manager	2012-

Source: Town of Woodside

Map TF5: Woodside Town Council Districts



YEAR 1958:

U.S. Population:
174,881,904

CA Population:
14,741,000 (8% of U.S. Population)

U.S. President:
Dwight Eisenhower

No. of U.S. States:
48 (Alaska and Hawaii not yet admitted)

U.S. Events:

- **First successful American satellite, Explorer I, is launched into orbit.**
- **U.S. Army inducts Elvis Presley.**
- **U.S. Congress formally creates NASA.**

TOWN PLANNING HISTORY AND DOCUMENTS

General Plans

A General Plan expresses the community’s development goals, and embodies public policy relative to land use. The Town of Woodside has had four previous General Plans: the 1958 Master Plan, the 1970 General Plan, the 1976 General Plan, and the 1988 General Plan.

1958 TOWN OF WOODSIDE MASTER PLAN

In 1958, the Town of Woodside adopted a Town Master Plan in accordance with State laws in effect at the time. This was the Town’s first planning document. The Plan proposed to “maintain Woodside as a rural residential community.”

Redwood City Tribune, Jan. 17, 1958
Woodside Council Eyes Master Plan
WOODSIDE – A public hearing by the town council on the proposed master plan for Woodside is scheduled for 8 p.m. Tuesday in the multi-use room at Woodside school.
The proposed master plan has been submitted to the council by the planning commission following three public hearings, with recommendation for a number of changes and modifications, particularly in proposed traffic patterns and residential-conservation zoning.

Redwood City Tribune, Jan. 22, 1959
Woodside Master Plan Session Quiet
WOODSIDE – First hearing on the proposed master land use plan before the Woodside town council was “very quiet” in comparison with similar hearings before the town planning commission.
Town officials said there was “very little protest” to the proposed plan at the council hearing. The council is considering the plan as proposed by the commission, with suggested revisions.

Redwood City Tribune, Mar. 18, 1959
Master Plan For Woodside
WOODSIDE – The Woodside master land use plan has been enacted into law by the town council to climax a series of public hearings extended over six months.
Basically, the plan was adopted in the form proposed by William E. Spangle Jr., Menlo Park planning consultant.
One of the more controversial sections of the plan, which will arbitrarily establish all hillside building lots in a minimum three-acre residential-conservation zoning classification, was left in as part of the plan.
The council has turned down and application by Dr. Morton Podolsky, Belmont physician, for a use permit to allow an increase from three to five in the number of ambulatory residents in the Glen View rest home, 103 Toyon Court.

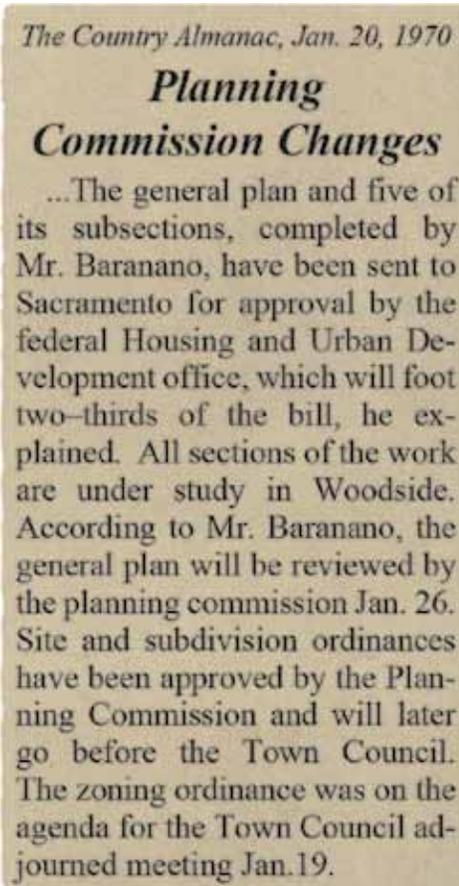
Table TC6: Planning Milestones

Planning Document	Adopted
1958 Town of Woodside Master Plan	3/11/1959
1970 Town of Woodside General Plan	4/13/1970
1976 Town of Woodside General Plan	8/2/1976
1988 Town of Woodside General Plan	4/6/1988
2012 Town of Woodside General Plan	1/10/2012

Source: Town of Woodside

1970 TOWN OF WOODSIDE GENERAL PLAN

In 1970, Woodside comprehensively modified and expanded its General Plan. The Plan retained the original statement of official community objectives and development policy set forth in the Master Plan. It also stressed the need for “continuous and vigorous guidance and control on the part of the local government and the residents” in order to “maintain the integrity of Woodside as a unique residential community of unusual natural beauty.” The 1970 Plan included Land Use, Circulation, Public Utilities, and Housing Elements.



YEAR 1970:

U.S. Population:
179,323,175

CA Population:
19,953,000 (11% of U.S. Population)

U.S. President:
Richard Nixon

U.S. Events:

- First Earth Day
- NASA’s Explorer I reenters the Earth’s atmosphere after 12 years in orbit
- Cigarette television advertisements are banned
- Apollo 13
- U.S. invades Cambodia
- Kent State shootings
- Vietnam War demonstrations
- Voting age lowered to 18
- Women’s Strike for Equality, Fifth Avenue, NYC
- Public Broadcasting Service begins broadcasting
- United States Environmental Protection Agency (EPA) begins operations
- Occupational Safety & Health Act (OSHA) entered into law

YEAR 1976:

U.S. Population:
218,035,000

CA Population:
21,936,000 (10% of US
Population)

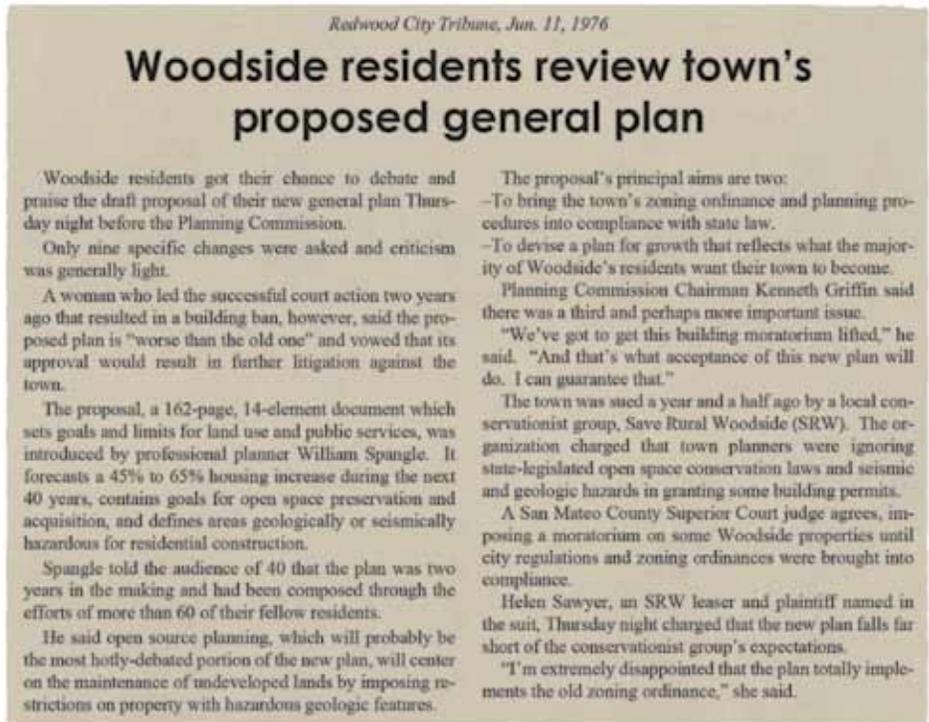
U.S. President:
Gerald Ford (Jimmy Carter
elected)

U.S. Events:

- **Patty Hearst found guilty of armed robbery**
- **Apple Computer formed by Steve Jobs and Steve Wozniak**
- **United States Bicentennial**
- **Viking I lands on Mars**
- **Serial killer "Son of Sam" terrorizes NYC**
- **First outbreak of Legionnaires' Disease**
- **The Cold War**
- **Microsoft officially registered in New Mexico**
- **Hotel California by The Eagles released**

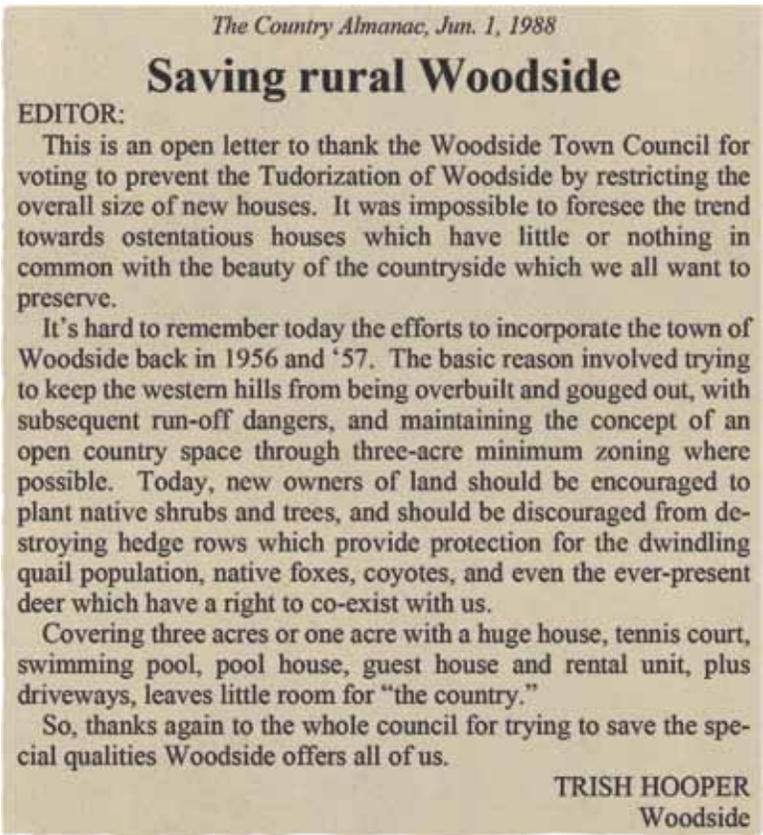
1976 TOWN OF WOODSIDE GENERAL PLAN

The 1976 General Plan provided updates to the Elements found in the 1970 General Plan.



1988 TOWN OF WOODSIDE GENERAL PLAN

The 1988 General Plan was adopted by Town Council on April 6, 1988. Similar to the previous General Plans, the 1988 General Plan update utilized many of the same overarching community goals and general policies, focusing on preservation of the natural environment and community character. The Historic Preservation Element was added in 2009 to meet the goals and policies for preserving Woodside’s historic resources.



YEAR 1988:

U.S. Population:
244,499,000

CA Population:
28,393,000 (12% of U.S. Population)

U.S. President:
Ronald Reagan (George H.W. Bush elected)

- U.S. Events:**
- Iran-Contra Affair
 - Jesse Jackson, US Presidential Candidate
 - Sonny Bono elected mayor of Palm Springs
 - Microsoft releases Windows 2.1
 - The War on Drugs

YEAR 2010:

U.S. Population:
308,400,408

CA Population:
**38,827,000 (13% of US
Population)**

U.S. President:
Barack Obama

U.S. Events:

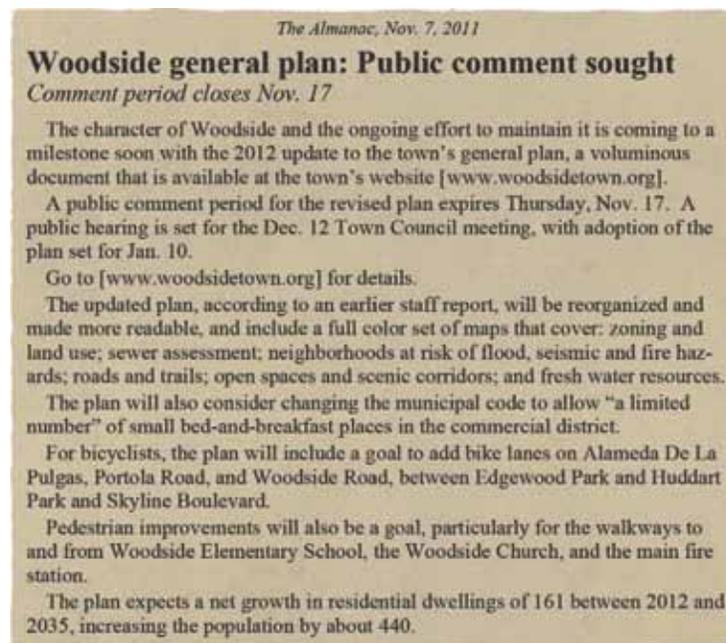
- **Toyota recall due to car accelerator problems**
- **100th Anniversary of the Boy Scouts of America**
- **U.S. Navy ends ban of women serving on submarines**
- **Patient Protection and Affordable Care Act signed into law aiming to insure 95% of Americans**
- **Official tabulation of the 2010 Census begins**
- **Deepwater Horizon British Petroleum oil spill in the Gulf of Mexico.**

2012 TOWN OF WOODSIDE GENERAL PLAN

Similar to earlier General Plans, this 2012 General Plan Update carries forward many of the same Community Goals and Policies. New to the 2012 General Plan is a Sustainability Element, and an Implementation Matrix.

The Sustainability Element identifies sustainable concepts found in each Element of the General Plan. This Element also sets forth new goals, policies, and strategies for sustainability.

The Implementation Matrix is a tool for guiding the implementation of the General Plan. For each strategy, the matrix assigns responsible parties, identifies funding sources, and provides a prioritization and timeframe for implementation.



Area Plans and Specific Plans:

In addition to the General Plan, the Town of Woodside also uses Area Plans and Specific Plans to provide more in-depth direction in planning for certain areas. Area Plans are part of the General Plan, and are used to provide additional development and design guidance. Specific Plans are not part of the General Plan (but are still required to be consistent with the goals and policies of the General Plan). Specific Plans differ from Area Plans in that they typically include development standards similar to zoning code regulations.

Area Plans:

The Town of Woodside has two Area Plans: the Skylonda Center Area Plan, and the Town Center Area Plan. These Plans augment the General Plan policies and provide additional guidelines for the development and replacement of structures within the

Town's two, small commercial areas. During the 2012 General Plan update, the graphic design of the Area Plans were updated, but the text was not changed.

Area Plans are authorized under §65301(b), which allows individual sections of the General Plan to be devoted to a particular subject or geographic area. In addition, they are also allowed as optional elements, or subjects, under §65303. An Area Plan is adopted as a General Plan amendment and is consistent with the General Plan. It refines the policies of the General Plan as they apply to smaller geographic areas, and is implemented by local ordinances such as those regulating land use and subdivision. Area Plans also provide forums for resolving local conflicts among competing interests.

The **Town Center Area Plan** was adopted in 1970 and was amended in 1973 (approved Plan boundary changes), in 1977 (formal incorporation into the General Plan), and in 1988 (dedicating the Town-owned Village Hill on Woodside Road to open space).

The **Skylonda Center Area Plan** was adopted and incorporated into the General Plan in 1985.

Specific Plans:

The Town of Woodside has two Specific Plans: the Emerald Lake Specific Plan and the Woodside Glens Specific Plan. These Plans augment the General Plan policies and provide additional guidelines for the development and replacement of structures within these two neighborhoods. During the 2012 General Plan update, the graphic design of the Specific Plans were updated, but the text was not changed.

The **Emerald Lake Specific Plan** was adopted in 1995.

The **Woodside Glens Specific Plan** was adopted in 1993, and was amended in 1999 (directed changes to the residential development standards).

Woodside Municipal Code

The Woodside Municipal Code sets forth specific Town regulation (law). The majority of land use related regulations are contained within Chapter 151, Site Development; Chapter 152, Subdivisions; and Chapter 153, Zoning. Chapter 151, Site Development, promotes the public safety and general public welfare, and implements the General Plan, and zoning and subdivision provisions. Chapter 152, Subdivisions, regulates the division of land, and requires certain prescribed improvements which are needed in consequence of the division of land. Chapter 153, Zoning, promotes and protects the public health, safety, peace, comfort, convenience, and general welfare through the prescription of allowable land uses and development standards.

Residential Design Guidelines

The Residential Design Guidelines were developed by the Town in 2000 to provide principles for locating a residence and related site improvements on a lot, and principles for designing a residence and related structures that will meet the objectives of the Town. The Guidelines are to be used by prospective homeowners or remodelers and their architects to assist them in preparing proposals for residential development. The Guidelines are used by the Town's Planning Department, Architectural and Site Review Board (ASRB), and Planning Commission to evaluate the merits of a residential proposal.

Table TC7: History of General Plan Elements

Elements	1958 Master Plan	1970 General Plan	Amendments to 1970 General Plan	1976 General Plan	1988 General Plan	Amendments to 1988 General Plan	2012 General Plan
Circulation	X	X		X	X		X
Conservation			X	X	X		X
Historic Preservation						X	X
Housing		X				X	X
Land Use	X	X		X	X		X
Natural Hazards/ Safety				X	X		X
Noise			X	X	X		X
Open Space			X	X	X		X
Public Utilities		X	X	X	X		X
Scenic Roads and Highways				X			
Sustainability							X

Source: Town of Woodside

Table TC8: History of Area and Specific Plans

Plans	Adoption Date	Amendment Date(s)
Town Center Area Plan	1970	
Skylonda Area Plan	1985	1973, 1977, and 1988
Woodside Glens Specific Plan	1993	1995
Emerald Lake Hills Specific Plan	1995	1993 and 1999

Source: Town of Woodside

FOUNDATIONS OF THE PLAN



“Make no little plans. They have no magic to stir men’s blood...Make big plans; aim high in hope and work.” —Daniel Burnham

- Community Vision22
- Building Community22
- Guiding Principles.....22
- Purpose of the General Plan24
- Organization of the Plan25
- General Plan Review and Adoption26
- General Plan Implementation26



Community Character

COMMUNITY VISION

The community vision for the Town of Woodside has remained constant since the construction of the early estates and rustic retreats of the late 1800's and early 1900's, as again emphasized during the 1956 Town incorporation and all subsequent master and general plans: the passionate desire to maintain and preserve Woodside's rural character, scenic vistas, and natural landscapes.

BUILDING COMMUNITY

The underlying objective of the General Plan is to preserve this unique community. It seeks to maintain the natural and built environment, while enhancing health, safety, and livability. It also encourages active community participation in maintaining the Town's values. The Guiding Principles, goals, policies and implementing strategies of the General Plan are all aimed at achieving this objective.



Equestrian Lifestyle

GUIDING PRINCIPLES

The General Plan is based on ten guiding principles that will protect and enhance the natural beauty and rural lifestyle of the Town. The General Plan elements directly support and implement these principles:

1. COMMUNITY CHARACTER

The Woodside Community is dedicated to preserving, enhancing, and restoring the Town's character as a rural, scenic, and historic community.

2. EQUESTRIAN LIFESTYLE

The Woodside Community recognizes and supports the equestrian heritage, lifestyle, and facilities of the Town as a unique and defining attribute.

3. NATURAL ENVIRONMENT

The Woodside Community seeks to preserve, protect, enhance, and restore the Town's riparian corridors, woodlands, and hillsides to protect its wildlife and natural habitat, and to maintain its scenic vistas and tranquil environment.

4. BUILT ENVIRONMENT

The Woodside Community believes that the built environment should be subordinate, sensitive, and complementary to the natural environment, setting and specific site conditions in order to minimize disturbance to terrain, conserve visual resources, and protect open space. The Community supports architectural and site design requirements that clearly set forth community expectations, and ensure quality development.



Natural Environment

5. SAFETY

The Woodside Community strives to protect persons and property from unreasonable exposure to natural hazards, such as seismic activity, fire, unstable terrain and flood, by continuously improving regulations, policies and procedures to reflect current best management practices.

6. CIRCULATION

The Woodside Community promotes safe and convenient circulation for all modes of travel throughout the Town; on Town roads, trails, and paths.

7. COMMERCIAL SERVICES

The Woodside Community desires commercial services and facilities which meet the frequently recurring needs of the residents.

8. PUBLIC SERVICES

The Woodside Community supports public services, including those provided by governments and utilities, which are accessible, convenient, and responsive to community needs.

9. COMMUNITY CULTURE

Woodside favors a community culture that encourages citizen involvement, individual expression and diversity, and recognizes the interdependence with neighboring communities and responsibility as good citizens within the, region, State and nation.

10. SUSTAINABILITY

The Woodside Community seeks to be a good steward of the land. The goal is to promote conservation of resources and utilize sustainable practices which recognize the connection to, and interdependence with, the environment.



Built Environment Subordinate to Natural Environment



Woodside Provides for Multiple Transportation Modes



Promoting Sustainability Awareness at the Town Library

PURPOSE OF THE GENERAL PLAN

California State law requires each city and county to adopt a General Plan "for the physical development of the county or city, and any land outside its boundaries which bears relationship to its planning" (California Government Code Section 65300). The General Plan expresses the community's development goals and embodies public policy relative to land use. In response to this requirement, the Woodside General Plan describes the desired character and quality of the community, states the goals and policies that govern the Town, and sets forth implementing strategies for achieving those goals and policies. Since the General Plan affects the welfare of current and future generations, State law requires that the Plan take a long-term perspective. A typical time horizon for a General Plan is twenty years, with the exception of the Housing Element which by State law is reviewed every five years.

The Plan contains the Town's official policies on natural resources, land use and community design, circulation, public health and safety, and housing. It provides direction on open space and habitat conservation, development intensity of the built environment, and utility service delivery. Conflicts between mutually desirable goals are inevitable. For instance, the goal of maintaining a wooded environment in its natural state may conflict with the goal of promoting fire safety. The Plan intends to provide guidance to decision-makers for achieving an appropriate balance between competing goals. In some cases, conflicting goals must be compromised to provide reasonable adherence to the predominant interests of the Plan. The Town recognizes that the desires of individuals need to be balanced with the greater needs and goals of the Community. The General Plan strives for reconciliation of such conflicts in the best overall interest of the Community.

Table F1: Milestones in California's Planning Law

1907	First Subdivision Map Act enacted.
1917	Initial Zoning Law enacted.
1937	All cities and counties required to adopt Master Plans. Cities and counties authorized to prepare "Precise Plans" (similar to Specific Plans of today) to implement the Master Plan.
1967	Housing Element required in the General Plan (effective July 1, 1969).
1970	Conservation and Open Space Elements required in the General Plan.
1971	Safety, Seismic Safety, Noise, and Scenic Highway Elements required in the General Plan. Zoning and subdivision approvals required to be consistent with the adopted General Plan.
1984	Planning statutes substantially revised, Seismic Safety and Scenic Highway Elements dropped as required elements, Seismic Safety merged with Safety Element.

ORGANIZATION OF THE PLAN

The General Plan is required to have seven “elements”, or subject categories. These elements, and the corresponding Town of Woodside elements, are:

Table F2: General Plan Elements

Town of Woodside Element	Required Element
Preface	Optional
Introduction	Optional
Land Use and Community Design	Land Use
Historic Preservation	Optional
Circulation	Circulation
Natural Hazards and Safety	Safety
Open Space	Open Space
Conservation	Conservation
Sustainability	Optional
Noise	Noise
Public Utilities	Optional
Housing	Housing

Each element includes a general discussion of the relevant topic as it relates to the Town. Each section also includes goals, policies, and implementing strategies.

A **goal** is a broad statement of values or aspirations.

A **policy** provides more precise directions and guides the actions of policy makers, staff, and property owners, necessary to achieve the goal.

A **strategy** is a specific task or course of action that the Town may undertake to implement the policy and contribute to achieving the goal.



GENERAL PLAN REVIEW AND ADOPTION

The General Plan is adopted or modified after an extensive public review process and environmental impact analysis. Public review for this update occurred prior to public hearings through community meetings, study sessions, and advisory committee meetings. A General Plan Task Force consisting of 30 residents was appointed by the Town Council in 2009 via a community-wide application process. The Task Force met with Town staff twice a month from March 2009 through April 2010, reviewed primers on each Element of the General Plan, and gave input. During this period, Town staff also met with the Woodside History Committee to receive comment on the Historic Overview and Historic Preservation Element, the Open Space Committee on the Open Space Element, the Conservation and Environmental Health Committee on the Conservation Element, and the Bicycle and Trails Committee on the Circulation Element. Town staff also held one art contest and coordinated one art project with the Woodside Elementary School to solicit graphic input from the school children on community values which was presented to the Task Force. From April 2010 through January 2011, the Town Council reviewed General Plan Update drafts at Town Council public study sessions twice a month to receive and give specific edit recommendations. In July 2010, a General Plan Graphics Subcommittee, comprised of two Town Council member and staff, was formed and met to finalize graphics and formatting of the new General Plan. Also in July 2010, a General Plan Update presentation was given by Town staff to the local Rotary Club. In March and April of 2011, a Town Council subcommittee comprised of three Council members and Town staff, met to review the strike-out edits prepared in response to the Town Council study sessions. Public hearings before the Planning Commission in on December 12, 2011 and the Town Council on January 10, 2012 allowed the community to express its views prior to Town Council approval.

Woodside Municipal Code requires the Town Council hold a public hearing before it may consider a General Plan amendment. State law limits the number of General Plan amendments to four per year.

GENERAL PLAN IMPLEMENTATION

The General Plan is the foundation for planning in Woodside. All physical development must be consistent with it. State law also requires that zoning be consistent with the General Plan. General Plan goals, policies, and strategies are supported and carried out through the Town's planning process, site and architectural review, and public works projects.

The Implementation Matrix (see Appendix) of the General Plan is a tool for determining priorities, funding, and responsible parties for accomplishing General Plan strategies. An annual General Plan review provides the opportunity to evaluate the Town's progress in implementing the plan and to assess the plan is being followed and if new policy direction should be considered.