

V. Community Health and Services



Introduction

A healthy community provides opportunities for citizens to make sound choices and work together to improve their environment for themselves and others. In an era of streamlining government operations and enhancing efficiencies, a healthy community promotes individual responsibility and shared values to forge stronger private-sector partnerships that assess and respond to residents' needs. This serves to promote leadership opportunities, embrace diversity, and fosters a "sense of place" to ensure sustainability and a more livable community.

A healthy community provides opportunities for people of all ages and abilities to engage in routine and safe daily physical activity, to access basic needs, and to promote self-improvement and intellectual development for personal and economic growth. Through strategic planning, community collaboration, and individual accountability, a healthy community connects people and resources resulting in an improved quality of life.

The Community Health and Services Element's Purpose

It is widely understood that the quality, conditions, and design of the built environment directly affect and influence public health. The purpose of the Community Health and Services Element is to establish policies that influence good land use planning in order to enhance community health and welfare. Policies supporting access to healthy foods, availability of parks, recreational opportunities, libraries and cultural services, as well as promoting educational advancement and civic engagement all aim to improve economic, physical, and social conditions.

The Community Health and Services Element promotes a community-based and private sector approach for establishing a sustainable and healthy community. The Element supports partnerships with neighborhood groups, private enterprise, and philanthropic and service agencies relying on limited government involvement to identify, assist, and enhance the health and wellbeing for all residents.

"Healthy citizens are the greatest asset any country can have."

*Winston Churchill
Former British Prime Minister*

*Escondido Street Fair
on Grand Avenue*



A. Relationship to Other Elements in the General Plan

The Community Health and Services Element is closely related to the Land Use and Urban Form, Community Protection, Mobility and Circulation, and Economic Prosperity Elements. How Escondido plans and develops land uses that accommodate facilities and services to promote public health and welfare will have a significant impact on residents. Community health is related to the Mobility Element because a developing a multi-modal transportation system will expand opportunities for access, lower dependence on automobile-oriented trips and reduce greenhouse gasses to enhance air quality. The Community Protection Element is related to Community Health and Services by ensuring a safe environment for citizens thus allowing opportunities to socialize, volunteer, and participate in activities, which will strengthen a sense of community. The Economic Prosperity Element is related to Community Health by promoting educational and career-enhancement policies to raise median income which improves the general welfare.



B. Comprehensive Health and Wellness

Successful and appropriate land use development, distinctive amenities, convenient transportation, robust economic development, preserved natural resources, efficient governmental services, and an involved citizenry will have a long-lasting beneficial effect on the community. Escondido’s General Plan policies aim to improve livability, enhance access to public amenities, promote physical activity, boost economic opportunities, and engage community involvement to improve public health and wellness. Because there are a variety of components that establish a healthy community a comprehensive approach must be considered in order to ensure its success (Figure V-1).

Ensuring an adequate number and placement of recreational facilities and programs for the community will enhance opportunities involving healthy physical activities. Encouraging community gardens, farmers markets and grocery stores with wholesome grocery choices enhances access to healthy foods. Promoting venues for intellectual growth including libraries, cultural facilities, educational institutions, technical schools and career development centers enhances the community’s overall desirability as a place to establish and grow businesses that are seeking a more educated and informed workforce. Collaborating with health care providers and agencies involved in identifying health and wellness issues will solidify a community-based comprehensive approach that promotes a healthy lifestyle for all and aids residents most at risk, including the elderly and disabled while minimizing government intervention.

Figure V-1

COMPONENTS OF A HEALTHY COMMUNITY

Meets Basic Needs of All:

- High quality, livable neighborhoods, parks, libraries, child care, financial services and other daily needs
- Safe housing options for all incomes
- Convenient transportation options
- Affordable, accessible nutritious foods
- First-rate, affordable health care
- Opportunities for physical activity

Economic & Social Development:

- High quality, accessible education
- Healthy development of youth
- Wages sufficient to support needs
- Job opportunities for all

Sustainable Environment:

- Open spaces and agricultural lands
- Affordable, sustainable energy
- Clean air, soil, water
- No excessive noise

Respectful Social Relationships:

- Cohesive families and neighborhoods
- Robust social and civic engagement
- Safe crime-free communities

-California Strategic Growth Council

Kit Carson Park
Family Play

Figure V-2

GENERAL PLAN

QUALITY OF LIFE STANDARD #6

PARKS SYSTEM

The city shall provide a minimum of 11.8 acres of active and passive parkland per 1,000 dwelling units. This parkland acreage shall involve a minimum of 5.9 acres of developed active neighborhood and community parks in addition to 5.9 acres of passive park land and/or open space for habitat preservation per 1,000 dwelling units. Urban recreational amenities such as exercise courses, urban trails, tree-lined shaded walkways and plazas, etc. shall be focused in high intensity downtown and urban areas. Priority shall be given to acquiring land to expand Grape Day Park north of Woodward Avenue and developing neighborhood parks in urban areas with the greatest need. School playground areas may be included as park acreage, provided that neighborhood park amenities and facilities are accessible, approval is granted by the school district(s), and the facility is open to the public as determined by the City Council. Prior to buildout, the city shall provide a minimum of two (2) community centers. Other specialized recreation facilities shall be incorporated into the city's Master Plan for Parks, Trails and Open Space.

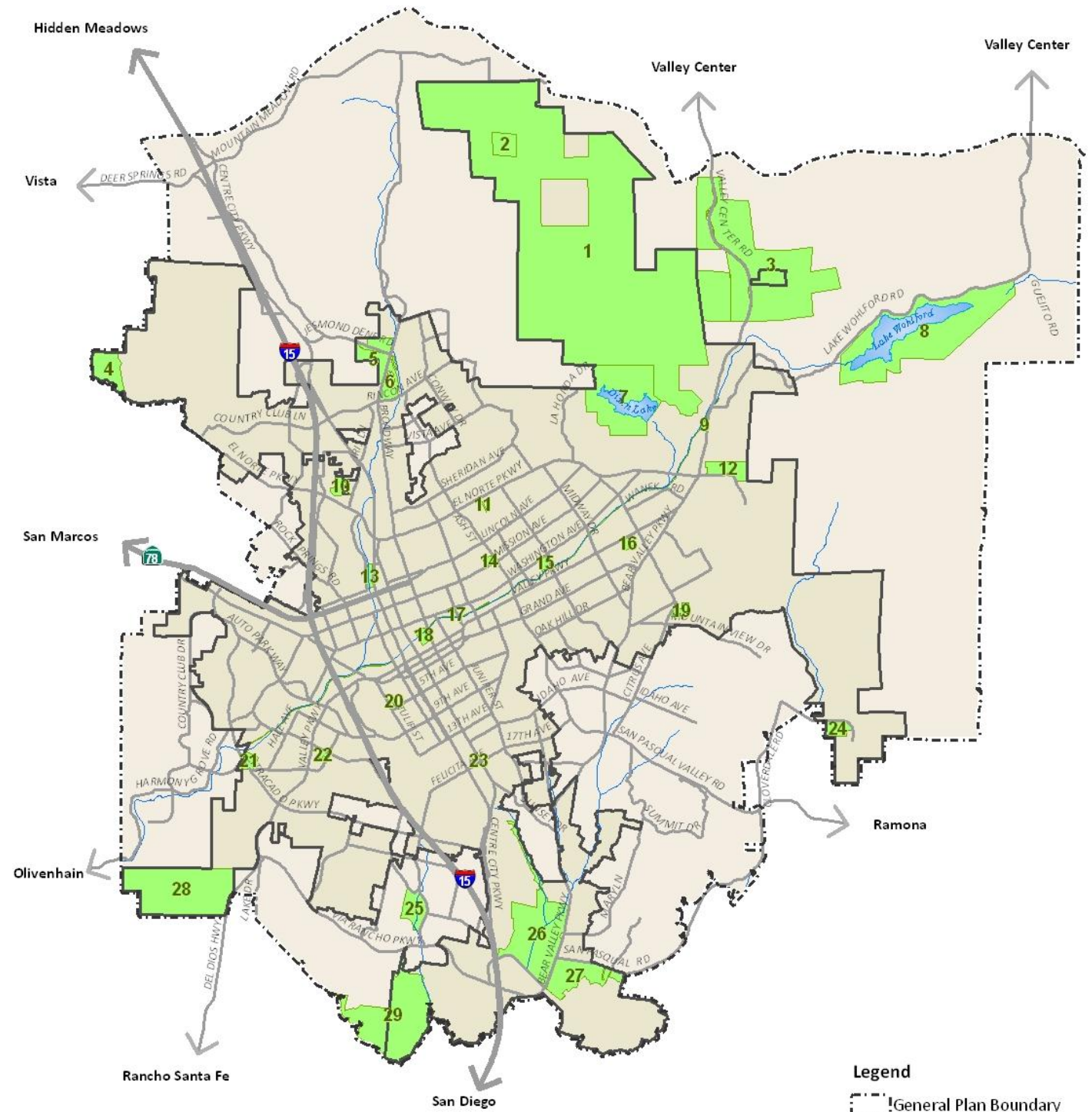
Escondido Creek Linear Park



C. Parks and Recreation

Historically, parks have been focal points for community activities and will continue to provide residents with abundant recreational options. The General Plan includes Quality of Life thresholds (Figure V-2) and policies to guide Escondido's commitment to provide parks and recreation opportunities by establishing standards and the overall character of these facilities.

A Master Plan for Parks, Trails and Open Space was adopted in response to the previous General Plan's directive to prepare a long-range planning tool to serve as the basis for decisions regarding future parks, trails, and open space implementation efforts. Figure V-3 identifies the location of public parks that provide recreational opportunities within Escondido's Planning area. The Resource Conservation Element contains information regarding Escondido's open space and trails facilities.



Park Names

- | | | |
|--------------------------------|---------------------------------|------------------------------|
| 1: Daley Ranch | 11: El Norte Park | 21: Avenida Del Diablo Park |
| 2: BLM Open Space | 12: Francis Ryan Park | 22: 11th Avenue Park |
| 3: Valley Center Rd Open Space | 13: Reidy Creek Comm. Garden | 23: Escondido Blvd Mini Park |
| 4: Palos Vista Open Space | 14: Grove Park | 24: Eagle Crest Park |
| 5: Jesmond Dene Park | 15: Washington Park | 25: Felicita County Park |
| 6: Reidy Creek Golf Course | 16: E. Valley Community Center | 26: Kit Carson Park |
| 7: Lake Dixon Park | 17: Escondido Creek Linear Park | 27: Vineyard Golf course |
| 8: Lake Wohlford Park | 18: Grape Day Park | 28: SD County Open Space |
| 9: Mayflower Dog Park | 19: Mountain View Park | 29: Bernardo Mtn. Open Space |
| 10: Rod McLeod Park | 20: Westside Park | |

Source: City Of Escondido

Legend

- General Plan Boundary
 - City Limits
 - Highway
 - Street
 - Streams
 - Lakes
- 0 0.5 1 Miles



Escondido General Plan

Parks and Recreational Facilities
Figure V-3

1. Parks Facilities

The following park classifications and facilities are intended to guide decision makers in the placement and development of parks in the community as well as inform residents of the types of activities and services provided at city parks. Figure V-5 provides a list of features appropriate for the various park classifications in the General Plan Area. Prior to park development the city will conduct workshops to solicit community input regarding specific improvements for each site.

a. Regional Parks

Regional Parks (75+ acres) are distinguished by their expansive size and comprise the largest recreational facilities in the city's inventory of parks with ample vehicle parking. Regional Parks are designed with the widest variety of activities incorporating unique and distinctive facilities large enough to serve areas beyond the planning boundaries. These may include large sports complexes, multiple lighted ball fields and sports courts to accommodate league competitions, as well as an array of passive uses including walking trails, playgrounds, picnic areas and open turf.

b. Community Parks

Community Parks (10-75 acres) are designed with features that serve all or portions of the community including lighted sports fields to accommodate evening play with sufficient parking to serve the intended on-site activities. Community Parks include ball fields and sports courts in fewer numbers than Regional Parks and smaller-scale Neighborhood Parks.

c. Neighborhood Parks

Neighborhood Parks (2-10 acres) are designed to accommodate the daily recreation needs of residents in the immediate area. Typical facilities may include landscaped open turf areas, tot lots, sports fields, multipurpose ball fields with no lighting, and limited parking to facilitate access by pedestrians and bicyclists.

d. Urban Parks

Urban Parks (<2 acres and Linear Parks) respond to their surrounding urban environment by incorporating features that provide a sense of open space in a compact setting (Figure V-4). Urban Parks include a high percentage of solid surface areas to compensate for a higher frequency of use. Features include a mix of active and passive features for all ages such as raised landscaping, water features, seating, picnic areas, tot lots, exercise courses, and areas for small-scale sports activities (e.g. horseshoes, volley ball, shuffleboard, etc.).



Kit Carson Regional Park



Grape Day Community Park



Grove Neighborhood Park

e. Community Centers

The General Plan Quality of Life standard calls for two Community Centers to be established prior to build out. Community Centers are intended to provide enclosed spaces for a variety of activities, (meeting rooms, indoor sports, etc.) and are recommended for clustering with other civic uses such as libraries, museums, and/or cultural facilities.

2. Parks Acquisition and Development

Escondido’s status as an established, primarily built out community leaves limited opportunity for acquiring significant properties in the urban core for large-scale parkland development. In recognition of this constraint, the General Plan focuses on developing recreational amenities in urban and smart growth areas that are more responsive to their established settings. These include Urban Parks, plazas, exercise courses, shaded urban trails and other places that provide recreational opportunities in more densely established areas.

During the General Plan workshops residents expressed a desire to focus the development of parkland in the urban core area and to expand Grape Day Park north of Woodward Avenue. The General Plan also proposes enhancing Escondido Creek as a linear park with features that promote passive and active recreation. Schools and their recreational facilities can serve as a focal point of neighborhood identity and activity. The General Plan supports joint use agreements between the city and school districts to cooperatively share athletic and playground improvements to enhance recreational opportunities. Figure V-6 contains a roster of the city’s park and open space areas.

3. Recreational Programming

Ensuring a healthy community requires that appropriate activities be available for residents of all ages to satisfy their physical activity requirements. Polling residents on recreational preferences provides information that will match programs with interests. Coordinating recreational programming between city and private/non-profit sector entities ensures the efficient use of both public parkland and private commercial space to fulfill community needs while offering potential economic opportunities for private sector programs.

4. Open Space, Trail and Bicycle Facilities

Refer to the Resource Conservation Element information for the city’s open space and trails facilities. The Mobility and Infrastructure Element contains information on Escondido’s bicycle facilities.

Figure V-4

URBAN PARK EXAMPLES



PURPOSE AND INTENT:

- Creates a “sense of place” with interesting and aesthetic design
- Enhances residents’ mental, physical and spiritual health
- Improves social connections
- Provides safe / accessible opportunities for community interaction
- Responds to the needs of users in the immediate area

DEVELOPMENT GUIDELINES:

- Reduced turf area, high percentage of trees / shrubs / hardscape
- Small and compact, no off street parking; strong pedestrian access
- Plenty of shade and seating
- Decorative water / art features
- Opportunities for exercise, play and interpretive displays

Figure V-5
PARK FEATURES

Typical features associated with various parks. Individual Park Master Plans will determine specific facilities.

● = Appropriate Use
○ = Provisional Use

Urban (<2 acres, or linear)
Neighborhood (2 - 10 acres)
Community (10 - 75 acres)
Regional (75+ acres)

	Urban (<2 acres, or linear)	Neighborhood (2 - 10 acres)	Community (10 - 75 acres)	Regional (75+ acres)
Adjacent to Public Schools	●	●	●	●
Access Point on Collector Street	○	●	●	
Off-Street Parking	○	●	●	●
Lighted Sports Fields / Facilities		●	●	●
Bike Paths	○	●	●	●
Jogging Paths, Exercise Courses	●	●	●	●
Hiking Trails			○	●
Passive Recreation	●	●	●	●
Child-Friendly Play Equipment	●	●	●	●
Multi-Purpose Turf Areas	○	●	●	●
Multi-Use Court & Athletic Areas	○	○	●	●
Restrooms, Drinking Fountains	○	●	●	●
Off-Leash Dog Facilities		○	●	
Wildlife Sanctuaries, Interpretive Centers				●
Equestrian Centers, Riding Trails				●
Camping Areas, Youth Camps				●
Multi-Use Recreation Buildings, Pools			●	●
Retreat Centers				●
Community Garden	○	●	●	

Figure V-6

CITY PARK, OPEN SPACE, AND FACILITY ROSTER

Developed Acreage Undeveloped Acreage Total Acreage

A. URBAN PARKS				
1.	Escondido Blvd. Mini Park	0.2	--	0.2
2.	Escondido Creek Linear Park	10.0	10.0	20.0
Urban Park Total		10.2	10.0	20.2
B. NEIGHBORHOOD PARKS				
1.	El Norte Park	2.5	--	2.5
2.	Grove Park	4.5	--	4.5
3.	Avenida del Diablo Park	--	2.5	2.5
4.	Westside Park	2.3	--	2.3
5.	11 th Avenue Park	--	2.0	2.0
6.	Lake Wohlford Picnic Area Park	2.5	--	2.5
Neighborhood Park Total		11.8	4.5	16.3
C. COMMUNITY PARKS				
1.	Jesmond Dene Park	10.0	31.8	41.8
2.	Rod McLeod Park	18.0	--	18.0
3.	Washington Park	11.0	--	11.0
4.	Mountain View Park	11.0	12.0	23.0
5.	Grape Day Park	23.5	--	23.5
6.	Francis Ryan Park	28.0	29.0	57.0
7.	Dixon Lake Picnic / Play Area	10.0	--	10.0
8.	Kit Carson Active Rec Area	100.0	10.0	110.0
9.	Eagle Crest Park	32.0	--	32.0
10.	Reidy Creek Community Garden	20.0	--	20.0
11.	Mayflower Dog Park	6.4	0	6.4
12.	Felicita County Park	52.0	--	52.0
Community Park Total		321.9	82.8	404.7
D. SCHOOL PLAYGROUND				
1.	Elementary Schools (12)	60.0	--	60.0
2.	Middle Schools (3)	30.0	--	30.0
3.	High Schools (3)	30.0	--	30.0
School Playground Total		120.0	--	120.0
Park/School Playground Total		463.9	97.3	561.2
E. REGIONAL OPEN SPACE AREAS				
1.	Daley Ranch (wilderness)	3,201.0	--	3,201.0
2.	Lake Wohlford (wilderness)	912.0	--	912.0
3.	Dixon Lake (wilderness)	328.5	--	328.5
4.	Kit Carson (wilderness)	190.0	--	190.0
5.	Bernardo Mt. (SDRVP wilderness)	330.6	--	330.6
6.	SD County (wilderness)	344.5	--	344.5
Regional Open Space Total		5,306.6	--	5,306.6
F. OTHER CITY OWNED OPEN SPACE				
1.	Palos Vista	63.5	--	63.5
2.	Valley Center Rd Watershed	560.0	--	560.0
3.	Various Misc. / Utility Areas	45.0	--	45.0
City Owned Open Space Total		688.5	--	688.5
TOTAL PARK & OPEN SPACE		6,459.0	97.3	6,556.3
G. COMMUNITY CENTERS AND GOLF COURSES*				
1.	California Center for the Arts	4	Joslyn Senior Center	
2.	Mathes Community Center	5	Oak Hill Activity Center	
3.	East Valley Community Center	6	West Side Community Center	
* Community Center Master Plans identify specific recreation features for each facility				
7.	Reidy Creek Municipal Executive Golf Course			
8.	Vineyard Municipal Championship Golf Course			



"A library is not a luxury but one of the necessities of life."

Henry Ward Beecher
19th Century Clergyman

D. Library Services

Library facilities promote an informed, engaged, connected, literate and employable community, and have enhanced information, cultural, and education services that foster healthy life-styles for the community. The city’s library facilities have served as a community focal point and gathering place for over a century. Escondido maintains a centrally located downtown main library. A General Plan Quality of Life standard (FigureV-7) and policies guide Escondido’s commitment to provide library services.

The library offers a wide variety of print, media and online resources as well as public computers, community programs, and meeting space. Proposed improvements are geared towards expanding collection stock and staffing; providing additional space for computers; group study and parking; and continuing to expand the role of technology in providing library services and resources. To accommodate anticipated growth, the General Plan recommends expanding the city’s existing library facilities to meet the needs of Escondido’s expanding population.

Figure V-7
GENERAL PLAN
QUALITY OF LIFE STANDARD #7

LIBRARY SERVICE

The public library system shall maintain a stock and staffing of two (2) collection items per capita and three (3) public library staff per 8,000 residents of the city of Escondido. The city shall provide appropriate library facilities with a minimum of 1.6 square feet of library facility floor area per dwelling unit of the city prior to build out of the General Plan where feasible. The city shall continue to expand the role of technology in providing library services and resources to Escondido residents.

*Escondido Public Library
Reading Program*



E. Schools and Education

Although the city is not responsible for providing public and private education, residents recognize that successful schools are important for ensuring that Escondido remains a desirable place to live. A core focus of every school is to establish and maintain a safe learning environment with academic standards that provide options for students in their pursuit of higher education or a chosen profession. This is echoed in the General Plan Quality of Life Standard (Figure V-8). Our increasingly competitive world requires a responsibility to provide a safe and healthy environment with adequate space that allows students to focus on their future endeavors.

Public school districts serving the community include the Escondido Union Elementary (K-8); Escondido Union High School (9-12); San Pasqual Union (K-8); and portions of Valley Center-Pauma Unified (K-12) and San Marcos Unified (K-12) school districts (Figure V-9). In addition, several charter and private schools serve the community. Palomar Community College maintains a local campus on East Valley Parkway, and California State University, San Marcos is located five miles east of Escondido.

By virtue of their size and facility improvements, school sites also provide an opportunity for enhancing the community's health and wellness. Through joint use agreements the city and school districts can mutually share their combined active recreational infrastructure in a manner that benefits the entire community. Strong partnerships between the city, school districts, and businesses create trust and accountability. These agreements work to stabilize the community by providing recreational benefits, opportunities for increasing job skills, and raising residents' earning potential.

Figure V-8

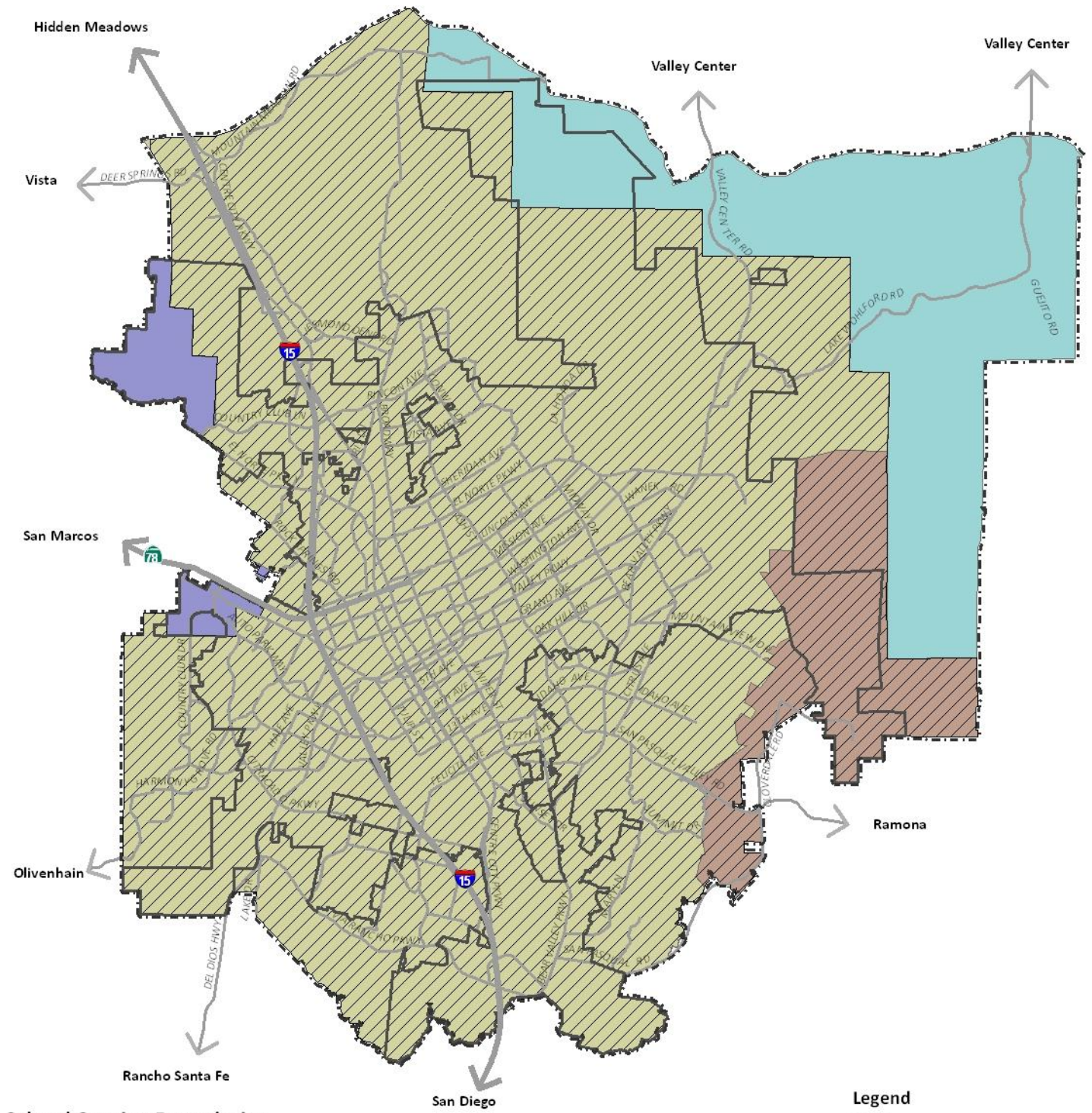
GENERAL PLAN

QUALITY OF LIFE STANDARD #2

PUBLIC SCHOOLS

The community shall have sufficient classroom space to meet state-mandated space requirements and teacher/student ratios, with student attendance calculated on prescribed state and/or local school board standards. Implementation of this standard shall be the responsibility of the school districts and other appropriate agencies.

*Escondido Charter High School
located on East Valley Parkway*



- School Service Boundaries**
- Escondido Union Elementary (K-8)
 - San Marcos Unified (K-12)
 - San Pasqual Union (K-8)
 - Valley Center/ Pauma Unified (K-12)
 - Escondido Union High (9-12)

- Legend**
- General Plan Boundary
 - City Limits
 - Highway
 - Street
 - Lakes
- 0 0.5 1 Miles

Note: The information provided on this map is subject to change. Contact the appropriate school district to confirm district boundaries and attendance areas.

Source: City of Escondido, Davis Demographics

Escondido General Plan
 School Service Boundaries
 Figure V-9



F. Cultural Enrichment

Cultural enrichment plays an important role in fostering a healthy community by offering forms of expression that embody a community's spirit through public art displays and the performing arts. Cultural enrichment helps shape the community's quality of life by promoting a sense of pride and bringing people together. Public art enhances and complements the built environment; performing art offers social and educational opportunities.

Cultural enrichment's role in enhancing community health provides additional financial benefits by promoting tourism and economic revitalization. Escondido recognizes the benefits of public art and is home to the California Center for the Arts, Escondido, as well as several world-renowned sculptures and public art displays. General Plan policies support cultural enrichment in the community and the opportunity for artists to contribute their theatrical, conceptual and practical skills.



*Queen Califia's Magical Circle
Kit Carson Park
Artist: Niki de Saint Phalle*



Figure V-10

COMMUNITY GARDENS

Definition:

A Community Garden can be urban, suburban, or rural. It can grow flowers and / or, vegetables. It can be one community plot, or many individual plots. It can be at a school, hospital, or in a neighborhood. It can also be a series of plots dedicated to "urban agriculture" where the produce is grown for a market.

Community Garden Benefits:

- Improves the quality of life for people in the garden
- Provides a catalyst for neighborhood and community development
- Stimulates social interaction
- Encourages self-reliance
- Beautifies neighborhoods
- Produces nutritious food
- Reduces family food budgets
- Conserves resources
- Creates opportunity for recreation, exercise, therapy, and education
- Reduces crime
- Preserves green space
- Creates income opportunities and economic development
- Reduces city heat from streets and parking lots
- Provides opportunities for inter-generational and cross-cultural connections

American Community Garden Association

*Escondido Community Garden
on Centre City Parkway near
Decatur Way*

G. Healthy Lifestyles

Key to establishing and maintaining a healthy community is the proper arrangement of land uses, facilities, and programs that promote sound decisions for residents to live healthy lifestyles. The General Plan supports the health and well-being of its residents with policies that foster an active, inclusive community with responsive city leadership where healthy habits are encouraged by the built environment. By incorporating health considerations into Escondido's policies, such as promoting community gardens (Figure 10) and Certified Farmers' Markets (Figure 11) that enhance access to healthy foods, and implementing a more balanced transportation system that reduces reliance on the automobile, the General Plan promotes healthy lifestyles. These policies will enhance residents' quality of life, reduce costs, and promote personal responsibility.



H. Healthcare Services

Local employers understand the economic benefit of hiring and retaining healthy employees in order to ensure worker productivity. Schools recognize the connection between healthy lifestyles and absentee rates, which impact the learning process as well as operating budgets that rely on attendance for revenue. Although the city is not responsible for providing healthcare, encouraging the efforts of local health care providers, employers and schools to promote wellness programs will convey support for a healthy community.

Many private and non-profit healthcare providers serve local residents. Palomar Pomerado Health district serves the North San Diego and South Riverside County areas with its primary hospital and trauma facility located in Escondido (photo above). In addition, Kaiser Permanente maintains a branch medical facility in the community. Ensuring that healthcare facilities can be accessed in an expedient manner is important for maintaining a healthy community.

Fire stations throughout the community have trained staff to perform basic EMT (Emergency Medical Technician) services when responding to fire or injury response calls. Private ambulance companies have contracts to provide transportation services to local medical facilities. In cases of major emergencies, the Mercy Air Emergency Helicopter life flight program provides service to Palomar Hospital.





I. Residents' Health and Wellbeing

Community participation in the planning and sustaining of a healthy environment for residents builds trust and confidence in government. Engaging residents, agencies and organizations in identifying and prioritizing healthy development opportunities and constraints will contribute to a more robust and sustainable plan. Collaborating with health agencies and service organizations in assessing community needs will allow the city opportunity to quickly respond, if needed, thereby maintaining order and stability.

1. Civic Engagement

Civic engagement and volunteerism allow residents to take an active role in addressing local challenges which are important facets of a healthy community. Citizens involved in local decision making are more likely to understand and appreciate the needs of all members of the community. Civic engagement includes volunteering in the community, and participating on committees, boards, or commissions. Without volunteers the city would not be able to provide the level of service required to reach all its citizens who are in need. The General Plan promotes civic engagement and encourages residents to actively participate in Escondido's future.



Joslyn Senior Center
Volunteer Appreciation Luncheon

*Participants at the city-sponsored
youth camp in Kit Carson Park
(above left)*



2. Childcare Services

Quality child care services are an important facet of a healthy community that also drives economic growth and establishes a foundation for success in school, life and work. Having available child care supports work/life balance, increases job loyalty and satisfaction and reduces absenteeism in the workplace. Strategically locating child care facilities near transit increases transit ridership, reduces the number of vehicle trips in the community, and attracts other quality land uses. Privately owned and operated child care facilities also generate revenue and employment opportunities. Figure V-13 provides a summary description of child care facilities.

3. Older Adults, Disabled and Disadvantaged Services

The city acknowledges that the older adult population of ages 50 and over is increasing faster than other age groups. Disabled and disadvantaged residents face challenges that require unique solutions. In recognition of the number and diversity of needs, the General Plan includes policies addressing the need for accommodating adequate services and programs to ensure the health and wellness, safety and protection of older adults, as well as disabled and disadvantaged residents. Figure V-14 provides a summary description of facilities that serve older adults, disabled and disadvantaged residents.



Pet Therapy for Elderly Residents at Jocelyn Senior Center

J. Community Health And Services Goals and Policies

A complete list of the General Plan Goals is located in the Vision and Purpose. Specific goals and policies related to community health and services policies provided below are intended to guide development to meet present and future needs, and enhance the health and welfare of residents in Escondido.

1. Health and Wellness Policies

GOAL 1: A healthy and livable Escondido complete with adequate and convenient access to community services and fresh food for all residents.

Health and Wellness Policy 1.1

Ensure adequate and convenient physical access to healthcare, parks, libraries, cultural arts, schools, childcare facilities, and services for all residents.

Health and Wellness Policy 1.2

Encourage and promote public and private sector education, training and wellness programs designed to improve health and wellness for all residents.

Health and Wellness Policy 1.3

Pursue sources of federal, state, regional, and/or private resources that provide funding for education, training, preventative treatment, and other programs for enhancing community health and wellness.

Health and Wellness Policy 1.4

Ensure that health and human services facilities are easily accessible, distributed equitably throughout the city and are compatible with adjoining uses.

Health and Wellness Policy 1.5

Collaborate with health care providers and other community partners in identifying health and wellness issues and developing and implementing a community-based private sector approach for improving and maintaining healthy lifestyles.

Health and Wellness Policy 1.6

Encourage school districts to create opportunities for children to be active to promote health and wellness, as well as to curb obesity.

Figure V-11

CERTIFIED FARMERS' MARKETS

Definition:

Certified Farmers Markets are licensed by the County Agricultural Commissioner, ensuring that the produce is being sold by the grower, is grown in California and meets all California quality standards. These criteria ensure that all consumers receive the freshest produce for the right price. Farmers' Markets provide venues for farmers to sell directly to consumers and supports small farming operations.

Farmers' Markets Benefits:

- Local produce is fresher, healthier
- Supports local farmers and locally grown produce
- Conserves resources by reducing transportation and storage impacts
- Preserves food diversity by providing heirloom and "niche" products not widely grown
- Creates income opportunities and economic development
- Fosters community interaction
- Reduces family food budgets

San Diego County Farm Bureau



Escondido's Farmers' Market

Health and Wellness Policy 1.7

Continue to provide city parks and recreation programs and support private recreational programs that provide opportunities for residents of all age groups to participate in activities as a means to promote a healthy lifestyle.

Health and Wellness Policy 1.8

Allow the creation and operation of community gardens, urban farms, and farmers' markets that enhance the community's access to healthy foods.

Health and Wellness Policy 1.9

Encourage private sector efforts that prioritize new sources of healthy and fresh food in underserved areas.

Health and Wellness Policy 1.10

Encourage school districts to establish and maintain nutritional standards for school lunches and to serve healthy foods.

Health and Wellness Policy 1.11

Encourage the revitalization of existing urban areas to achieve improvements in overall public health by promoting a healthier living environment that includes walkable neighborhoods and access to recreation and open space, healthy foods, medical services, and transit.

Health and Wellness Policy 1.12

Coordinate with appropriate agencies to support pest/vector management strategies (e.g., mosquito control) and public education.

2. Parks and Recreation Policies

GOAL 2: A complete system of park and recreational facilities and programs to serve all users.

PARK STANDARDS POLICIES:

Parks and Recreation Policy 2.1

Regularly review and update park standards, facility plans and improvements, recreation services, funding programs, and other pertinent components of the Parks Master Plan.

Parks and Recreation Policy 2.2

Provide an adequate system of neighborhood, community, urban, and regional parks and related recreational facilities/services for incorporation into the open space system.



*Escondido Grand Avenue
Farmers' Market
(above)*

*Escondido Rotary Club
Meals-on-Wheels Volunteers*

Parks and Recreation Policy 2.3

Provide a minimum of 5.9 acres of developed active Neighborhood, Community, and Urban parks in addition to 5.9 acres of passive park land/open space for habitat preservation and additional recreational opportunities totaling 11.8 active and passive acres per 1,000 dwelling units. School playground areas can be included as park acreage if these facilities are approved by the school district(s) and open to the public as determined by the City Council.

Parks and Recreation Policy 2.4

Require new residential development to contribute fees to finance acquisition and development of park and recreational facilities in compliance with the standards stipulated by Parks and Recreation Policy 2.3. Allow credit for the on-site dedication of land or facilities to be used for public park purposes, consistent with city standards.

Parks and Recreation Policy 2.5

Design and construct Urban, Neighborhood, Community, and Regional Parks consistent with the standards and guidelines in Figures V-4 and V-5.

Parks and Recreation Policy 2.6

Maintain a minimum of two (2) community centers and consider opportunities for additional centers commensurate with population growth to accommodate specialized recreational functions, the recreational needs of special populations, and/or indoor recreational activities that include, but are not limited to:

- a) Swimming pools;
- b) Lighted or unlighted athletic facilities;
- c) Classrooms, meeting rooms, etc.;
- d) Facilities for child care, teens, and seniors;
- e) Branch libraries;
- h) Golf courses;
- i) Community gardens; and
- j) Equestrian centers.

Parks and Recreation Policy 2.7

Consider the provision of development incentives for private commercial, office, and other non-residential developments to provide onsite usable open space that is accessible to the public such as green rooftop parks, public plazas, and pedestrian trails.



*Escondido Aquatics Program
(above)*

Jesmond Dene Community Park

ACQUISITION AND FUNDING POLICIES:

Parks and Recreation Policy 2.8

Require no net loss of total park acreage or facilities for property purchased for use as a public park that is subsequently redeveloped for another use. Require that all revenues generated from the sale of the park land be used for park development.

Parks and Recreation Policy 2.9

Consider the development of vacant and underutilized city lands as potential sites for parks and recreational facilities.

Parks and Recreation Policy 2.10

Prioritize park acquisition in areas with the greatest need, including the northern expansion of Grape Day Park, and in urban areas within a reasonable walking distance from transit.

PARKS AND RECREATION IMPLEMENTATION POLICIES:

Parks and Recreation Policy 2.11

Undertake a parks acquisition and improvement program to accommodate future growth needs.

Parks and Recreation Policy 2.12

Maintain existing and pursue additional agreements with Escondido school districts that enable city residents to jointly use school facilities for recreational purposes.

Parks and Recreation Policy 2.13

Periodically review and revise park development fees to assure that they adequately cover acquisition and development costs.

Parks and Recreation Policy 2.14

Consider requiring new non-residential uses to contribute park development fees, as permitted and consistent with State nexus legislation.

Parks and Recreation Policy 2.15

Periodically review and modify funding sources to assure their adequacy to cover the maintenance of parks.



*Escondido's Dixon Lake
(above)*



*Escondido Floor Hockey
Recreation Program*

REGIONAL FACILITIES POLICIES:

Parks and Recreation Policy 2.16

Assist in the coordinated planning, development, and maintenance of unique regional amenities within and adjacent to the community, including Kit Carson Park, Daley Ranch, Lake Wohlford Regional Park, Lake Dixon Regional Park, San Dieguito River Valley Park and Felicita County Park.

Parks and Recreation Policy 2.17

Improve Escondido Creek Trail as a linear park with amenities including but not limited to: shade and turf areas, community gardens, seating areas, exercise courses, and access to adjacent park and recreation facilities.

Parks and Recreation Policy 2.18

Provide opportunities in Regional Parks for active and passive recreation offered in smaller Urban, Neighborhood and Community Parks as appropriate.

RECREATIONAL PROGRAMING POLICIES:

Parks and Recreation Policy 2.19

Consult with residents to obtain input on park and recreational facility and program needs.

Parks and Recreation Policy 2.20

Provide public and support private recreational programs that serve residents of all ages, backgrounds, and interests.

NEW PRIVATE DEVELOPMENT POLICIES:

Parks and Recreation Policy 2.21

Evaluate all development proposals larger than 5 acres for appropriateness of public park land dedication.

Parks and Recreation Policy 2.22

Consider private dedication of land for use as a public park as part of a planned development, if the proposed site meets city criteria.

Parks and Recreation Policy 2.23

Permit the redistribution and clustering of development that would otherwise have been built on a proposed park site within a planned development contingent on city standards.



*Escondido Recreation Program
(above)*

*Escondido's Farmers' Market
on Grand Avenue*

Parks and Recreation Policy 2.24

Consolidate new development onsite to accommodate parkland that is accessible to the public.

Parks and Recreation Policy 2.25

Require park or recreation facilities constructed as part of a private development and intended solely for use by its residents to be considered a private park.

Parks and Recreation Policy 2.26

Consider alternate uses of public and private golf courses.

SUSTAINABILITY POLICIES:

Parks and Recreation Policy 2.27

Incorporate energy and water efficient land development and maintenance practices, including the use of drought tolerant landscaping and reclaimed irrigation, in the design, development and operation of public parks and open space areas as appropriate.

3. Library Services Policies

GOAL 3: An educated and informed citizenry through life-long learning opportunities and dissemination of information.

Library Services Policy 3.1

Regularly review and update, as necessary, a library master plan and implement the plan to the extent economically feasible.

Library Services Policy 3.2

Provide and maintain the following library facilities and services standards, where feasible:

- a) A floor area of 1.6 square feet of library facilities per dwelling unit or 0.6 square feet per capita of the City of Escondido;
- b) A ratio of three (3) public library staff per 8,000 residents or 2,300 dwelling units of the City of Escondido, including one librarian plus two paraprofessional staff within this staffing ratio;
- c) A ratio of total items in the Escondido library inventory of 2.0 items per capita of Escondido; and
- d) A ratio of one public access computer per 1,500 residents, or sufficient public access computers to meet an average wait time of no more than 15 minutes, whichever is less.



*Escondido Public Library
Downtown Main Facility*

Library Services Policy 3.3

Concentrate resources on improving and maintaining adequate staffing; inventory of print; media and computer resources; and community library services and programs for all residents. Review periodically to ensure adequacy.

Library Services Policy 3.4

Strive to keep libraries open at least 60 unduplicated hours per week, supplemented by virtual accessibility to library collections and resources at all times where technically feasible (Figure V-12).

Library Services Policy 3.5

Maintain libraries to be conveniently accessible to pedestrians, public transit, and other modes of transportation.

Library Services Policy 3.6

Provide library facilities and programs appropriate for all members of the community and include services for those who cannot conveniently physically access a library.

Library Services Policy 3.7

Consider incorporating other uses such as parks, schools, business districts, and coffee shops with library facilities.

4. Cultural Enrichment Policies

GOAL 4: Enhanced quality of life for all residents through the cultural arts.

Cultural Arts Policy 4.1

Promote a wide range of styles, materials, and types of public art in municipal locations accessible to the public, as well as at key entrances to the city and downtown area to serve as suitable landmarks and entry features, and to reinforce municipal locations as focal points of social interaction and visual interest.

Cultural Arts Policy 4.2

Encourage the use of publicly owned facilities and spaces for the display of local art and for other artistic and cultural events.

Cultural Arts Policy 4.3

Maintain guidelines for the placement of art works that considers public visibility, public safety, and community enjoyment.

Figure V-12

Library Definitions:

Unduplicated Hours:

Facility hours open to the public that do not overlap, whether in one or more locations.

Virtual Accessibility:

Information resources accessed via the library web site available on-line 24 hours per day, 7 days per week.



Student Recital
Escondido Main Library
(above)

Escondido Museum Gallery



Cultural Arts Policy 4.4

Require developers to provide art pieces or pay fees that can embellish/maintain an individual project as well as contribute to the appearance and vitality of the community.

5. Schools and Education Policies

GOAL 5: An educated and informed citizenry through quality education and lifelong learning opportunities.

Schools and Education Policy 5.1

Encourage school districts' efforts to accommodate sufficient teacher to student ratios with student attendance calculated on traditional school schedules.

Schools and Education Policy 5.2

Include school districts in review of residential development applications to determine if there will be changes in enrollment, and if these changes are consistent with districts' long-range master plans.

Schools and Education Policy 5.3

Include school districts in the review of development proposals larger than 10 acres to determine the potential suitability of school sites. Work with school districts in their efforts to acquire potential sites for school development.

Schools and Education Policy 5.4

Work with school districts to locate facilities based on each school district's criteria, school siting guidelines of the State, and the city's following location guidelines:

- a) Centrally located within or adjacent to residential neighborhoods.
- b) Located an appropriate distance from potential natural and man-made hazards such as in floodplains and electric facilities.
- c) Conveniently and safely accessible by pedestrians, bicyclists, and transit users.
- d) Located away from heavy traffic, excessive noise, and incompatible uses.
- e) School drop off locations that are compatible with existing residential neighborhoods.

Schools and Education Policy 5.5

Work with school districts to explore the use of existing smaller sites in urban areas to accommodate lower enrollments and/or higher intensity facilities (multi-story buildings, underground parking, and playgrounds on roofs, etc.).



*San Pasqual High School
Escondido High School District
(above)*

*California State University,
San Marcos*

Schools and Education Policy 5.6

Promote joint use of playgrounds, ball fields, and other recreational facilities at school sites, and provide open space and trail linkages between schools and residential neighborhoods to promote joint use.

Schools and Education Policy 5.7

Inform school districts of growth plans and capital improvement projects when feasible to enable districts to accordingly plan for future growth.

Schools and Education Policy 5.8

Periodically provide city demographic data to school districts to assist in their master planning efforts.

Schools and Education Policy 5.9

Work with school districts and participate in programs that promote student safety.

Schools and Education Policy 5.10

Promote energy and water efficient land development practices, including the use of drought tolerant landscaping and reclaimed irrigation, in the design, development, and operation of school facilities as appropriate.

Schools and Education Policy 5.11

Promote East Valley Parkway as an area to locate higher education, career development, and vocational training facilities that provide additional opportunities for residents to enhance their job skills.

Schools and Education Policy 5.12

Promote partnerships and programs between the city, school districts and business community aimed at enhancing students' options for seeking a college/university education or vocational training.

Schools and Education Policy 5.13

Encourage higher education institutions to strengthen their links with local K–12 school districts to facilitate the transfer of students into these institutions.

Schools and Education Policy 5.14

Cooperate with systems of higher education to explore the future possibility of a multi-university campus.

Schools and Education Policy 5.15

Encourage and support the development, expansion, and upgrade of higher education facilities such as the Palomar Colleges, California State University San Marcos, and private universities.



*Palomar College,
Escondido campus*

Schools and Education Policy 5.16

Support the growth of research and development businesses and organizations associated with universities that enhance the education and diversity of Escondido.

6. Civic Engagement Policies

GOAL 6: An engaged and informed citizenry with influence on policies and decisions at the local, state, and federal levels.

Civic Engagement Policy 6.1

Provide for the full inclusion of people of diverse cultures, backgrounds, age, gender, interests, languages, lifestyles, abilities, and socioeconomic status in programs at city facilities.

Civic Engagement Policy 6.2

Promote recreation and library programming, special events and venues, and educational opportunities which honor, interpret, and celebrate the diversity, history, cultural heritage, and traditions of Escondido.

Civic Engagement Policy 6.3

Encourage citizen volunteerism and participation in city events, commissions, boards and committees.

Civic Engagement Policy 6.4

Support developers' efforts to initiate early and frequent communication with the community regarding project proposals.

Civic Engagement Policy 6.5

Collaborate with neighborhood associations and other similar organizations to address issues of concern in neighborhoods.

Civic Engagement Policy 6.6

Promote efforts that increase rates of participation in community events such as voting, youth activities, adult education, senior activities and family-oriented programs.

Civic Engagement Policy 6.7

Distribute information about community events to a wide range of community organizations such as churches, senior facilities, and schools using existing city-sponsored platforms (e.g., city website and public access television).



*Escondido General Plan
Citizens' Committee Meeting*

7. Childcare Policies

GOAL 7: Convenient and accessible childcare facilities for all residents.

Childcare Policy 7.1

Allow small family day care facilities in all residential zones as a permitted use consistent with state law and local provisions.

Childcare Policy 7.2

Allow large family day care facilities in all residential, commercial and professional zoning districts as a conditional use except where permitted by right pursuant to state law.

Childcare Policy 7.3

Prohibit family day care facilities in industrial zones due to potentially hazardous conditions.

Childcare Policy 7.4

Allow conveniently accessible childcare facilities near transit stops, schools, and parks, and within master-planned developments.

Childcare Policy 7.5

Support the use of public facilities, schools, churches, and space within other organizations to accommodate childcare facilities.

Childcare Policy 7.6

Encourage large employers to include childcare facilities on-site as appropriate.

8. Older Adult, Disabled and Disadvantaged Services Policies

GOAL 8: Adequate facilities and accessible services to meet the needs of older adults, disabled, and disadvantaged persons.

Older Adult, Disabled, Disadvantaged Services Policy 8.1

Allow adult care facilities in all residential zones as a permitted use consistent with state law and local provisions.

Older Adult, Disabled, Disadvantaged Services Policy 8.2

Prohibit adult care facilities in industrial zones due to potentially hazardous conditions.

Figure V-13

Family Day Care Definitions:*

Family Day Care:

Regularly provides care, protection and supervision of fourteen (14) or fewer children in the provider's home, for periods of less than twenty-four (24) hours per day, while the parents or guardians are away.

Small Family Day Care:

A home that provides family day care for eight (8) or fewer children, including children who reside at the home

Large Family Day Care:

A home that provides family day care for nine (9) to fourteen (14) children, inclusive, including children who reside at the home

*Note: All family day care facilities require a state license to operate. Definitions are based on state law and are subject to change.



Figure V-14

Adult Residential Care Definitions.*

Adult Residential Facility:

Facilities that provide 24-hour non-medical care for physically handicapped, developmentally disabled, and / or mentally disabled adults ages 18 through 59, who are unable to provide for their own daily needs.

Community Care Facility:

Provides 24-hour non-medical residential care to children and adults with developmental disabilities in need of personal services, supervision, and/or assistance essential for self-protection or sustaining the activities of daily living.

Elderly Residential Care Facility:

Provides services to persons 60 years of age and over (and persons under 60 with compatible needs). May also be known as “assisted living facilities,” “retirement homes,” and “board and care homes.”

Small Care Facility:

A home that provides care for six (6) or fewer adults.

Large Care Facility:

A home that provides care for seven (7) or more adults.

*Note: There are several types of residential care facilities, all of which are not defined above. Definitions are based on state law and subject to change. All residential care facilities require a state license to operate.

Older Adult, Disabled, Disadvantaged Services Policy 8.3

Support the use of public facilities, schools, churches, and space within other organizations to accommodate services for older, disabled and/or disadvantaged residents.

Older Adult, Disabled, Disadvantaged Services Policy 8.4

Encourage owners and operators of public, non-profit, and private facilities, particularly those related to health and human services, to develop or incorporate facilities and services for older adults, disabled, and disadvantaged residents.

Older Adult, Disabled, Disadvantaged Services Policy 8.5

Work with the County Health and Human Services Department to site facilities that meet basic needs of the city’s senior, disabled, and disadvantaged resident population such as access to healthcare, transit, housing, and also supportive services such as volunteer opportunities, mentorship, outreach, legal advice, advocacy, and case management.

Older Adult, Disabled, Disadvantaged Services Policy 8.6

Work with appropriate agencies to address the community safety and personal protection of older adults, disabled and disadvantaged residents.

Older Adult, Disabled, Disadvantaged Services Policy 8.7

Encourage the use of older adults as volunteer resources and partner with other agencies to provide mutually beneficial educational and volunteer opportunities.

Older Adult, Disabled, Disadvantaged Services Policy 8.8

Encourage the coordination and monitoring of the community’s progress in identifying and meeting the needs of older, disabled, and disadvantaged residents based on possible risk factors such as, but not limited to: living status, income level, health status, ethnicity, and level of mobility.

Older Adult, Disabled, Disadvantaged Services Policy 8.9

Cooperate with appropriate institutions and agencies who provide job opportunities for the economically, physically, and socially disadvantaged.

Older Adult, Disabled, Disadvantaged Services Policy 8.10

Support institutions and agencies that assist and provide necessary services for older adults who desire to “age in place.”