

CITY COUNCIL

For City Clerk's Use:

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Reso No. _____ File No. _____

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Agenda Item No.: 17
Date: March 28, 2012

TO: Honorable Mayor and Members of the City Council

FROM: Barbara J. Redlitz, Director of Community Development

SUBJECT: A Status Report on the General Plan Update, Climate Action Plan, Downtown Specific Plan, and Draft Environmental Impact Report (EIR)
Case Nos.: PHG 09-0020, PHG 10-0016 Documents are online at:
<http://www.escondido.org/general-plan-update.aspx>

STAFF RECOMMENDATION:

It is recommended that the City Council:

- 1) Review comments received to date pertaining to the Draft General Plan Update;
- 2) Consider modifications to General Plan policies and residential land use designations to address issues raised by the public;
- 3) Discuss alternatives for locating homeless shelters in concert with the updated General Plan Housing Element;
- 4) Initiate a private property owner request for a General Plan Amendment involving approximately 2.1 acres from Light Industrial to General Commercial (2120 – 2122 W. Mission Road);
- 5) Direct staff to further refine the General Plan based on comments received;
- 6) Continue to receive public input upon request for consideration; and,
- 7) Forward the Draft General Plan, Climate Action Plan, Downtown Specific Plan, and EIR to the Planning Commission in May for their final recommendation.

FISCAL ANALYSIS:

Three contracts totaling \$1,116,437 (including a \$100,000 contingency) were executed with Atkins Consultants for planning technical studies, developing a Climate Action Plan (CAP) that promotes sustainability and reduces Greenhouse Gas (GHG) emissions in concert with Assembly Bill 32 (funded by the federal Energy Efficiency and Conservation Block Grant (EECBG) Program), and an EIR to assess these projects in concert with the General Plan Update.

A total of \$204,617 remains available and unencumbered in the City's Capital Account for the General Plan Update. This amount is sufficient to complete the General Plan and related projects through the public hearing process. More funding may be needed in next year's Capital Improvement Program budget for General Plan Implementation efforts and the salary of the staff Project Manager and minor, incidental expenses.

CORRELATION TO THE CITY COUNCIL ACTION PLAN:

This item relates to the Council's Action Plan regarding Community Outreach; Economic Development; Image and Appearance; Public Safety Facilities and Workforce Development.

ENVIRONMENTAL REVIEW:

The Draft EIR (DEIR) was released in January for its statutory 45-day public review period, which concluded on February 27, 2012. A total of 28 comment letters have been received (see Attachment D); staff and consultants are preparing responses and editing the DEIR as necessary. No comments necessitate redrafting and re-circulating the DEIR. Several significant and unavoidable impacts will be associated with the build out of Escondido's General Plan, which is not an unusual conclusion based on staff's understanding of other General Plan updates conducted throughout the state. The significant and unavoidable impacts include air quality, biological resources, noise, population and housing, transportation and traffic, and utilities and service systems. Certifying the EIR will require adoption of Overriding Findings concluding that the benefits of the projects outweigh the impacts associated with their implementation.

GENERAL PLAN UPDATE WORKSHOPS:

Staff conducted community workshops on February 17 and March 6. Workshops requested by citizen groups were held on February 28 and March 17. Attendance at these meetings ranged from 15 – 40 participants. A summary of comments received at each meeting is included in Attachment A which can be categorized into the following main issues and discussed below:

- 1) The Draft General Plan weakens the integrity of specific General Plan policies that were readopted and reaffirmed in the 1998 voter initiative Proposition S.
 - 2) The proposed residential designation of Urban V (multifamily up to 45 units / acre), and the Downtown Specific Plan residential densities of 75 and 100 units per acre (with building heights up to 85 feet), are too intense and could degrade community character and lead to blight.
 - 3) Amending the Traffic Quality of Life threshold establishing Level of Service (LOS) "D" citywide, and LOS "E" for certain Downtown streets, as the threshold for implementing mitigation measures represents an unacceptable degradation of service.
 - 4) Growth Management policies requiring infrastructure and services to keep pace with growth have not been effectively implemented; and fees collected do not adequately address the true impacts of new development.
 - 5) Policies pertaining to Smart Growth, Sustainability, Complete Streets, and Climate Action Planning are derived from United Nations Agenda 21 principles which restrict individual rights and local control and ultimately will sacrifice facilities and service in outlying areas while draining resources to serve the urban core.
 - 6) Informing the community and drafting the General Plan ballot measures should be in a manner that fosters an educated decision by the voters.
- 1) **Issue:** The Draft General Plan weakens specific General Plan policies that were readopted and reaffirmed in the 1998 voter initiative (Proposition S).

Recommendation: Modify Draft General Plan to incorporate current Proposition S Policies as described on Attachment B

Discussion: Staff's preparation of the General Plan update involved editing existing policies, including those ratified in Proposition S, in order to establish grammatical consistency among all the Elements. With two exceptions, there was no intent to delete or modify the intent of the readopted and reaffirmed policies identified in Proposition S from the General Plan. However, in order to eliminate confusion, staff proposes modifying the Draft General Plan Update to directly incorporate Proposition S policies.

The proposed policy edits are presented in a "side by side" comparison (see Attachment B). Most original policies can be directly transferred to the Updated General Plan without editing. Certain policies contain text that is specific to the 1990 General Plan, which staff will update as necessary to maintain their original intent and avoid the need for voter approval. Based on these modifications two General Plan policies would be subject to election; 1) a policy to eliminate one residential clustering provision, as endorsed by the General Plan Citizens' Committee; and 2) the addition of a policy defining a new Urban V (multi-family; 45 du/acre) residential land use category (refer to Attachment B).

2) Issue: The proposed residential designation of Urban V (multifamily up to 45 units / acre), and the Downtown Specific Plan residential densities of 75 and 100 units per acre (with building heights up to 85 feet), are too intense and could degrade community character and lead to blight.

Recommendation: Direct staff to analyze reduced residential densities and intensities for consideration.

Discussion: The adopted General Plan's most intense multifamily designation allows up to 24 units per acre. The adopted Downtown Specific Plan allows up to 45 units per acre in mixed use developments. The General Plan Update's proposal to more than double the current densities is an effort to generate a residential population in an urbanized "Smart Growth" environment that supports amenities for a dynamic, vibrant downtown.

A consistent apprehension among attendees at the public workshops is the General Plan Update's inclusion of residential densities that are significantly higher than current provisions. Residents' particular concern is that the dramatic increase of densities and building heights in the Urban V and Downtown Specific Planning Area will adversely impact the character of the community, and that the additional multi-family development could lead to blight.

The Environmental Impact Report evaluated the Draft General Plan at the densities and intensities described above. However, the Council may wish to consider reductions to address residents' concerns that would still provide opportunities for supporting smart growth features and dynamic downtown activities. It is recommended that the City Council direct staff to analyze alternative densities (units per acre) and intensities (building heights) for recommendation at the May Planning Commission public hearings.

3) Issue: Amending the Traffic Quality of Life threshold establishing Level of Service (LOS) "D" citywide, and LOS "E" for certain Downtown streets, as the threshold for implementing mitigation measures represents an unacceptable degradation of service.

Recommendation: Retain draft language based on the reasons discussed below.

Discussion: Both the adopted General Plan *and* the Draft General Plan Update include the Traffic Quality of Life standard stating: "Circulation Element Streets and intersections to be planned and developed to achieve a minimum Level of Service (LOS) "C." The *adopted* Traffic Quality of Life Standard states that: "Due to physical design characteristics, environmental resource considerations, existing development, freeway interchange impacts and incomplete system improvements, level of service "C" may not be feasible in all areas." The updated General Plan is intended to further qualify situations where LOS "C" may not be feasible, and establishes LOS "D" as the threshold for determining significant impacts that require mitigation on a city-wide basis, and LOS "E" for a confined area within the Downtown Specific Plan.

Updating the General Plan incorporates "industry standards" for the development and provision of *all* infrastructure and services (including sewer, water, traffic, libraries, etc.). The Draft General Plan's circulation system that incorporates LOS "D" and LOS "E" thresholds described above is developed on a traffic modeling platform that utilizes adopted regional standards and conditions. This methodology also facilitates the pursuit of future traffic improvement grants because of the traffic model's standardized approach.

It should also be noted that the existing circulation system is not fully implemented, and that existing deficiencies are not indicative of long term conditions. Additionally, traffic LOS signifies conditions during limited periods of peak flows, which typically occur during weekday morning and evening commutes. Roadways and intersections will be generally free-flowing over the course of 24 hours. Further, it should be acknowledged that widening streets to achieve LOS "C" in all situations would be extremely costly, impact many properties, and potentially degrade community character.

The traffic model analyzed over 300 street segments and 40 intersections in the community and concluded that build out of the Draft General Plan would only result in significant and unavoidable impacts to the four (4) street segments and six (6) intersections listed below. The Council will need to adopt a Statement of Overriding Findings acknowledging significant and unavoidable impacts determining that the benefits from the updated General Plan outweigh impacts associated with the project.

Roadway Segments:

Mission Road between Barham Drive and Auto Park Way (LOS E)
Valley Parkway between Hickory Street and Fig Street (LOS F)
Valley Parkway between Fig Street and Date Street (LOS F)
Valley Parkway between Date Street and Ash Street (LOS F)

Intersections:

Nordahl Road/Auto Park Way/Mission Road (LOS E, PM peak hour)
Centre City Parkway/Felicita Avenue (LOS F, PM peak hour)
Escondido Boulevard/Felicita Avenue (LOS E/F, AM/PM peak hours, respectively)
Ash Street/Valley Parkway (LOS E, both AM/PM peak hours)
I-15 Southbound Ramps/Via Rancho Parkway (LOS E/F, AM/PM peak hours, respectively)
El Norte Parkway/Centre City Parkway (LOS E/F, AM/PM peak hours, respectively)

- 4) Issue:** Growth Management policies requiring infrastructure and services to keep pace with growth have not been effectively implemented; and fees collected do not adequately address the true impacts of new development.

Recommendation: Retain draft language based on the reasons discussed below.

Discussion: The purpose of the Growth Management Element is to provide a link between the Land Use and Community Form, Mobility and Infrastructure, and Resource Conservation Elements, and specific implementation techniques to ensure that services are available to meet citizens' demands as the population grows. Residents expressed concerns that the General Plan's policies calling for the timely installation of infrastructure improvements have not kept pace with population growth, and that existing development fees need more thorough scrutiny and adjustment to reflect their ability to finance each project's impacts.

It should be noted that all standards cannot be met at all times because facilities are often built in increments that do not match the rate of development. For example, a deficiency may exist while funding is being collected to improve a park, construct a library, or widen a street etc. When that park, library or street improvement is made there may be a surplus of capacity. The acceptable lag in the service standards is determined through Capital Improvement Programing and discussed in the Quality of Life Status Report and Citywide Facility Plan.

The Draft General Plan Update maintains policies calling for the development of public facility master plans based on anticipated growth projections and to periodically update development fees to fund those public facilities. The Updated General Plan also acknowledges that deficiencies in facility service levels may arise based on the incremental nature of installing infrastructure. In addition, policies are included that call for withholding discretionary approvals and subsequent building permits from projects demonstrated to be out of compliance with applicable service standards.

5) **Issue:** Policies pertaining to Smart Growth, Sustainability, Complete Streets, and Climate Action Planning are derived from United Nations Agenda 21 principles which restrict individual rights and local control and ultimately will sacrifice facilities and service in outlying areas while draining resources to serve the urban core.

Recommendation: Retain draft Smart Growth, Sustainability, Complete Streets and Climate Action Planning policies based on the reasons discussed below. Address increased urban density and intensity concerns in concert with staff's recommendation pertaining to Issue #2 above.

Discussion: A large and vocal contingent expressed strong opposition to the General Plan's Sustainability, Smart Growth, Complete Streets, and Climate Action planning principles at the community meeting on March 6, 2012. Their opposition appeared to be based on a belief that Agenda 21's goal ultimately restricts individual rights and local control, forces residents into high density inner city housing only accessed by mass transit, and sacrifices facilities and service in outlying areas by draining resources to serve the urban core. Their sentiments extended to Complete Streets policies that promote wider sidewalks, shade and seating for pedestrians, as well as improvements for bicyclists and transit, by advocating for wider streets to accommodate more lanes of traffic for automobiles. Comments included concerns regarding the City's lack of street maintenance and other infrastructure deficiencies. The group expressed opposition to Climate Action Planning efforts to curb greenhouse gas emissions, but acknowledged that the City was required to follow state law.

Staff attempted to clarify the General Plan's vision incorporated specific community preferences of preserving establish single family residential character in the areas beyond downtown and nearby arterial corridors. Further, that the General Plan accommodates additional single family development at existing General Plan densities outside the downtown area which also aligns with residents' input gathered over the past several years. Staff noted that Facility Master Plans have been, or are in the process of being, updated and that those Plans incorporate "citywide" standards rather than differentiating between "urban" and "rural" areas. Staff countered that widening streets to accommodate automobiles without accommodating transit, cyclists and pedestrians would significantly impact adjacent properties in many areas.

Regarding the Climate Action Plan, staff commented the program will be structured to provide builders and developers flexibility in selecting their own path for compliance. Comments opposing higher density in the downtown area were similar to community input received at other meetings. Staff recommends addressing those concerns as discussed in Issue #2.

5) Issue: Informing the community and drafting the General Plan ballot measures should be in a manner that fosters an educated decision by the voters.

Recommendation: Continue to meet with citizen groups and further analyze formats for pending General Plan ballot measures.

Discussion: Questions regarding the format and arrangement of General Plan ballot measures for the November election have been a common inquiry. While less opposition has been expressed regarding the re-designation of residential land to employment land, citizens have commented that the arrangement and grouping of land use measures on the ballot should be carefully considered in order to avoid confusion and / or overwhelm the voters. Staff will provide options at the City Council meeting for discussion and recommends that additional meetings to inform and educate the citizenry be conducted when requested by local organizations. The City Council's decision on matters pertaining to the ballot measures' format and language will need to be made by June 2012.

HOMELESS SHELTER ALTERNATIVES:

The Draft General Plan includes a Housing Element update, which has an 8-year cycle extending from January 1, 2013 to December 31, 2020. Recent legislation requires that jurisdictions include homeless shelters as a permitted use somewhere within their community. Escondido's draft Housing Element proposed to amend the Hospital Professional (H-P) zone to accommodate homeless shelters by right, given the area's proximity to transit, facilities, and services. The Housing Element was reviewed and endorsed by the City Council on August 10, 2011, and staff forwarded the document to the State Department of Housing and Community Development. Comments from the state have been received and staff is finalizing a response.

Recently concerns have expressed that the H-P zone may not be an appropriate area for homeless shelters given the need to bolster the downtown medical office environment in response to the restructuring of medical services provided by Palomar Hospital's new west side facility. Staff recommends that an alternative area(s) for designating homeless shelters be identified in the Housing Element for consideration, which would likely be light industrial and/or general commercial areas. Staff would work with its consultant to evaluate other locations and refine the Housing Element text accordingly for resubmittal to the state.

PRIVATE GENERAL PLAN LAND USE AMENDMENT REQUEST:

During the General Plan public review period a private request was made for a General Plan Amendment (GPA) involving approximately 2.1 acres located at 2120 – 2122 W. Mission Road for re-designation from Light Industrial to General Commercial (see Attachment C). The GPA would not trigger a public vote because the land use change involves two non-residential designations. The property is constructed with industrial office suites and located near the east-bound off-ramp of Highway 78 and Nordahl Road, adjacent to two General Commercial properties.

Staff conferred with the Environmental Review consultant to determine whether the request could be incorporated in the EIR prior to Planning Commission and City Council consideration. The consultants indicated their ability to perform the required analysis, without delaying the timing of the Final EIR. Staff recommends including the GPA request in the General Plan update and the consultant would pay all costs associated with the amendment.

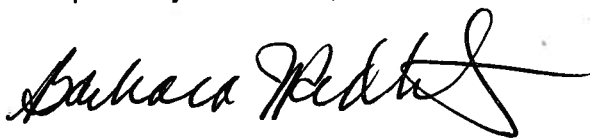
MISCELLANEOUS GENERAL PLAN AMENDMENT TEXT CHANGES:

Various comments were received from agencies, organizations and individuals during the recent public review period (see Exhibit D). Staff has analyzed the letters and feels that edits suggested by SANDAG, pertaining to mobility, and comments from the San Diego County Regional Airport Authority, pertaining to compliance with the Palomar Airport's Land Use Compatibility Plan and real estate disclosures associated with aircraft, warrant inclusion in the Draft General Plan (refer to letters). Staff recommends modifying the draft General Plan by incorporating comments from those agencies as well as comments that warrant inclusion received up until the public hearings. Staff will redistribute a "red-line" edited version of the draft General Plan reflecting proposed modifications prior to the Planning Commission public hearings.

STAFF RECOMMENDATION AND NEXT STEPS IN THE PROCESS:

Public outreach remains an important component in the General Plan adoption process. Staff recommends scheduling meetings with community groups and organizations upon request. Staff is meeting with the City Attorney regarding appropriate information to include for the election and the wording proposed for the ballot (which is subject to City Council approval). Planning Commission public hearings are scheduled for early May 2012, and the City Council General Plan public hearings are scheduled to conclude by June in order to meet the Registrar of Voter's timeframe for receiving the General Plan ballot measure language.

Respectfully submitted,



Barbara J. Redlitz
Director of Community Development



Jay Petrek
Principal Planner

ATTACHMENT A (page 1 of 4)

Community Workshop Summary of Comments

DATE: February 16, 2012

WORKSHOP GOALS

Review information pertaining to:

- Draft General Plan
- Draft Downtown Specific Plan
- Draft Climate Action Plan
- Draft Environmental Impact Report
- Discuss General Plan Update relationship with 'Proposition S'
- Solicit Testimony
- Provide feedback to City Council for further direction

RESIDENTIAL DEVELOPMENT COMMENTS

- Higher densities and building heights will block views to surrounding hills
- Taller buildings will create issues with wind patterns and shade
- Higher density may turn into 'ghettos'
- Condo projects will become rentals where tenants don't care about the community
- Include policies for high density and smart growth areas that prescribe residential amenities for multifamily development.

(Note: March 6 workshop to include examples of urban development)

- Allowing residential in commercial areas (i.e. mixed use) increases population buildout

GENERAL PLAN ELECTION AND 'PROPOSITION S' COMMENTS

- Removing "shall" from policies weakens their intent.
- Public needs to be clearly informed of voter approved policy changes.
- Questions asked regarding what happens if voters reject General Plan changes.
- "Bundling" all land use changes on the ballot together would not be fair to each property consideration.
- Separate ballot items by the type of change.
- More information is needed regarding ballot measures prior to election.
- Select areas where citizens gather to provide GP Update and ballot information.

MISCELLANEOUS COMMENTS

- Large billboard signs along Del Dios Highway adversely impact community aesthetics.
- Smart Growth policies promote community rights over individual rights.

ATTACHMENT A (page 2 of 4)

Escondido Chamber of Citizens Summary of Comments

DATE: February 28, 2012

WEORKSHOP GOALS

Review information pertaining to:

- Draft General Plan
- Draft Downtown Specific Plan
- Draft Climate Action Plan
- Draft Environmental Impact Report
- Solicit Testimony
- Answer Questions

GROWTH MANAGEMENT COMMENTS

- City's permit fees do not reflect true development impacts; residents are left subsidizing projects.
- Infrastructure does not keep pace with development even though current GP policies require it.
- Proposed GP amendments will follow the same "track record" of the past where developers take advantage of city's low standards and current residents are impacted. Examples:
 - Poorly designed / maintained aging apartment complexes (senior housing projects, and apartments along Mission Avenue).
 - Infrastructure not installed to serve developments' own growth (streets, sewers, etc.).
 - On-site amenities not provided, new growth over burdens existing resources (parks and open space).

RESIDENTIAL DEVELOPMENT COMMENTS

- Densities proposed for the new Urban V land use (multi-family; up to 45 du/acre) and in the Downtown Specific Plan (75 – 100 du/acre) are too high.
- Include policies that prescribe residential amenities for multifamily development.

TRAFFIC / CIRCULATION COMMENTS

- Traffic congestion is significant now, adding more density will make it worse.
- Traffic management (timed signals) should be improved to move vehicles more efficiently.

GENERAL PLAN QUALITY OF LIFE STANDARDS AND POLICIES COMMENTS

- Community Quality of Life has degraded over the past decade.
- Readopted / reaffirmed "Prop S" text in adopted General Plan should transfer to Draft.
- Quality of Life thresholds are too easily modified.
- Traffic Level of Service "D" equates to a reduction in quality of life.

ESCONDIDO CREEK COMMENTS

- Escondido Creek plan needs a grander vision. Improvements should include removing concrete lining and re-vegetating, walking trails, incentivize businesses that orient towards the creek, etc.

EMPLOYMENT EXPANSION COMMENTS

- Potential support if Growth Management concerns can be addressed.
- There are already too many vacant business parks in Vista, San Marcos, and Carlsbad.
- Businesses are provided too great a subsidy at the expense of existing residents.

ATTACHMENT A (page 3 of 4)

Community Workshop Summary of Comments

DATE: March 6, 2012

WORKSHOP GOALS

Review information pertaining to:

- Draft General Plan
- Draft Downtown Specific Plan
- Draft Climate Action Plan
- Draft Environmental Impact Report
- Discuss General Plan Update relationship with 'Proposition S'
- Solicit Testimony
- Provide feedback to City Council for further direction

SMART GROWTH /SUSTAINABILITY POLICY COMMENTS

- Use of ICLEI (International Council for Local Environmental Initiatives) principles restricts individual rights.
- United Nations Agenda 21 principles governing Smart Growth and Sustainability are illegal for General Plans.
- Complete Streets policies with pedestrian, bicycle, and transit features will force people out of cars.
- No taxes should fund Smart Growth, Sustainability, and/or Complete Streets programs.

RESIDENTIAL DENSITY INCREASES / MIXED USE DEVELOPMENT COMMENTS

- Intensifying the urban core (75-100 units / acre as proposed) will force people to use transit.
- High urban densities will destroy Escondido's character (lower densities and lower heights more desirable).
- Mixed use development is not a successful land use and will result in vacant buildings leading to blight.
- General Plan should include policies requiring amenities for high density urban areas.
- Density increases will impact schools' ability to educate students.

INFRASTRUCTURE AND SERVICES COMMENTS

- Financial incentives given to attract / expand businesses adversely impacts resident's quality of life.
- New development does not adequately fund its impacts to the existing infrastructure system.
- Existing residents will be required to bond for maintaining/improving infrastructure and services.
- Facilities and services will be impacted in outlying areas in order to serve increased urban core densities.

CLIMATE ACTION PLAN COMMENTS

- Carbon emission mandates are influenced by ICLEI and flawed; City should explore other solutions.

MISCELLANEOUS COMMENTS

- High Speed Internet is needed in Escondido's business parks.
- Loss of single family homes due to proposed land use changes is an impact.
- California's population is declining; the plan should not accommodate so much growth.
- New development should reflect Escondido's unique character, not be a "look alike" from another area.
- High paying employers won't come to Escondido because the community lacks amenities of other areas.
- Plan is "wishful thinking"

ATTACHMENT A (page 4 of 4)

Escondido Democratic Club Summary of Comments

DATE: March 17, 2012

WEORKSHOP GOALS

Review information pertaining to:

- Draft General Plan
- Draft Downtown Specific Plan
- Draft Climate Action Plan
- Draft Environmental Impact Report
- Solicit Testimony
- Answer Questions

SMART GROWTH / SUSTAINABILITY / COMPLETE STREETS POLICY COMMENTS

- Complete Streets policies with pedestrian, bicycle, and transit features will benefit community.
- Traffic management in congested areas needs to be more efficient – extensive wait times at intersections where there is no cross traffic occurring)
- Concern that the revised Level of Service “D” (citywide) and “E” (downtown) will cause a spill over of traffic in adjacent residential areas.

RESIDENTIAL DENSITY INCREASES / MIXED USE DEVELOPMENT COMMENTS

- Proposed urban densities are too high and will degrade Escondido’s character. Project at CCP and Mission Avenue is too high. More projects like that will not be good for downtown or Escondido.
- Lower densities and lower heights that proposed are more desirable.
- Higher building heights will obstruct panoramic views from valley floor
- General Plan should include policies requiring amenities for high density urban areas.

INFRASTRUCTURE AND SERVICES COMMENTS

- Financial incentives given to attract / expand businesses adversely impacts resident’s quality of life.
- New development does not adequately fund its impacts to the existing infrastructure system.
- Existing residents will be required to bond for maintaining/improving infrastructure and services.
- Facilities and services will be impacted in outlying areas in order to serve increased urban core densities.

CLIMATE ACTION PLAN COMMENTS

- City Council needs to be more supportive of greenhouse gas reduction measures
- Continue to develop and install solar in the community
- Homeowner Associations need to cooperate with property owners who want to install solar

MISCELLANEOUS COMMENTS

- Residential Specific Plan Areas need to include more recreational play equipment for young children (Rancho San Pasqual amenities are lacking in this area).

ATTACHMENT B

"Side by side" Comparison of Existing Proposition "S" (adopted) and alternative for Draft General Plan.

KEY: = Policy text changes proposed not requiring a public vote

= Policy text changes requiring a public vote

GENERAL PLAN UPDATE POLICY COMPARISON		
EXISTING POLICY	POLICY ALTERNATIVE FOR GP UPDATE	NECESSARY EDIT TO DRAFT
Chapter: Land Use (Policies Regarding Land Use)		
<p>Land Use Policy A1.1: New development should serve to reinforce the City's present development pattern of higher-intensity development within the downtown area and lower-intensity development in outlying areas. As a guide toward accomplishing this objective, new development projects shall be at an appropriate density or clustered intensity based upon their compatibility with the majority of the existing surrounding land uses. This policy shall limit density transfers from constrained portions of a property as defined in the land use and open space goals. (Amendment to this policy is subject to voter approval.)</p>	<p>Community Character Policy 1.1 New development should serve to reinforce the City's present development pattern of higher-intensity development within the downtown area and lower-intensity development in outlying areas. As a guide toward accomplishing this objective, new development projects shall be at an appropriate density or clustered intensity based upon their compatibility with the majority of the existing surrounding land uses. This policy shall limit density transfers from constrained portions of a property as defined in the land use and open space goals. (Amendment to this policy is subject <u>will continue to require</u> voter approval).</p>	<p>Revise Proposed Community Character Policy 1.1</p> <p>NO CHANGE FROM CURRENT POLICY</p>
<p>Land Use Policy A1.2: The City should maintain its single-family residential development pattern, except in locations such as the downtown, along major transportation corridors, and around commercial and public activity centers, where higher densities are more appropriate. (Amendment to this policy is subject to voter approval.)</p>	<p>Community Character Policy 1.5 The City should maintain its single-family residential development pattern, except in locations such as the downtown, along major transportation corridors, and around commercial and public activity centers, where higher densities are more appropriate. (Amendment to this policy is <u>subject will continue to require</u> voter approval).</p>	<p>Revise Proposed Community Character Policy 1.5</p> <p>NO CHANGE FROM CURRENT POLICY</p>
<p>Land Use Policy A1.3: Prior to any major extensions of services or utilities to accommodate changes in land use, significant growth-inducing, and environmental implications including significant growth inducing impacts, shall be thoroughly reviewed based upon the Growth Management policies of this document and any necessary mitigation measures implemented. (Amendment to this policy is subject to voter approval.)</p>	<p>General Plan Review and Amendment Policy 17.3 Prior to any major extensions of services or utilities to accommodate changes in land use, significant growth-inducing, and environmental implications including significant growth inducing impacts, shall be thoroughly reviewed based upon the Growth Management policies of this document and any necessary mitigation measures implemented. (Amendment to this policy is <u>subject will continue to require</u> voter approval).</p>	<p>Revise Proposed GP General Plan Review and Amendment Policy 17.3</p> <p>NO CHANGE FROM CURRENT POLICY</p>

GENERAL PLAN UPDATE POLICY COMPARISON

EXISTING POLICY	POLICY ALTERNATIVE FOR GP UPDATE	NECESSARY EDIT TO DRAFT
<p>Land Use Policy A1.4: The boundaries of the Land Use categories depicted on the General Plan are not precise. However, the categories are generally intended to avoid intensification of existing land use or zoning designations where land use compatibility and the objectives of the General Plan are at issue. (Amendment to this policy is subject to voter approval.)</p>	<p>Community Character Policy 1.2 The boundaries of the Land Use categories depicted on the General Plan are not precise. However, the categories are generally intended to avoid intensification of existing land use or zoning designations where land use compatibility and the objectives of the General Plan are at issue. (Amendment to this policy is <u>subject will continue to require</u> voter approval).</p>	<p>Revise Proposed Community Character Policy 1.2</p> <p>NO CHANGE FROM CURRENT POLICY</p>
<p>Land Use Policy B1.1: Residential Density is defined as the maximum number of dwelling units permitted per acre, including streets within the development, excluding all ultimate circulation element street rights-of-way, adjustments for floodways as defined by the Federal Emergency Management Agency (FEMA—see Flooding Map) or the City, slope categories, and other environmental factors as designated in each land use category and/or open space/ conservation element. Building intensity is based upon the number of dwellings per acre permissible in each category subject to constraints and opportunities provided by all General Plan policies. Limited nonresidential development, such as churches or schools, may occur in residential categories subject to state and local ordinances. (Amendment to this policy is subject to voter approval.)</p>	<p>Residential Development Policy 3.1 Residential Density is defined as the maximum number of dwelling units permitted per acre, including streets within the development, excluding all ultimate circulation element street rights-of-way, adjustments for floodways as defined by the Federal Emergency Management Agency (FEMA—see Flooding Map) or the City, slope categories, and other environmental factors as designated in each land use category and/or open space/ conservation element. Building intensity is based upon the number of dwellings per acre permissible in each category subject to constraints and opportunities provided by all General Plan policies. Limited nonresidential development, such as churches or schools, may occur in residential categories subject to state and local ordinances. (Amendment to this policy is <u>subject will continue to require</u> voter approval).</p>	<p>Revise Proposed Residential Development Policy 3.1</p> <p>NO CHANGE FROM CURRENT POLICY</p>
<p>Land Use Policy B1.2: The maximum development yield for slopes over 35% are established only for the purpose of determining the potential for density transfer as permitted by the General Plan. (Amendment to this policy is subject to voter approval.)</p>	<p>Residential Development Policy 3.11 The maximum development yield for slopes over 35% are established only for the purpose of determining the potential for density transfer as permitted by the General Plan. (Amendment to this policy is <u>subject will continue to require</u> voter approval).</p>	<p>Add new Residential Development Policy 3.11</p> <p>NO CHANGE FROM CURRENT POLICY</p>

GENERAL PLAN UPDATE POLICY COMPARISON

EXISTING POLICY	POLICY ALTERNATIVE FOR GP UPDATE	NECESSARY EDIT TO DRAFT
<p>Land Use Policy B1.3: No development shall be permitted on slopes greater than 35% or in natural 100-year floodways. If approved by the City and other appropriate local, state and federal agencies, an environmental channel may be considered within the floodway. Adequate landscaping, revegetation, flood control measures and usable open space beyond the embankments of the environmental channel shall be provided as determined by the City. (Amendment to this policy is subject to voter approval.)</p>	<p>Community Character Policy 1.12 No development shall be permitted on slopes greater than 35% or in natural 100-year floodways. If approved by the City and other appropriate local, state and federal agencies, an environmental channel may be considered within the floodway. Adequate landscaping, revegetation, flood control measures and usable open space beyond the embankments of the environmental channel shall be provided as determined by the City. (Amendment to this policy is subject <u>will continue</u> to <u>require</u> voter approval).</p>	<p>Revise Proposed Community Character Policy 1.12</p> <p>NO CHANGE FROM CURRENT POLICY</p>
<p>Land Use Policy B1.4: Subject to City approval, parcels legally created prior to the adoption of this General Plan and wholly within constrained lands as defined in Land Use Policy B1.3 may be eligible for the development of a single dwelling unit, providing the property meets minimum lot size for the zoning and land use designations. (Amendment to this policy is subject to voter approval.)</p>	<p>Community Character Policy 1.13 Subject to City approval, parcels legally created prior to the adoption of this General Plan and wholly within constrained lands as defined in Land Use Community Character Policy B1.3 1.12 may be eligible for the development of a single dwelling unit, providing the property meets minimum lot size for the zoning and land use designations. (Amendment to this policy is subject <u>will continue</u> to <u>require</u> voter approval).</p>	<p>Revise Proposed Community Character Policy 1.13 with clarifying text.</p> <p>NO CHANGE FROM CURRENT POLICY</p> <p>(Minor text change)</p>
<p>Land Use Policy B1.5: The residential land use designation indicates MAXIMUM development yields. To meet General Plan Goals and Objectives, including, but not limited to, population goals and environmental considerations, the ACTUAL yield may be considerably less than maximum potentials. Population density can be determined by the San Diego Association of Governments (SANDAG) projection of an average number of residents per dwelling unit by the buildout target year of 2010 and the maximum units per acre allowed by each land use designation. In lower density categories, the number of residents per unit will often exceed three due to relatively large structures. Conversely, in multi-family areas, smaller unit sizes will result in 1-2 persons per unit being commonplace. Further, population and building intensities are estimated in Section "C" of the element. (Amendment to this policy is subject to voter approval.)</p>	<p>Residential Development Policy 3.3 The residential land use designation indicates MAXIMUM development yields. To meet General Plan Goals and Objectives, including, but not limited to, population goals and environmental considerations, the ACTUAL yield may be considerably less than maximum potentials. Population density can be determined by the San Diego Association of Governments (SANDAG) projection of an average number of residents per dwelling unit by the buildout target year of 2010 <u>2035</u> and the maximum units per acre allowed by each land use designation. In lower density categories, the number of residents per unit will often exceed three due to relatively large structures. Conversely, in multi-family areas, smaller unit sizes will result in 1-2 persons per unit being commonplace. Further, population and building intensities are estimated</p>	<p>Revise Proposed Residential Development Policy 3.3 with clarifying text</p> <p>ORIGINAL INTENT OF POLICY IS MAINTAINED</p> <p>(Minor text change)</p>

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EXISTING POLICY	POLICY ALTERNATIVE FOR GP UPDATE	NECESSARY EDIT TO DRAFT
	<p>in the General Plan Vision and Purpose. Section "C" of the element. (Amendment to this policy is subject <u>will continue to require</u> voter approval).</p>	
<p>Land Use Policy B1.6: Where slope categories are indicated, the maximum development yield will be determined by the sum of acreages within each slope category. (Amendment to this policy is subject to voter approval.)</p>	<p>Residential Development Policy 3.12 Where slope categories are indicated, the maximum development yield will be determined by the sum of acreages within each slope category. (Amendment to this policy is subject <u>will continue to require</u> voter approval).</p>	<p>Add new Residential Development Policy 3.12</p> <p>NO CHANGE FROM CURRENT POLICY</p>
<p>Land Use Policy B1.7: No permits shall be approved for the development of any lot which is not consistent with the density restrictions of the General Plan except for single-family lots which were existing prior to the effective date of the General Plan. Such single-family lots shall comply with all other provisions of the General Plan, including applicable requirements of a Subarea Facilities Plan.</p> <p>Exceptions from density requirements may also be permitted to allow the timely development of lots created by the recordation of a vesting tentative subdivision map subsequent to the effective date of the General Plan providing it conforms with applicable requirements of a Subarea Facilities Plan.</p> <p>Nothing in this General Plan shall prohibit the continued use of legally established mobile home spaces and the possibility of ownership conversion at existing densities legally established under previous ordinances and statutes. Said mobile home spaces shall also be exempt from the clustering provisions discussed in this General Plan. (Amendment to this policy is subject to voter approval.)</p>	<p>Residential Development Policy 3.7: No permits shall be approved for the development of any lot which is not consistent with the density restrictions of the General Plan except for single-family lots which were existing prior to the effective date of the General Plan. Such single-family lots shall comply with all other provisions of the General Plan, including applicable requirements of a Subarea Facilities Plan.</p> <p>Exceptions from density requirements may also be permitted to allow the timely development of lots created by the recordation of a vesting tentative subdivision map subsequent to the effective date of the General Plan providing it conforms with applicable requirements of a Subarea Facilities Plan.</p> <p>Nothing in this General Plan shall prohibit the continued use of legally established mobile home spaces and the possibility of ownership conversion at existing densities legally established under previous ordinances and statutes. Said mobile home spaces shall also be exempt from the clustering provisions discussed in this General Plan. (Amendment to this policy is subject <u>will continue to require</u> voter approval).</p>	<p>Edit Proposed Residential Development Policy 3.7 with clarifying text</p> <p>NO CHANGE FROM CURRENT POLICY (Minor text change)</p>

GENERAL PLAN UPDATE POLICY COMPARISON

EXISTING POLICY	POLICY ALTERNATIVE FOR GP UPDATE	NECESSARY EDIT TO DRAFT
<p>Land Use Policy B1.8: The development potential on slopes greater than 35% or in natural floodways or in City-approved environmental channels may be transferred to other portions on the site at one dwelling unit per 20 acres in all residential land use categories. (Amendment to this policy is subject to voter approval.)</p>	<p>Residential Development Policy 3.13 The development potential on slopes greater than 35% or in natural floodways or in City-approved environmental channels may be transferred to other portions on the site at one dwelling unit per 20 acres in all residential land use categories. (Amendment to this policy is subject <u>will continue to require voter approval</u>).</p>	<p>Add new Residential Development Policy 3.13</p> <p>NO CHANGE FROM CURRENT POLICY</p>
<p>Land Use Policy B1.9: Residential Categories are established for purposes of providing the City with a range of building intensities to address various site constraints and opportunities. Proposed development shall not exceed the densities shown on the Land Use Plan and outlined in this document. (Amendment to this policy is subject to voter approval.)</p>	<p>Community Character Policy 1.6 Residential Categories are established for purposes of providing the City with a range of building intensities to address various site constraints and opportunities. Proposed development shall not exceed the densities shown on the Land Use Plan and outlined in this document. Figure II-6. (Amendment to this policy is subject <u>will continue to require voter approval</u>).</p>	<p>Revise proposed Community Character Policy 1.6 with clarifying text.</p> <p>ORIGINAL INTENT OF POLICY IS MAINTAINED (Minor text change)</p>
<p>No Policy exists for Urban V – This is a new General Plan residential land use category</p>	<p>URBAN V (up to 45 dwelling units per acre). Higher density multi-family residential units, town homes and apartments, flats and condominiums. This designation is appropriate near the downtown core, transit stations, along major thorough-fares in close proximity to shopping centers, entertainment, community facilities and employment opportunities to provide residents the opportunity to live near work and amenities. (Amendment to this policy is subject to voter approval.)</p>	<p>Include new land use category in Figure II-6 of General Plan</p> <p>VOTER APPROVAL REQUIRED</p>
<p>Chapter: Land Use (Policies Regarding Residential Preservation and Development)</p>		
<p>Residential Policy B2.1: Residential neighborhoods shall be protected from the encroachment of incompatible activities or land uses such as heavy service commercial businesses which may have a negative impact on the residential living environment. (Amendment to this policy is subject to voter approval.)</p>	<p>Neighborhood Maintenance & Preservation Policy 4.2 Residential neighborhoods shall be protected from the encroachment of incompatible activities or land uses such as heavy service commercial businesses which may have a negative impact on the residential living environment. (Amendment to this policy is subject <u>will continue to require voter approval</u>).</p>	<p>Revise Proposed Neighborhood Maintenance and Preservation Policy 4.2</p> <p>NO CHANGE FROM CURRENT POLICY</p>

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<p>Residential Policy B2.2: In the design of both Rural designations and of Estate I single-family residential development, consideration should be given to public improvement standards which allow for a more rural environment, such as flexibility in street rights of-way, increased setbacks and pedestrian circulation systems such as trails or paths, provided health and safety is not compromised. (Amendment to this policy is subject to voter approval.)</p>	<p>Neighborhood Maintenance & Preservation Policy 4.4 In the design of both Rural designations and of Estate I single-family residential development, consideration should be given to public improvement standards which allow for a more rural environment, such as flexibility in street rights of-way, increased setbacks and pedestrian circulation systems such as trails or paths, provided health and safety is not compromised. (Amendment to this policy is <u>subject will continue</u> to <u>require</u> voter approval).</p>	<p>Revise Proposed Neighborhood Maintenance and Preservation Policy 4.4</p> <p>NO CHANGE FROM CURRENT POLICY</p>
<p>Residential Policy B2.3: Mobile home parks should be given particular attention to ensure that building and safety regulations are continually met and that the mobile home parks are well maintained. Additionally, criteria will be developed to evaluate the conversion of mobile home parks to ownership or alternative uses. (Amendment to this policy is subject to voter approval.)</p>	<p>Neighborhood Maintenance & Preservation Policy 4.5 Mobile home parks should be given particular attention to ensure that building and safety regulations are continually met and that the mobile home parks are well maintained. Additionally, criteria will be developed to evaluate the conversion of mobile home parks to ownership or alternative uses. (Amendment to this policy is <u>subject will continue</u> to <u>require</u> voter approval).</p>	<p>Revise Proposed Neighborhood Maintenance and Preservation Policy 4.5</p> <p>NO CHANGE FROM CURRENT POLICY</p>
<p>Residential Policy B2.4: A Land Use Area Plan will be developed for the Old Escondido Neighborhood (see map). This area is geographically defined by Escondido Boulevard on the west, Chestnut Street on the east, Fifth Avenue on the north, and Thirteenth Avenue on the south. The neighborhood is predominately characterized by older single-family residential housing stock. The area plan shall address the following objectives:</p> <p>(a) Orientation towards pedestrian activities: The improvement of area streetscapes to provide, at a minimum, street lights and continuous sidewalks.</p> <p>(b) Preservation of the single-family residential character: Introduction of zoning that discourages demolition of single-family dwellings that are subsequently replaced by high density multifamily units.</p> <p>(c) Preservation of historic/cultural resources: Consideration of a conservation district that would provide guidelines for protecting the historical/cultural resources in the area through design and development standards.</p>	<p>Neighborhood Maintenance & Preservation Policy 4.6 A Land Use Area Plan will be developed for the Old Escondido Neighborhood (see map) and other This area is geographically defined by Escondido Boulevard on the west, Chestnut Street on the east, Fifth Avenue on the north, and Thirteenth Avenue on the south. The neighborhoods is predominately characterized by older single-family residential housing stock. The area plans shall address the following objectives:</p> <p>(a) Orientation towards pedestrian activities: The improvement of area streetscapes to provide, at a minimum, street lights and continuous sidewalks.</p> <p>(b) Preservation of the single-family residential character: Introduction of zoning that discourages demolition of single-family dwellings that are subsequently replaced by high density multifamily units.</p>	<p>Edit Neighborhood Maintenance and Preservation Policy 4.6 that includes and strengthens original policy objectives and allows for other residential area plans</p> <p>ORIGINAL INTENT OF POLICY IS MAINTAINED (Minor text change)</p>

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<p>(d) Integration with Downtown Specific Plan and South Escondido Corridor Area Plan: Development guidelines that require uses that will complement the two areas that border the neighborhood and provide a transition between the single-family residential core and commercial uses.</p> <p>(e) Implementation measures such as overlay zones, design guidelines and incentive programs for rehabilitation and preservation. (Amendment to this policy is subject to voter approval.)</p>	<p>(c) Preservation of historic/cultural resources: Consideration of a conservation district that would provide guidelines for protecting the historical/cultural resources in the area through design and development standards.</p> <p>(d) Integration with Downtown Specific Plan and South Escondido Corridor other adjacent Area Plans: Development guidelines that require uses that will complement the two areas that border the neighborhood and provide a transition between the single-family residential core and commercial uses.</p> <p>(e) Implementation measures such as overlay zones, design guidelines and incentive programs for rehabilitation and preservation. (Amendment to this policy is subject <u>will continue to require voter approval</u>).</p>	
<p>Residential Policy B2.5: A Land Use Area Plan will be developed for the residential area between Fifth and Sixteenth Avenues, Centre City Parkway and Escondido Boulevard (see Centre City Residential Area Plan map). The neighborhood is predominately characterized by older single and multifamily housing stock. The area plan shall address the following objectives:</p> <p>(a) Promote a wide range of housing opportunities. (b) Provide adequate infrastructure. (c) Establish development standards and design guidelines to ensure quality architecture and landscaping, adequate off-street parking, on-site open space, and recreation areas. (d) Include strategies for the development of neighborhood parks within the area. (e) Create standards to facilitate the establishment of child care homes and centers. (f) Establish a density range where maximum densities can only be attained through lot consolidation and consistency with the above goals. (Amendment to this policy is subject to voter approval.)</p>	<p>d. S. Escondido Blvd / Centre City Pkwy Target Area A Land Use Area Plan will be developed maintained for the residential area between Fifth and Sixteenth Avenues, Centre City Parkway and Escondido Boulevard (see Centre City Residential Area Plan map). The neighborhood is predominately characterized by older single and multifamily housing stock. The area plan shall address the following objectives:</p> <p>(a) Promote a wide range of housing opportunities. (b) Provide adequate infrastructure. (c) Establish development standards and design guidelines to ensure quality architecture and landscaping, adequate off-street parking, on-site open space, and recreation areas. (d) Include strategies for the development of neighborhood parks within the area. (e) Create standards to facilitate the establishment of child care homes and centers.</p>	<p>Edit text for South Escondido Boulevard / Centre City Parkway Target Area</p> <p>ORIGINAL INTENT OF POLICY IS MAINTAINED (Minor text change)</p>

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	<p>(f) Establish a density range where maximum densities can only be attained through lot consolidation and consistency with the above goals.</p> <p>(Amendment to this policy is subject <u>will continue</u> to require voter approval).</p>	
Chapter: Implementation (Policies Regarding Planned Development Zoning)		
<p>P.D. Zoning Policy C3.1: Planned Development Zoning shall be used to address unique characteristics of a development site and the surrounding land uses to better implement the goals and policies of the General Plan but not to attain maximum yield. (Amendment to this policy is subject to voter approval.)</p>	<p>Planned Development Policy 6.1 Planned Development Zoning shall be used to address unique characteristics of a development site and the surrounding land uses to better implement the goals and policies of the General Plan but not to attain maximum yield. (Amendment to this policy is subject <u>will continue</u> to require voter approval).</p>	<p>Revise Proposed Planned Development Policy 6.1</p> <p>NO CHANGE FROM CURRENT POLICY</p>
<p>P.D. Zoning Policy C3.2: Development proposals involving Planned Developments shall address and/or include, if applicable:</p> <ol style="list-style-type: none"> a. visual impacts of the development from the Valley floor and from adjoining properties; b. preservation of the natural setting by minimizing earth movement and removal of native vegetation and by using compatible building materials, textures and colors; c. grading, erosion control and revegetation/ landscaping requirements; d. preservation of the creeks and their adjoining vegetation in a natural state and the use of buffering techniques to control undesired access; e. implementation of appropriate management techniques in areas of rare and endangered plant and animal species; f. adequate buffers and separations from adjacent properties; g. superlative architectural design features of all structures; h. adequate separation between structures and attention to the bulk and scale to avoid a monotonous streetscape; and i. preservation/maintenance of common open space or community area. <p>The Planned Development zoning ordinance may require further detailed information to achieve General Plan goals and objectives.</p>	<p>Planned Development Policy 6.3 Development proposals involving Planned Developments shall address and/or include, if applicable:</p> <ol style="list-style-type: none"> a. visual impacts of the development from the Valley floor and from adjoining properties; b. preservation of the natural setting by minimizing earth movement and removal of native vegetation and by using compatible building materials, textures and colors; c. grading, erosion control and revegetation/ landscaping requirements; d. preservation of the creeks and their adjoining vegetation in a natural state and the use of buffering techniques to control undesired access; e. implementation of appropriate management techniques in areas of rare and endangered plant and animal species; f. adequate buffers and separations from adjacent properties; g. superlative architectural design features of all structures; h. adequate separation between structures and attention 	<p>Revise Proposed Planned Development Policy 6.3</p> <p>NO CHANGE FROM CURRENT POLICY</p>

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(Amendment to this policy is subject to voter approval.)	<p>to the bulk and scale to avoid a monotonous streetscape; and</p> <p>i. preservation/maintenance of common open space or community area.</p> <p>The Planned Development zoning ordinance may require further detailed information to achieve General Plan goals and objectives. (Amendment to this policy is <u>subject will continue to require</u> voter approval).</p>	
P.D. Zoning Policy C3.3: Clustering residential units shall be permitted only in conjunction with a Planned Development or Specific Planning Areas (SPA) (see provisions for clustering). (Amendment to this policy is subject to voter approval.)	Planned Development Policy 6.4 Clustering residential units shall be permitted only in conjunction with a Planned Development or Specific Planning Areas (SPA) (see provisions for clustering). (Amendment to this policy is <u>subject will continue to require</u> voter approval).	Add new Planned Development Policy 6.4 NO CHANGE FROM CURRENT POLICY
P.D. Zoning Policy C3.4: Planned Development zoning should be limited to projects of adequate size and unique physical characteristics to effectively implement the appropriate policies. (Amendment to this policy is subject to voter approval.)	Planned Development Policy 6.2 Planned Development zoning should be limited to projects of adequate size and unique physical characteristics to effectively implement the appropriate policies. (Amendment to this policy is <u>subject will continue to require</u> voter approval).	Revise Proposed Planned Development Policy 6.2 NO CHANGE FROM CURRENT POLICY
Chapter: Implementation (Policies Regarding Specific Planning Areas)		
S.P.A. Policy C4.1: Specific Planning Areas (SPA's) shall be utilized to consider development proposals analyzing zoning regulations, development standards, land uses, densities, building intensities tailored to the need and unique characteristics of a particular area. Generally, SPAs should only be applied to larger areas and where community benefit can be demonstrated. (Amendment to this policy is subject to voter approval.)	Specific Planning Area Land Use Policy 11.1 Specific Planning Areas (SPA's) shall be utilized to consider development proposals analyzing zoning regulations, development standards, land uses, densities, building intensities tailored to the need and unique characteristics of a particular area. Generally, SPAs should only be applied to larger areas and where community benefit can be demonstrated. (Amendment to this policy is <u>subject will continue to require</u> voter approval).	Revise Proposed Specific Planning Area Land Use Policy 11.1 NO CHANGE FROM CURRENT POLICY

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<p>S.P.A. Policy C4.2: Specific Plans shall not be utilized in a wide-spread manner to circumvent or modify the character or intent of ordinances, land use designations and/or city goals and objectives, but rather should be reserved for a limited number of proposals which, by nature, are ideally suited for the comprehensive planning efforts involved in the Specific Planning process.(Amendment to this policy is subject to voter approval.)</p>	<p>Specific Planning Area Land Use Policy 11.3 Specific Plans shall not be utilized in a wide-spread manner to circumvent or modify the character or intent of ordinances, land use designations and/or city goals and objectives, but rather should be reserved for a limited number of proposals which, by nature, are ideally suited for the comprehensive planning efforts involved in the Specific Planning process. (Amendment to this policy is subject <u>will continue</u> to <u>require</u> voter approval).</p>	<p>Revise Proposed Specific Planning Area Land Use Policy 11.3</p> <p>NO CHANGE FROM CURRENT POLICY</p>
<p>S.P.A. Policy C4.3: Specific criteria to evaluate the suitability of a site shall be established which shall include:</p> <ol style="list-style-type: none"> a. The site should be of sufficiently large area to take advantage of density transfers where appropriate, thereby preserving significant open space areas within the Specific Plan area; b. The site should have unique physical characteristics, such as uneven terrain or hillside areas that, without a Specific Plan, might not be effectively protected and incorporated into the overall development plan; c. The site should be of sufficient area that lends itself to a comprehensive site design utilizing a combination of attractive landscaping and open space amenities left in their natural condition; d. The site should be of sufficient area and nature that lends itself to long-term development phasing (e.g., in excess of five years) which can effectively be monitored and controlled; and e. The site should require flexibility in planning to deal with compatibility with different surrounding land uses and extensive public improvement requirements. <p>(Amendment to this policy is subject to voter approval.)</p>	<p>Specific Planning Area Land Use Policy 11.5 Specific criteria to evaluate the suitability of a site shall be established which shall include:</p> <ol style="list-style-type: none"> a. The site should be of sufficiently large area to take advantage of density transfers where appropriate, thereby preserving significant open space areas within the Specific Plan area; b. The site should have unique physical characteristics, such as uneven terrain or hillside areas that, without a Specific Plan, might not be effectively protected and incorporated into the overall development plan; c. The site should be of sufficient area that lends itself to a comprehensive site design utilizing a combination of attractive landscaping and open space amenities left in their natural condition; d. The site should be of sufficient area and nature that lends itself to long-term development phasing (e.g., in excess of five years) which can effectively be monitored and controlled; and e. The site should require flexibility in planning to deal with compatibility with different surrounding land uses and extensive public improvement requirements. <p>(Amendment to this policy is subject <u>will continue</u> to <u>require</u> voter approval).</p>	<p>Revise Proposed Specific Planning Area Land Use Policy 11.5</p> <p>NO CHANGE FROM CURRENT POLICY</p>

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<p>S.P.A. Policy C4.4: No Specific Plan shall be adopted by the City Council until the Council has reviewed the proposed Plan for compliance with the following requirements which are in addition to requirements imposed by State Government Code Sections 65450, et seq.:</p> <ul style="list-style-type: none"> a. Residential, industrial and commercial structures built within the Specific Plan area shall be constructed under rigorous quality control programs and safeguards (e.g., appropriate restrictive covenants running with the land); b. Appropriate protection against soil erosion, particularly where hillside development is involved, shall be assured; c. Assurance shall be provided that any hillside cutting will be minimized or appropriately landscaped so that visible scarring will be mitigated to the extent feasible; d. All open space areas shall be identified and appropriate measures providing for their preservation shall be included; e. Design criteria, development regulations and building standards shall be provided sufficient to ensure that residential, industrial and commercial structures are compatible with the surrounding environment; f. Adequate assurance shall be provided that the circulation and access needs of the project residents and the surrounding community are properly addressed; g. Appropriate arrangements to ensure that public facilities and services adequate to serve the project residents are available shall be described; and h. The Specific Plan demonstrates implementation of the goal and objectives of the General Plan and furthers the interests of the community. <p>(Amendment to this policy is subject to voter approval.)</p>	<p>Specific Planning Area Land Use Policy 11.6 No Specific Plan shall be adopted by the City Council until the Council has reviewed the proposed Plan for compliance with the following requirements which are in addition to requirements imposed by State Government Code Sections 65450, et seq.:</p> <ul style="list-style-type: none"> a. Residential, industrial and commercial structures built within the Specific Plan area shall be constructed under rigorous quality control programs and safeguards (e.g., appropriate restrictive covenants running with the land); b. Appropriate protection against soil erosion, particularly where hillside development is involved, shall be assured; c. Assurance shall be provided that any hillside cutting will be minimized or appropriately landscaped so that visible scarring will be mitigated to the extent feasible; d. All open space areas shall be identified and appropriate measures providing for their preservation shall be included; e. Design criteria, development regulations and building standards shall be provided sufficient to ensure that residential, industrial and commercial structures are compatible with the surrounding environment; f. Adequate assurance shall be provided that the circulation and access needs of the project residents and the surrounding community are properly addressed; g. Appropriate arrangements to ensure that public facilities and services adequate to serve the project residents are available shall be described; and h. The Specific Plan demonstrates implementation of the goal and objectives of the General Plan and furthers the interests of the community. <p>(Amendment to this policy is subject <u>will continue to require</u> voter approval).</p>	<p>Revise Proposed Specific Planning Area Land Use Policy 11.6</p> <p>NO CHANGE FROM CURRENT POLICY</p>

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<p>S.P.A. Policy C4.5: Clustering residential units shall be permitted only in conjunction with a Planned Development or Specific Planning Area (SPA) (see provisions for clustering). (Amendment to this policy is subject to voter approval.)</p>	<p>Specific Planning Area Land Use Policy 11.7 Clustering residential units shall be permitted only in conjunction with a Planned Development or Specific Planning Area (SPA) (see provisions for clustering). (Amendment to this policy is subject <u>will continue</u> to <u>require</u> voter approval).</p>	<p>Add new Specific Planning Area Land Use Policy 11.7</p> <p>NO CHANGE FROM CURRENT POLICY</p>
<p>Chapter: Implementation (Policies Regarding Clustering)</p>		
<p>Cluster Policy D1.1: Minimum Lot size standards for single-family cluster development shall be: <i>Designation Minimum Lot Size</i> Rural I 2acres Rural II 1acre Estate I 20,000 square feet Estate II 10,000square feet Suburban 7,920 square feet Urban I 3,630square feet (Amendment to this policy is subject to voter approval.)</p>	<p>Residential Clustering Policy 5.1 Minimum Lot size standards for single-family cluster development shall be: <i>Designation Minimum Lot Size</i> Rural I 2acres Rural II 1acre Estate I 20,000 square feet Estate II 10,000square feet Suburban 7,920 square feet Urban I 3,630square feet (Amendment to this policy is subject <u>will continue</u> to <u>require</u> voter approval).</p>	<p>Revise proposed Residential Clustering Policy 5.1</p> <p>NO CHANGE FROM CURRENT POLICY</p>
<p>Cluster Policy D1.2: The provisions for clustering units shall be utilized only within Planned Development Zones or Specific Planning Areas. (Amendment to this policy is subject to voter approval.)</p>	<p>Residential Clustering Policy 5.8 The provisions for clustering units shall be utilized only within Planned Development Zones or Specific Planning Areas. (Amendment to this policy is subject <u>will continue</u> to <u>require</u> voter approval).</p>	<p>Add new Residential Clustering Policy 5.8</p> <p>NO CHANGE FROM CURRENT POLICY</p>
<p>Cluster Policy D1.3: Clustering is not intended to maximize the density or yield, or to circumvent the existing zoning. It shall be utilized as a tool to preserve slopes, ridgelines and sensitive habitat or provide a community benefit. (Amendment to this policy is subject to voter approval.)</p>	<p>Residential Clustering Policy 5.2 Clustering is not intended to maximize the density or yield, or to circumvent the existing zoning. It shall be utilized as a tool to preserve slopes, ridgelines and sensitive habitat or provide a community benefit. (Amendment to this policy is subject <u>will continue</u> to <u>require</u> voter approval).</p>	<p>Revise Proposed Residential Clustering Policy 5.2</p> <p>NO CHANGE FROM CURRENT POLICY</p>

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<p>Cluster Policy D1.4: Under the clustering provision, lot widths, building separations and setbacks, and unit bulk shall be consistent with Community Design (see Chapter V) and zoning policies. (Amendment to this policy is subject to voter approval.)</p>	<p>Residential Clustering Policy 5.3 Under the clustering provision, lot widths, building separations and setbacks, and unit bulk shall be consistent with community design (see Chapter V) and zoning policies. (Amendment to this policy is subject <u>will continue</u> to <u>require</u> voter approval).</p>	<p>Edit Proposed Residential Clustering Policy 5.3 with clarifying text.</p> <p>ORIGINAL INTENT OF POLICY IS MAINTAINED (Minor text change)</p>
<p>Cluster Policy D1.5: In no event shall the reduction of lot sizes for clustered projects exceed the open space areas within the development. (Amendment to this policy is subject to voter approval.)</p>	<p>Residential Clustering Policy 5.4 In no event shall the reduction of lot sizes for clustered projects exceed the open space areas within the development. (Amendment to this policy is subject <u>will continue</u> to <u>require</u> voter approval).</p>	<p>Add new Residential Clustering Policy 5.9</p> <p>NO CHANGE FROM CURRENT POLICY</p>
<p>Cluster Policy D1.6: Under the clustering provisions, at least 50 percent of all residential lots must backup to open space areas. (Amendment to this policy is subject to voter approval.)</p>	<p>Deleted</p>	<p>Deleted pursuant to General Plan Committee Recommendation and City Council Direction.</p> <p>VOTER APPROVAL REQUIRED</p>
<p>Cluster Policy D1.7: When clustering, the portion of the site to be developed for residential purposes shall not significantly change the character of the surrounding area. (Amendment to this policy is subject to voter approval.)</p>	<p>Residential Clustering Policy 5.10 When clustering, the portion of the site to be developed for residential purposes shall not significantly change the character of the surrounding area. (Amendment to this policy is subject <u>will continue</u> to <u>require</u> voter approval).</p>	<p>Add new Residential Clustering Policy 5.10</p> <p>NO CHANGE FROM CURRENT POLICY</p>
<p>Cluster Policy D1.8: When utilizing cluster provisions, a project shall not have an adverse visual impact on the surrounding areas by blocking scenic views, by resulting in a scale of development incompatible with the setting, by siting buildings that project above the ridgeline, or by extensive grading, cutting and filling, or by terracing that disrupts the natural shape and contour of the site. (Amendment to this policy is subject to voter approval.)</p>	<p>Residential Clustering Policy 5.4 When utilizing cluster provisions, a project shall not have an adverse visual impact on the surrounding areas by blocking scenic views, by resulting in a scale of development incompatible with the setting, by siting buildings that project above the ridgeline, or by extensive grading, cutting and filling, or by terracing that disrupts the natural shape and contour of the site. (Amendment to this policy is subject <u>will continue</u> to <u>require</u> voter approval).</p>	<p>Revise Residential Clustering Policy 5.4</p> <p>NO CHANGE FROM CURRENT POLICY</p>

GENERAL PLAN UPDATE POLICY COMPARISON

EXISTING POLICY	POLICY ALTERNATIVE FOR GP UPDATE	NECESSARY EDIT TO DRAFT
<p>Cluster Policy D1.9: Cluster developments shall not increase geotechnical and flooding hazards for adjoining properties. (Amendment to this policy is subject to voter approval.)</p>	<p>Residential Clustering Policy 5.5 Cluster developments shall not increase geotechnical and flooding hazards for adjoining properties. (Amendment to this policy is <u>subject will continue to require voter approval</u>).</p>	<p>Revise Proposed Residential Clustering Policy 5.5</p> <p>NO CHANGE FROM CURRENT POLICY</p>
<p>Cluster Policy D1.10: Cluster projects shall avoid sensitive cultural and biological resources and density transfer from such sensitive areas shall be of limited yield to meet the above policies. (Amendment to this policy is subject to voter approval.)</p>	<p>Residential Clustering Policy 5.6 Cluster projects shall avoid sensitive cultural and biological resources and density transfer from such sensitive areas shall be of limited yield to meet the above policies. (Amendment to this policy is <u>subject will continue to require voter approval</u>).</p>	<p>Revise Proposed Residential Clustering Policy 5.6</p> <p>NO CHANGE FROM CURRENT POLICY</p>
<p>Cluster Policy D1.11: Lands devoted to permanent open space should not be developed with structural uses other than agricultural accessory buildings. Uses should be restricted to agriculture; historic, archaeological, or wildlife preserve; water storage or recharge area; leach field or spray disposal area; scenic areas; protection from hazardous area; or public outdoor recreation. (Amendment to this policy is subject to voter approval.)</p>	<p>Residential Clustering Policy 5.7 Lands devoted to permanent open space should not be developed with structural uses other than agricultural accessory buildings. Uses should be restricted to agriculture; historic, archaeological, or wildlife preserve; water storage or recharge area; leach field or spray disposal area; scenic areas; protection from hazardous area; or public outdoor recreation. (Amendment to this policy is <u>subject will continue to require voter approval</u>).</p>	<p>Revise Proposed Residential Clustering Policy 5.7</p> <p>NO CHANGE FROM CURRENT POLICY</p>
<p>Chapter: Implementation (Policies Regarding Population Objectives)</p>		
<p>Population Policy F1.1: The City Council will consider ordinances or policies intended to meet the maximum population objectives of 150,000 to 165,000 with a maximum anticipated population of 155,000. (Amendment to this policy is subject to voter approval.)</p>	<p>Community Character Policy 1.14 The City Council will consider ordinances or policies intended to meet the maximum population objectives of 150,000 to 165,000 with a maximum anticipated population of 155,000. <u>Demographic trends may affect the ability to achieve these population objectives.</u> (Amendment to this policy is <u>subject will continue to require voter approval</u>).</p>	<p>Edit Proposed Community Character Policy 1.14 with clarifying text.</p> <p>ORIGINAL INTENT OF POLICY IS MAINTAINED (Minor text change)</p>

GENERAL PLAN UPDATE POLICY COMPARISON

EXISTING POLICY	POLICY ALTERNATIVE FOR GP UPDATE	NECESSARY EDIT TO DRAFT
<p>Population Policy F1.2: Land use designations and zoning classifications may accommodate maximum yields for one residential development proposal which may not be achievable due to conflict with the overall population objectives. In review of residential development proposals, population objectives may be considered to preserve the welfare of the community. (Amendment to this policy is subject to voter approval.)</p>	<p>Residential Development Policy 3.8 Land use designations and zoning classifications may accommodate maximum yields for one residential development proposal which may not be achievable due to conflict with the overall population objectives. In review of residential development proposals, population objectives may be considered to preserve the welfare of the community. (Amendment to this policy is subject <u>will continue</u> to <u>require</u> voter approval).</p>	<p>Revise Proposed Residential Development Policy 3.8</p> <p>NO CHANGE FROM CURRENT POLICY</p>
<p>GP Amendment Policy E2.3. Permitted land uses in the residential areas of the City shall be intensified only when the voters approve such changes. No General Plan Amendment or new Specific Planning Area shall be adopted which would:</p> <ol style="list-style-type: none"> 1) increase the residential density permitted by law, 2) change, alter, or increase the General Plan Residential Land Use categories, or 3) change any residential to commercial or industrial designation on any property designated as: Rural, Estate, Suburban, Urban. <p>Unless and until such action is approved and adopted by the voters of the City at a special or general election, or approved first by the City Council and then adopted by the voters in such election. (Policy E2.3 added per voter approved Proposition "S" 11/3/98)</p>	<p>General Plan Review and Amendment Policy 17.6 Permitted land uses in the residential areas of the City shall be intensified only when the voters approve such changes. No General Plan Amendment or new Specific Planning Area shall be adopted which would:</p> <ol style="list-style-type: none"> 1) increase the residential density permitted by law, 2) change, alter, or increase the General Plan Residential Land Use categories, or 3) change any residential to commercial or industrial designation on any property designated as: Rural, Estate, Suburban, Urban. <p>Unless and until such action is approved and adopted by the voters of the City at a special or general election, or approved first by the City Council and then adopted by the voters in such election. (Policy E2.3 added per voter approved Proposition "S" 11/3/98) (Amendment to this policy is subject <u>will continue</u> to <u>require</u> voter approval).</p>	<p>Revise Proposed General Plan Review and Amendment Policy 17.6</p> <p>NO CHANGE FROM CURRENT POLICY (Minor text change)</p>

ATTACHMENT C

Law Offices of
STEPHEN H. ARNOLD
Attorney at Law

March 7, 2012

Barbara Redlitz
Director of Community Development
201 N. Broadway
Escondido, CA 92025
Email: bredlitz@escondido.org

Re: **Request for Initiation of Amendment to General Plan
2120-2122 W. Mission Road, Escondido, CA**

Dear Ms. Redlitz:

I represent Helix REIT who owns commercial property located at 2120-2122 W. Mission Road in Escondido. As an easy reference, the M1 zoned property is located directly across the street from the new Sprinter light rail commuter station on W. Mission Road and Nordahl Road.

My client requests to be included in re-designation of the property from Light Industrial to General Commercial during the General Plan Amendment (GPA) currently under process.

Pursuant to Policy E2.2 the following written findings are submitted to substantiate the need for the land use change. Specifically, this request documents the physical, social, and/or city-wide economic factors or changes that have made the (industrial) General Plan designation inappropriate from the standpoint of the general public welfare.

- The Sprinter commuter station has significantly increased the make-up of foot traffic in the area. It now serves the community's best interest to allow for retail/office use of the property located, as it is, directly across the street from the station.
- The property is located on the main thoroughfares leading directly to the soon to be opened hospital nearby. This major new neighboring use will add to the viability of foot traffic and ease of access for the public with appropriate intended commercial space/location as a designation.

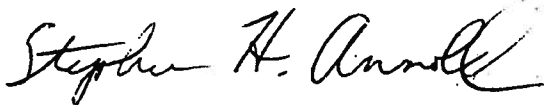
1850 Fifth Avenue, Suite A * San Diego, CA 92101 * Tel: (619) 240-4263 * Fax: (619) 238-6139

Barbara Redlitz
March 7, 2012
Page 2

- Prospective commercial tenants have been prohibited from locating viable commercial business at the property because of the current land use designation and zoning.
- There has very recently been a prospective tenant in the medical supply business who could not seriously explore **occupying/leasing** space at the property as the present zoning would present a challenge to his retail needs despite their small parking requirement.
- The businesses established at the property will be of a nature to attract higher-paying job opportunities for the community.
- The property has had a long 2+ year history of extreme vacancy which has invited an on-going battle with the homeless. The property owner has worked extensively with the city police to maintain the security of the property and to combat a constant amount of illegal trespass.
- The requested land use re-designation and rezoning is a lateral one; that is, non-residential to non-residential. The requested change would impose little, if any, impact on the surrounding area but will increase the cities viable taxation base. The two lots adjacent to and abutting the property on its west side are already zoned as General Commercial.
- Caltrans is currently undergoing major revisions to its Nordahl Road overpass and adjacent ramps. These changes will greatly improve the flow of traffic in the immediate area, particularly on W. Mission road in front of the property which further facilitates the impact of any possible traffic increases due to the proposed plan amendment.

Thank you for your serious consideration of my client's proposed initiating request. Please contact me at your convenience if any further information is required at this time.

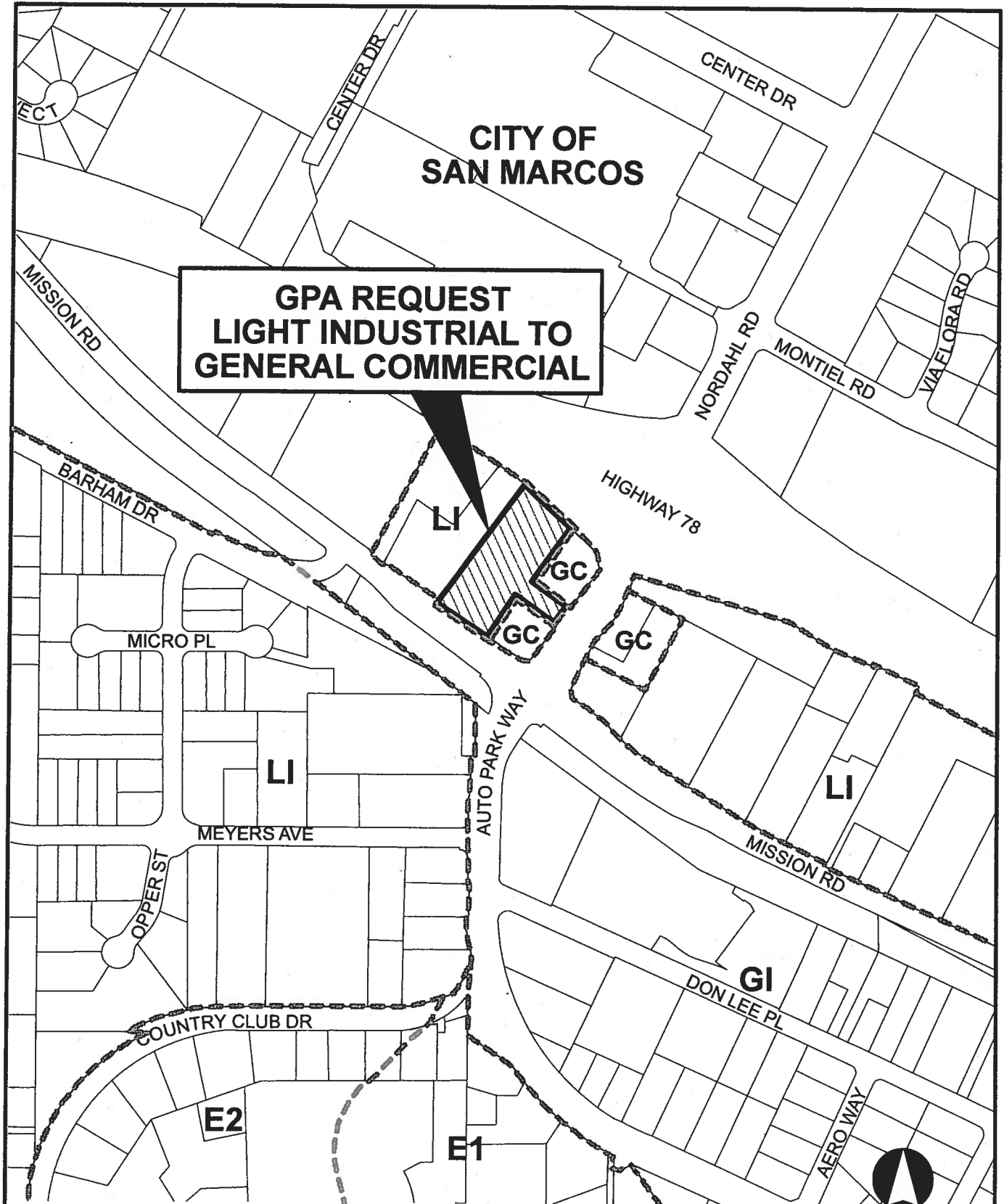
Very truly yours,



Stephen H. Arnold
Attorney for Helix REIT
cc: Client

**CITY OF
SAN MARCOS**

**GPA REQUEST
LIGHT INDUSTRIAL TO
GENERAL COMMERCIAL**



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**PROPOSED PROJECT
PHG 09-0020**

