

GENERAL PLAN ADOPTION

Item #16

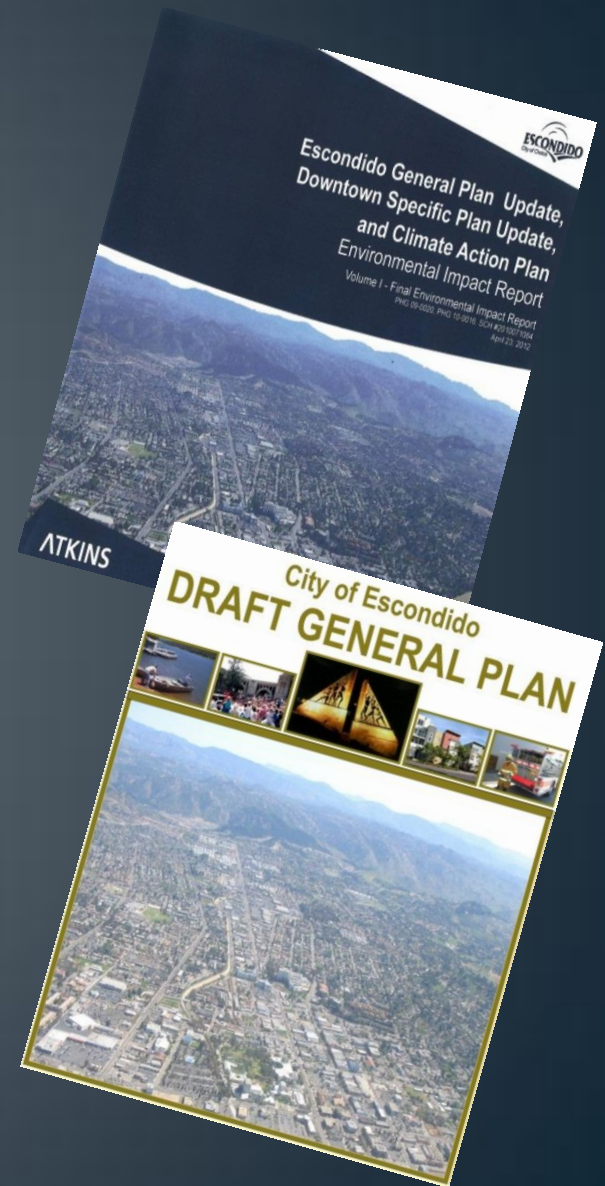
CITY COUNCIL

May 23, 2012

Case No.: PHG 09-0020

PUBLIC HEARING GOALS

- Certify Final Environmental Impact Report
- Provide Direction on Key GP components
- Adopt General Plan* with Statement of Overriding Considerations, and Mitigation Monitoring & Reporting Program:
 - I. Vision and Purpose
 - II. Land Use and Community Form
 - III. Mobility and Infrastructure
 - V. Community Health and Services
 - VI. Community Protection
 - VII. Resource Conservation
 - VIII. Growth Management
 - IX. Economic Prosperity
 - X. Implementation Program
- *Excludes Housing Element
- Direct staff on GP Ballot Measure



Public Outreach / Information Process

Public Outreach	Meetings
City Council	16
Planning Commission	4
Community Services Commission	1
Historic Preservation Commission	1
Traffic Commission	1
Escondido Joint School Board	1
GP Citizen's Issues Committee	9
Citywide Community Workshops	6
Chamber of Commerce	2
Building Industry Association	2
East Valley Association	1
Mercado Business Association	1
Downtown Business Association	1
Community Alliance	1
PPH Community Action Council	1
Escondido Workforce Roundtable	1
Neighborhood Leadership Forum	1
Escondido Chamber of Citizens	1
Escondido Democratic Club	1
Old Escondido Neighborhood	1
Westside Neighborhood	1
EMPAC	2
Escondido Street Fair	1
Brush Real Estate	1
Total Meetings	58



Information Gathering / Sharing

General Plan Website

City Hall Foyer Display

Community Survey

Community Questionnaire

General Plan Brochures

E-Mail Blasts

14 articles in NC Times and SD Union Tribune since 06/11

General Plan Issues Committee

Committee Membership

David Ferguson, Chairman

Linda Bailey

Maria Bowman

Elmer Cameron

Thora Guthrie

Jon Hudson

Terry Jackson

Steve Kildoo

John Masson

Rick Paul

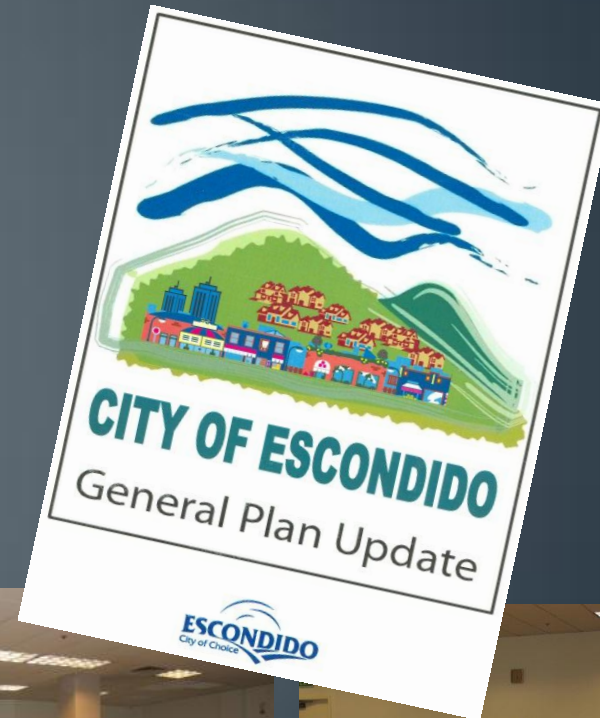
Lisa Prazeau

Lucas Ross

Pam Stahl

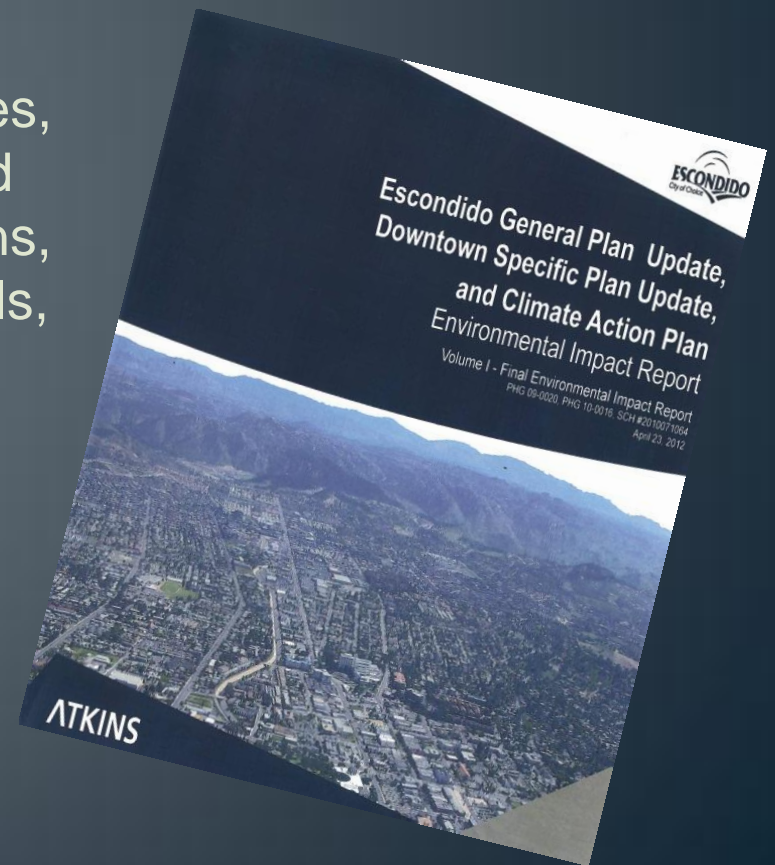
Alfredo Velasco

Joyce Wells



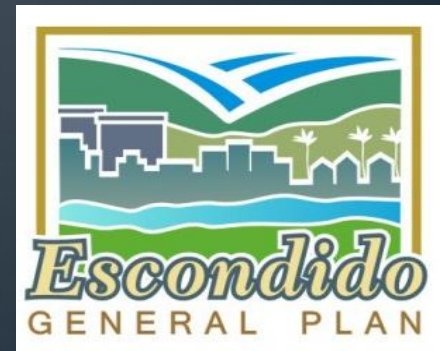
Final Environmental Impact Report

- Analyzes Draft General Plan, Draft Downtown Specific Plan, and Draft Climate Action Plan; including alternatives
- Identifies Impacts and Mitigation Measures
 - Less Than Significant Impacts:
 - Aesthetics, Agricultural Resources, Cultural Resources, Geology and Soils, Greenhouse Gas Emissions, Hazards and Hazardous Materials, Hydrology and Water Quality, Land Use, Mineral Resources, Public Services, Recreation

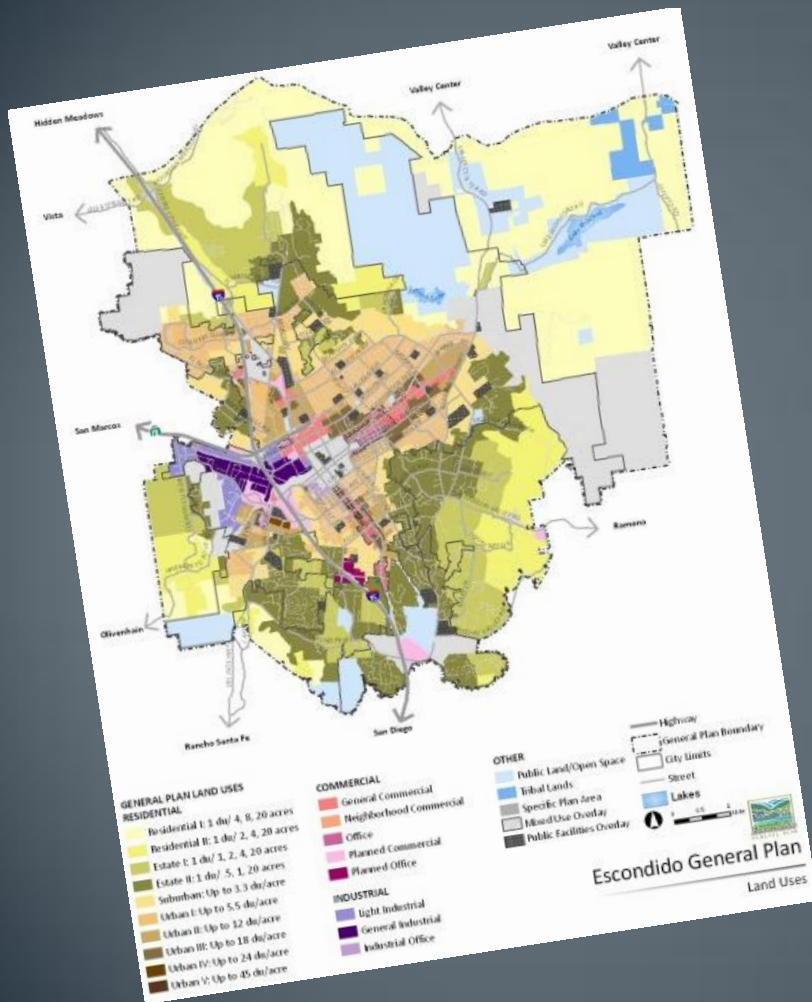


Final Environmental Impact Report

- Responses to Comments
- Identifies Impacts and Mitigation Measures
 - Significant and Unavoidable Impacts:
 - Air Quality (construction dust),
 - Biological Resources (sensitive habitat and species),
 - Noise (construction vibration, Sprinter proximity, ambient noise),
 - Transportation and Traffic (5 segments, 7 intersections),
 - Utilities and Service Systems (water supply, landfill capacity)
 - Population and Housing (displacement of housing in employment areas)
- General Plan Adoption Includes a Mitigation Monitoring and Reporting Program, and Statement of Overriding Considerations



General Plan Update



- 2035 Planning Horizon
- Vision, Goals & Policies
- Refined/Updated QOL Standards
- Reorganized Elements; adds two new optional Elements
- Implementation Chapter
- Build-out 74,280 units (adds 6,330 units)
- Public voting of specified GPAs
- FAR building intensities
- New land use designations
- Smart Growth principles
- Opportunity Areas
- Planning area boundary reduction

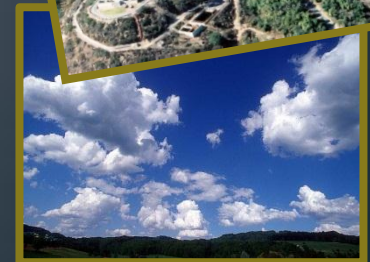
Planning Commission

Public Discussion:

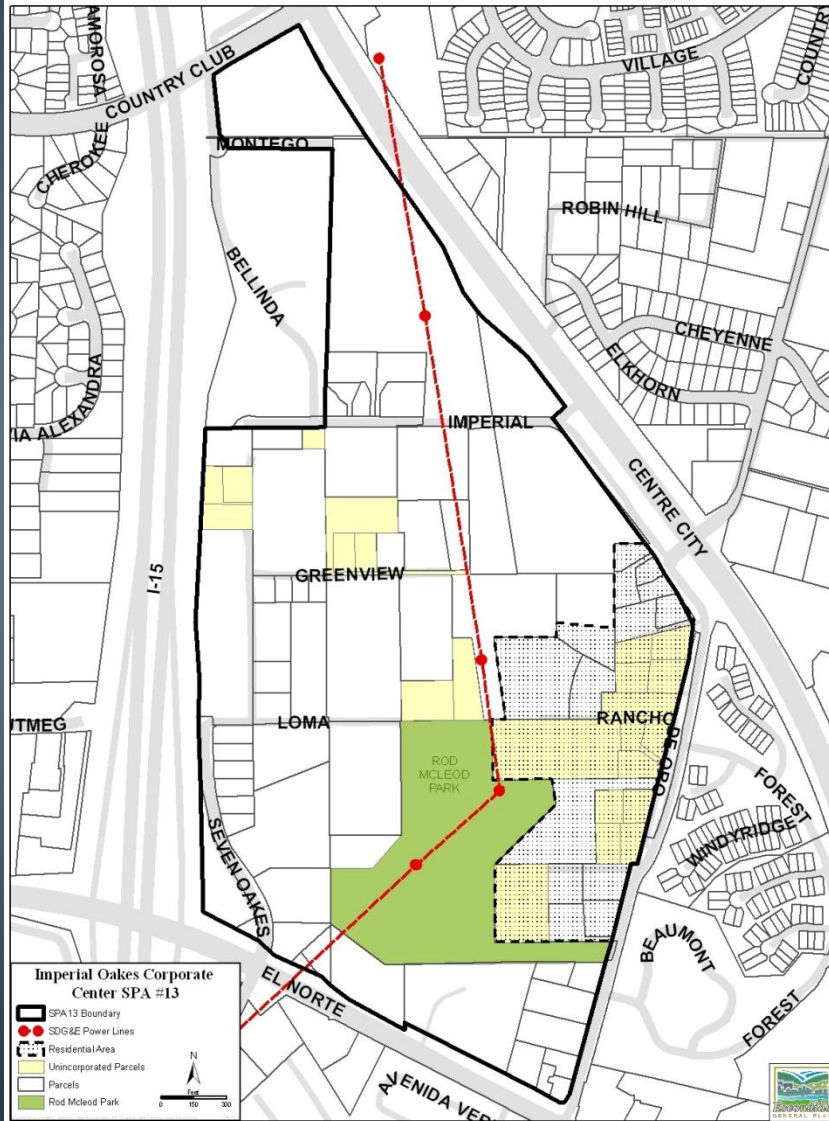
- Nordahl Transit Station Target Area
- Imperial Oakes Corporate Center SPA #13

COMMISSION RECOMMENDATION

- Certify Final EIR
 - Traffic Mitigation
 - Groundwater
- Adopt General Plan with CEQA Findings
 - Modify Imperial Oakes Corporate Center SPA #13
 - Eliminate proposed Urban V designation

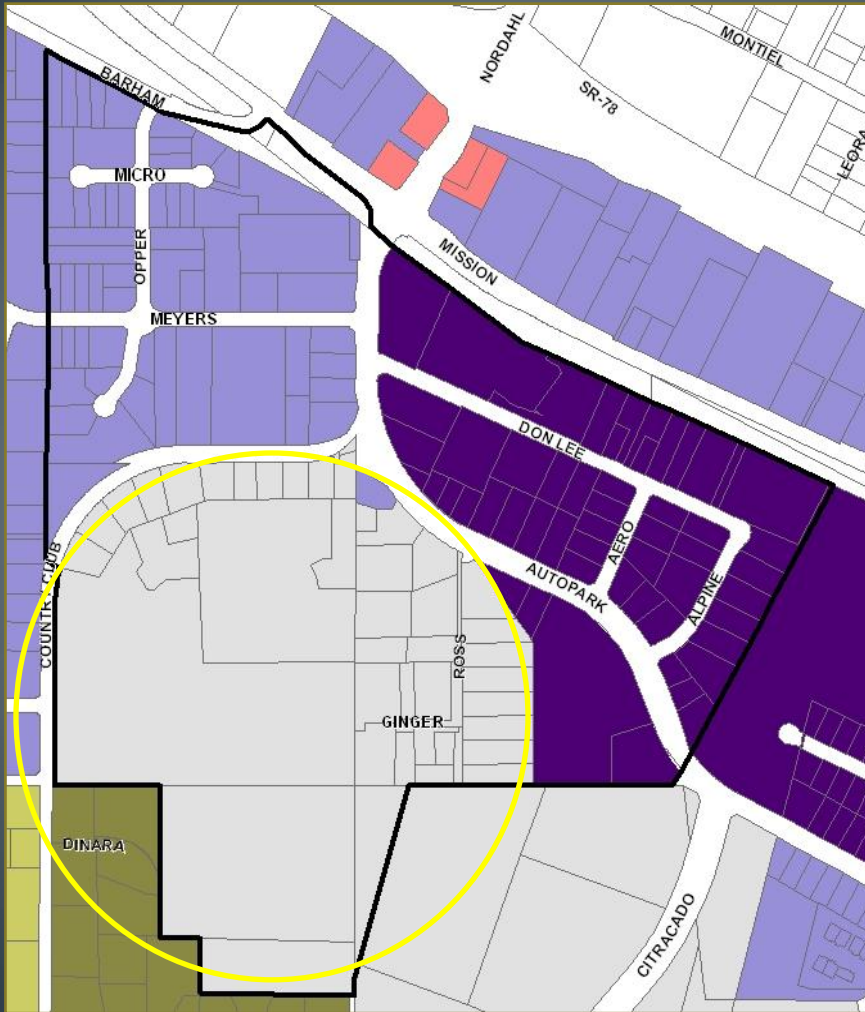


Imperial Oakes Corporate Center SPA #13



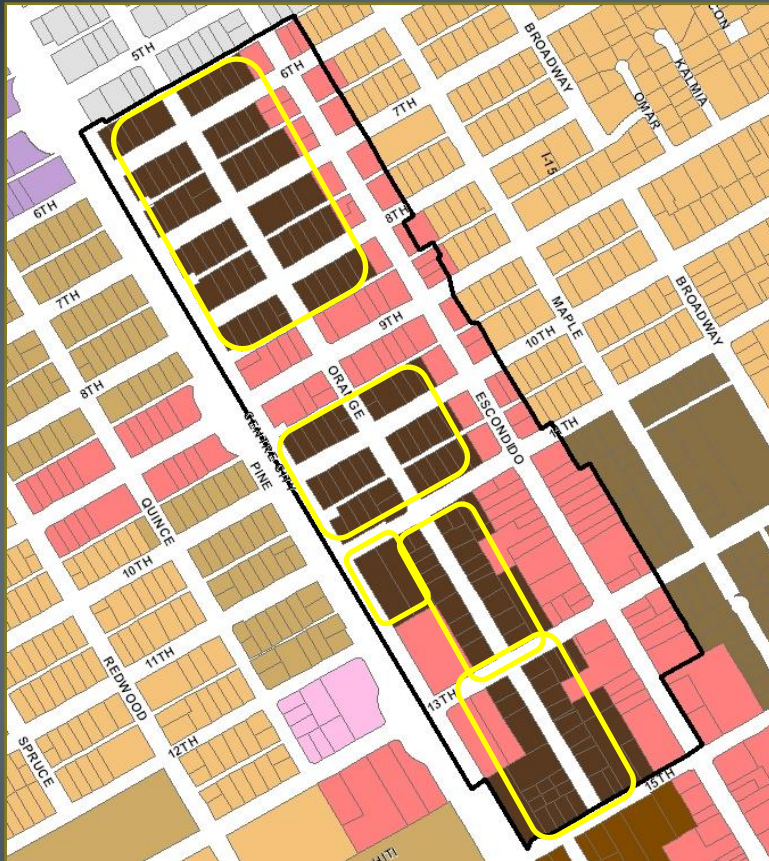
- Resident Concerns:
 - Community Character
 - Orientation toward other residential across Iris Lane
- PC Recommendation:
 - Retain 25 acres for single family residential at Urban I densities
 - Designate 102 acres from Suburban to Employment SPA

Nordahl Transit Station Target Area



- Resident Concerns:
 - Retain unincorporated status
 - Condemnation/Eminent domain
 - Non-conforming uses
- PC Recommendation:
 - Designate 85 acres from Estate I and Estate II to Employment SPA
 - Note: City codes would allow long-term residential use of existing dwellings

S. Escondido Blvd. / S. CCP Target Area

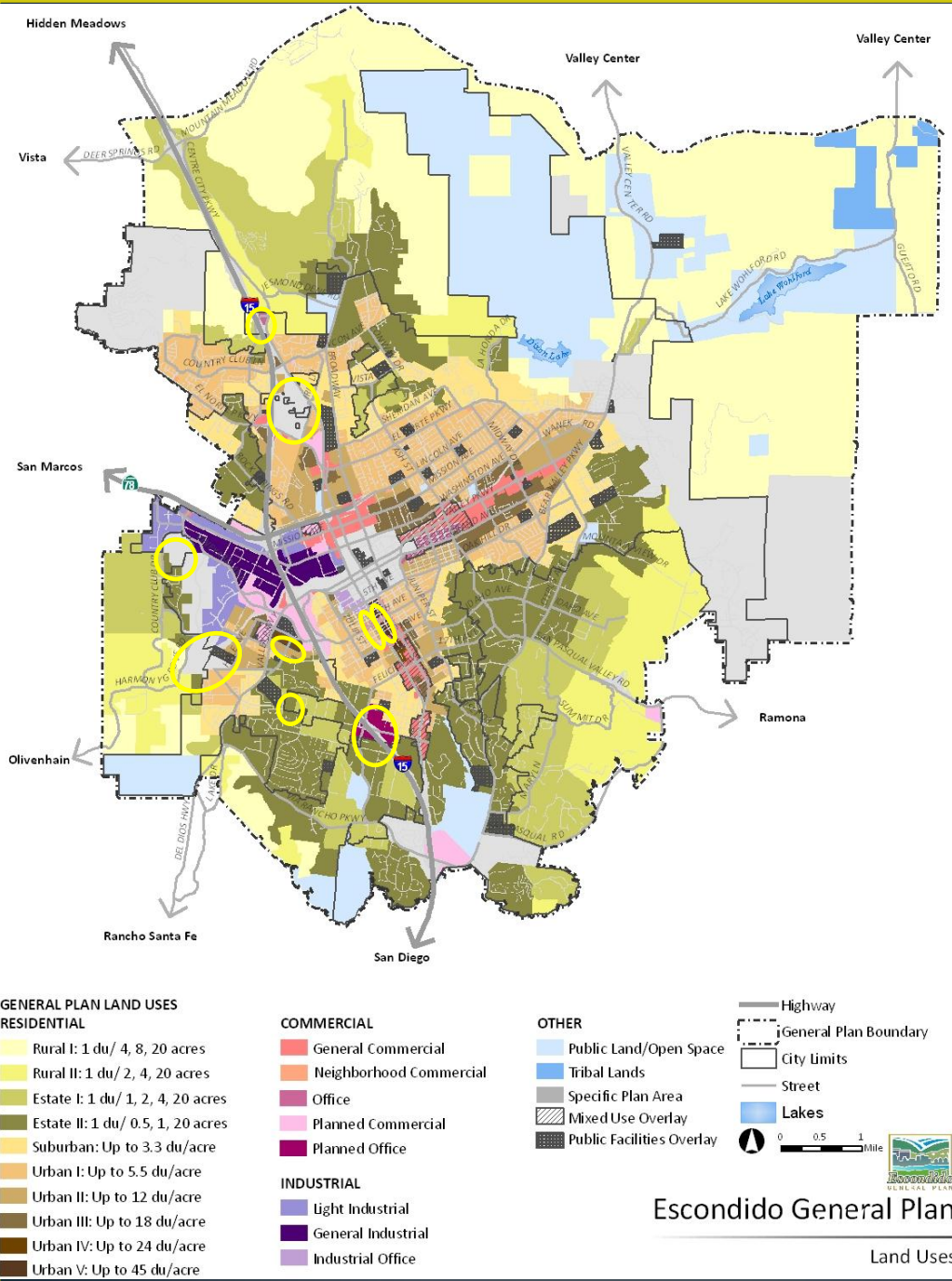


- Commission Concern:
 - 45 du/acre too dense
 - Building type and scale
- Staff Recommendation
 - Consider Urban V: 30 du/acre
 - Note: Still requires public vote



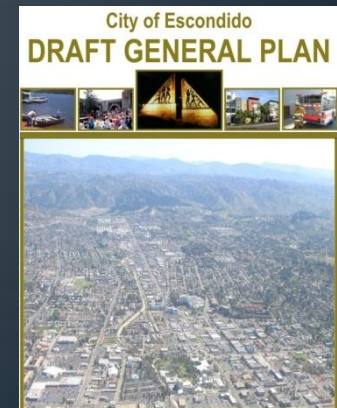
GPA Ballot Measure Land Use Changes

- GPAs for voter approval:
 - 458 acres residential to employment:
 - SPA
 - Mixed Use
 - Planned Office
 - Office
 - Light industrial
 - 66 acres for increased residential density:
 - Estate II
 - Urban V



GPA Ballot Measure Text Amendments

- GPAs for voter approval:
 - Add Urban V residential text
 - Eliminate Residential Clustering Policy 5.11 (page II-108)
“Under the cluster provisions, at least 50% of all residential lots must back up to open space areas.”
- Optional Ballot Measure:
 - Eliminate Community Character Policy 1.14 (page II-98)
“The City 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.”



Anticipated Schedule

- May 23 – General Plan Adoption
- June 13 – Adoption of General Plan Ballot Language Resolution, and Resolution Calling for Election, impartial analysis, arguments, and rebuttals
- August 10 – Last Day for General Plan Resolutions to be sent to Registrar
- August 20 – Impartial Analysis due to City Clerk
- August 22 – Arguments due to City Clerk
- August 30 – Rebuttals due to City Clerk



Recommendation

- Solicit final public testimony
- Provide Direction:
 - Urban V designation (30 vs. 45 du/ac.)
 - Community Character Policy 1.14 elimination (for voter consideration)
 - Number of Ballot Measures for voter consideration
- Certify Final EIR {Resolution 2012-53(R)}
- Adopt General Plan (including two private land use amendments) with CEQA Overriding Considerations, and Mitigation Monitoring and Reporting Program {Resolution 2012-52(R)}
- Approve General Plan Amendments for voter consideration {Resolution 2012-54}

