

# CITY COUNCIL

For City Clerk's Use:

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Reso No. \_\_\_\_\_ File No. \_\_\_\_\_

Ord No. \_\_\_\_\_

Agenda Item No.: 8  
Date: January 13, 2010

TO: Honorable Mayor and Members of the City Council

FROM: Jonathan Brindle, Director of Community Development  
Barbara Redlitz, Assistant Planning Director  
Jay Petrek, Principal Planner

SUBJECT: General Plan Update Status and Requested Actions (Case No. PHG 09-0020)

## RECOMMENDATION:

It is requested that Council consider the General Plan Issues Committee's recommendations and direct staff to proceed with the following actions:

1. Utilize staff resources to evaluate all eight Smart Growth Areas to identify the most desirable and feasible growth opportunities and return to the Council with recommendations as to which should be included in the update; and
2. Study all feasible opportunities for creating or enhancing employment lands between Deer Springs/I-15 and Felicita/I-15 and return to the Council with recommendations as to which should be included in the update; and
3. Refine the Quality of Life Standards in accordance with the General Plan Issue Committee Recommendations included as Attachment 1; and
4. Proceed with edits to the General Plan Text as necessary to update, address legal requirements, and reflect the General Plan Issues Committee's Recommendations;
5. Develop at least three, Alternative Land Use Maps for Council and Public Review;
6. Schedule Council General Plan Updates on a regular basis, and assemble the Issues Committee as directed by the Council to address specific issues as they develop; and
7. Continue to post General Plan information as it is developed and solicit public input on a regular basis.

## FISCAL ANALYSIS:

A total of \$969,808 remains available for the General Plan Update for Fiscal Years 2009-2010. Expenses to date have been for the one staff position that includes the salary of the staff Project Manager and minor, incidental expenses. Completion of the General Plan Update will rely on the continuation of funding for staff support and anticipated consultant contracts to prepare technical studies and the Environmental Impact Report.

No cost estimates have been developed yet since the scope of the General Plan Update has yet to be finalized. It is expected that the General Plan EIR could cost between \$300,000 and

\$500,000 to complete based on the experience of other cities, including Chula Vista. The City's receipt of a \$170,000 stimulus grant for a Climate Action Report will help defray several of several technical studies that would otherwise have been required. Mandatory cost items will include the EIR, as well as related technical studies for air quality, traffic, biology, archaeology/cultural resources, noise, and Housing Element analyses (to the extent in-house housing staff are not available to assist in the update). Every attempt will be made to utilize past studies to the extent possible. Staff has observed that recent contracts in San Marcos, Encinitas, and Vista have ranged between 1.1 and 1.3 million dollars for the General Plan Update and associated EIR. Costs for staff planners involved in the process and would be in addition to these contract amounts.

#### GENERAL PLAN ANALYSIS:

State Law requires General Plans to be updated periodically. Although no specific timeframe has been established, the State's Office of Planning and Research (OPR) monitors the status of General Plans and begins to encourage Cities to update their plans after 8 years. If an update is not commenced / completed after 10 years, OPR may choose to refer the status to the Attorney General's Office to compel an update. The pending General Plan update will not only meet current legal requirements but also develop the City's Vision for 2050 and address the City Council's Action Plan requirements.

Unlike the other required Elements of the General Plan, the Housing Element has a separate, specific, update schedule. In the past, it has been every 5 years. However, the next required update has been extended to December 2012 so it can be coordinated with other Regional Planning efforts. The required Housing Element Update will be coordinated with the remainder of the General Plan Update to ensure they are consistent.

#### PREVIOUS ACTION:

The City Council's Action Plan is designed to complete a Comprehensive General Plan Update in the first quarter of 2012 so the General Plan so it can be placed on the November 2012 election. In light of the comprehensive nature of the last General Plan Update, the Council has directed staff to conduct a focused rather than a complete revision.

On August 19, 2009, the City Council directed staff to schedule a series of Citizens' Committee Meetings to obtain their input on identified General Plan Update issues. Subsequent to their appointment, Committee Members completed a General Plan Survey dealing with a wide range of update issues.

On October 14, 2009, the City Council reviewed the Citizen's Committee's survey responses (Attachment 2) and approved their Scope of Discussion (Attachment 3). Although it was estimated that it would take between two and four meetings to review the issues, the City Council authorized additional meetings as necessary to capture the Committee's

recommendations. During its discussion on the item, the City Council gave additional direction as summarized in Attachment 4.

BACKGROUND:

The 15 member, General Plan Issues Committee, met four times between October 22, 2009 and December 17, 2009, and is scheduled to meet again on January 7, 2010. Information on the Committee's January 7th meeting is not available at the time of report preparation so discussion summaries and list of actions will be transmitted separately. Three additional meeting dates have been reserved in January should they be necessary. Topics addressed to date include Population Buildout/Smart Growth Areas, General Plan Boundaries and Land Use, initial discussions on Proposition "S", and Quality of Life Standards. Remaining topics include Municipal Services and Growth Management, Mobility and Circulation, Economic Development, and final discussions on Proposition "S".

The meeting format has involved staff providing a brief introduction to each topic, identifying the policy ramifications, and summarizing the range of viewpoints expressed in the survey responses. The Chairman has facilitated discussion and votes from Committee Members. Committee Members' positions have been documented and reported in summaries for each meeting. Formal recommendations have been included as Action Items in the Meeting Summaries. When actions were not unanimous, minority opinions have been captured in the minutes. Opportunities for Public comments were provided at the conclusion of each meeting.

All of the background work, public facilitation, public outreach, and work with the Committee have been done by in-house staff without any consultant assistance. This approach is not common as evidenced by recent General Plan Update efforts in San Marcos, Encinitas, and Vista where consulting assistance was brought in at the beginning of their processes. It is anticipated that the required Housing Element Update will be completed by in-house Housing Division Staff should a vacant position be re-filled.

All of the work done to date has been available to the public as all information, reports, and presentations have been posted on the General Plan website. Additionally, all reports, updates, and agendas continue to be transmitted to an email list of approximately 140 people. Ongoing opportunities to comment are also provided via the website.

DISCUSSION:

Although a public vote on the General Plan is more than two years away, timing for the update is still of the essence as there are many complex steps with long lead times. The Council's Updated Action Plan will include the various milestones and completion dates necessary to keep the General Plan on track for the November 2012 election.

Defining the scope of the update remains a critical step in the process since it is necessary before the EIR Notice of Preparation can be issued and the detailed cost and time estimates can be developed. Some focusing of land use alternatives is necessary since all changes have an impact on traffic, public facilities, development fees, water and sewer demand, demand, neighborhood compatibility, etc. Therefore, it is not likely that formal study of all identified alternatives will be undertaken due to a combination of issues such as feasibility and cost. Care must also be taken not to take too much time in refining the alternatives before commencing detailed studies. In some cases, some preliminary studies can be conducted before the final project description is established. Examples include baseline studies and formation of traffic modeling methodologies.

A key City Council consideration is what role the Citizen Issues Committee should play from this point on. To date, the Committee has focused on key issues that will guide the process. Staff recommends that the Citizen's Committee remain available to address specific issues referred by the City Council rather than take on comprehensive role similar to that of the Citizen's Task Force and Growth Management Oversight Committee in the last General Plan Update.

Attachment 1 contains a summary of the specific recommendations made by the General Plan Issues Committee to date. The Committee will be reviewing, and possibly refining their previous actions at their January 7, 2010, meeting. Updated information on the Committee's actions will also be provided separately. Staff's understanding of their discussions to date is as follows:

#### Population Buildout/Smart Growth Areas

- The Committee did not want a target population, such as our estimated fair share growth for 2050, to drive the revision process. Instead, they felt we should examine the identified Smart Growth Areas to determine which were the most feasible and desirable without regard to a specific population target.
- They were supportive of planning for growth but stressed the need for appropriate densities and coordination with services and other Quality of Life Standards.
- They were supportive of directing planned growth to Smart Growth Areas rather than increasing densities elsewhere.
- They did not want to eliminate study of any Smart Growth Areas or establish a development priority without some analysis. However there did appear to be strong support for development in the Downtown Specific Plan Area.

#### General Plan Boundaries and Land Use

- They did not call for major changes to our existing General Plan Boundaries.
- They were supportive of creating additional employment lands by creating new areas and redeveloping existing areas. They noted the need to identify the type of

employment lands desired so the categories are not overly inclusive. For instance, retail is typically not included in office and industrial areas.

- They did not want to conduct technical studies to establish a specific target for the creation of employment lands as a percentage of population or overall land use. Instead, they felt all feasible areas for employment lands should be identified and studied.
- Ownership patterns, desired types of uses, size requirements, transportation needs, number of owners, nature of existing improvements, financial feasibility, and land use compatibility should be used in the evaluation of land use changes.
- Some of the potential amendment areas discussed or suggested to date include the area bounded by I-15, Valley Parkway, Center City Parkway, and SR 78, the I-15/Citracado intersection, areas around the Escondido Research and Technology Center, and areas around the SR 78/Broadway intersection.

#### Quality of Life Standards

- They felt the Quality of Life Standards should be retained in the General Plan rather than adopted in facility master plans in a manner done by many other jurisdictions.
- They felt the Quality of Life Standards should play a strong role in the budget process.
- They were supportive of modifications to update and refine the standards as follows:
  - Fire-
    - Amend to address taller and more intensive development in Smart Growth Areas such as the Downtown.
  - Circulation-
    - Amend to recognize that Levels of Service will likely diminish in Smart Growth areas given the higher intensities. However, the impacts will be offset by increased transit opportunities and a reduction in vehicle miles traveled. Committee Members Prazeau and Paul did not support the language change since they felt that the current General Plan language provides sufficient flexibility.
    - Acknowledge that a very limited number of Circulation Element roads may either need to be downgraded or some not upgraded due to physical constraints. They did not want to identify these situations in advance of careful study. Concern was expressed that key circulation links with some constraints should not be downgraded merely because their construction presents some difficulties.
  - Water
    - Modify to reduce the current per unit capacity assumption of 600 gallons per day to 540 gallons per day to better reflect the State's conservation goals.
  - Parks
    - Modify to create an Urban Park Standard that would reflect the expansion of Grape Day Park and supplemental public recreational facilities that are not developed in a park setting (i.e. exercise courses, walking paths, public plazas, promenades, River Walk, dog parks, etc.).

- Wastewater
  - Include a policy that reclaimed water be prioritized for local use.
  - Include the use of equivalent dwelling unit to better estimate water and sewer demands since it provides a better metric for addressing non-residential and mixed-use projects.
- Libraries
  - Committee Discussion scheduled for January 7.
- Circulation and Mobility
  - Committee consideration scheduled for January 7.
- Status of Proposition "S"
  - Committee consideration scheduled for January 7.

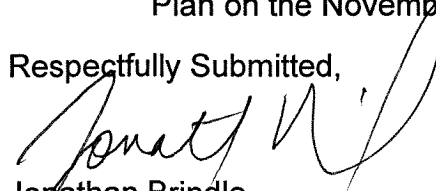
Subsequent Steps in the Process

Staff feels the Committee's discussions and specific actions provide sufficient guidance to amend the current General Plan Text and develop land use alternatives for study. However, the Issues Committee has asked for an agenda item to discuss additional issues they would like to consider as well as the nature of their future involvement. Staff will advise the City Council of their recommendations. However, it should be noted that both items could have an effect on the General Plan schedule. Finalization of the scope of the General Plan Update is the most critical task as it will dictate the cost and timing of the process.

Although a detailed Action Plan will be presented to the City Council on January 27, 2010, the following are the anticipated milestones necessary to keep the General Plan Update on track for the November 2012 election:

- Completion of the text amendments, development of alternative Land Use Scenarios, and commencement of public review by the end of April, 2010.
- Complete Workshops on the Draft General Plan Document by July, 2010
- City Council selection of preferred and/or range of General Plan alternatives by August 2010
- Execute final Consultant Contracts by September 2010
- Complete the Screencheck EIR by March 2011
- Commence the 45 Day Public Review Process of the Draft EIR by June 2011
- Complete the Final EIR by September 2011
- Complete Planning Commission Meetings by January 2012
- Complete City Council Hearings by March 2012
- Transmit all information to the County Clerk as necessary to place the General Plan on the November 2012 General Election by August 2012

Respectfully Submitted,

  
Jonathan Brindle  
Director of Community Development

  
Jay Petrek  
Principal Planner

  
Barbara Redlitz  
Assistant Planning Director

**ATTACHMENT 1**  
**SUMMARY OF GENERAL PLAN ISSUE COMMITTEE RECOMMENDATIONS**

<b>Long Term Population Needs Discussion Issue</b>	<b>Committee Recommendation</b>
<p>1) The General Plan Update should plan for at least Escondido’s fair share, and possibly more, of the regional growth that is forecasted for 2050.</p>	<p><b>ACTION (10/22/09):</b></p> <ol style="list-style-type: none"> <li>1) The City should accept a “Fair Share” of the anticipated 70,000 unit-shortfall (approximately 2,500 units for Escondido) -0- votes</li> <li>2) The City should accept no units; Escondido is already too crowded and as a result no density increases should occur -3- votes</li> <li>3) The City should determine what densities are needed to meet community goals and determine what densities are appropriate to meet those goals –unanimous-</li> </ol>
<p>2) Any forecasted growth that can’t be accommodated in the Downtown should be directed to prioritized Smart Growth Areas rather than studying all Smart Growth Areas, increasing the density of land use categories on a citywide basis (i.e. changing Suburban (3.3 du/ac) to Urban 1 (6.3du/ac.), or expanding the boundaries of the General Plan.</p>	<p><b>ACTION (10/22/09):</b></p> <p>No formal vote; the consensus was that:</p> <ol style="list-style-type: none"> <li>1) Smart Growth should also include jobs, not just residential densities</li> <li>2) There was no interest in increasing densities in established neighborhoods</li> <li>3) The City should evaluate redevelopment opportunities in deteriorated areas and revisit Quality of Life standards for possible refinement in areas where increased density is proposed</li> <li>4) Consideration should be given to determine what goal the city wanted to accomplish in terms of providing employment land when evaluating ownership patterns, numbers of owners, existing improvements, redevelopment overlays, lot consolidation, financial feasibility, compatibility with surrounding areas, etc., all of which would have a bearing on how quickly the area could be developed for employment uses</li> </ol>

<p><b>General Plan Boundaries and Land Use Discussion Issue</b></p>	<p><b>Committee Recommendation</b></p>
<p>1. Lands suitable for the creation of new employment areas should be studied as Part of the Update even to the extent they involve changing residential land to an employment category.</p>	<p><b>ACTION (11/05/09):</b>                      No formal vote; the consensus was that:</p> <ol style="list-style-type: none"> <li>1) Additional employment lands were needed and should be studied in the General Plan Update, including the potential conversion of existing, deteriorated residential areas</li> <li>2) No specific target number of acres should be established as a goal; rather, the criteria for evaluating suitability for employment lands should include: a) the existing environmental conditions; b) whether the area is blighted; and, c) the status of the existing infrastructure</li> <li>3) Design and development standards should be set high but flexibility should be provided regarding the allowable uses</li> <li>4) There was no need for staff to perform extensive technical studies to substantiate the need for expanding employment lands in the General Plan Update because it is in the community's best interest</li> </ol>
<p>2) Rather than designating new commercial areas (such as along I-15 or in the area of Bear Valley and San Pasqual), the General Plan should continue policies of reinforcing existing commercial areas.</p>	<p><b>ACTION (11/05/09):</b>                      No formal vote; the consensus was that:</p> <ol style="list-style-type: none"> <li>1) Mixed-use occurring on the same site, but not necessarily in the same building would be important to ensure compatibility between land uses (i.e. residential and entertainment, etc)</li> <li>2) Smart Growth areas should be where mixed-use is focused and it should be compact and pedestrian oriented</li> </ol>



<b>General Plan Quality of Life Standards Discussion Issue</b>	<b>Committee Recommendation</b>
<p>1) Existing Quality of Life Standards should be modified to ensure they address forecasted needs.</p>	
<p><b>FIRE:</b></p> <ul style="list-style-type: none"> <li>■ Maintain current language that acknowledges averaging of response times to achieve compliance in 90% of calls for service</li> <li>■ <i>Add General Plan Policies to address taller and compact development in Smart Growth Areas</i></li> </ul>	<p><b>ACTION (12/17/09):</b> Unanimously endorsed by Committee</p>
<p><b>POLICE:</b></p> <ul style="list-style-type: none"> <li>■ Maintain current Quality of Life Standard</li> </ul>	<p><b>ACTION (12/17/09):</b> Unanimously endorsed by Committee</p>
<p><b>CIRCULATION:</b></p> <ul style="list-style-type: none"> <li>■ Modify current QOL language to include instances where Level of Service lower than “C” will be accepted particularly in high density, infill areas based on: <ul style="list-style-type: none"> <li>▪ Compact and vertical nature of Smart Growth that generates additional congestion</li> <li>▪ Lower levels of service is considered appropriate in many communities with urban components</li> </ul> </li> <li>■ <i>Streets that will never be widened to their current designations should be downgraded in recognition of their environmental constraints (even though some surrounding streets may experience more traffic).</i></li> </ul>	<p><b>ACTION (12/17/09):</b> Endorsed by Committee (Vote 10:2) Paul, Prazeau opposed by citing the current QOL language as sufficient for addressing the amendment</p> <p><b>ACTION (12/17/09):</b></p> <ol style="list-style-type: none"> <li>1) Staff evaluate the Circulation Element and report back identifying specified streets with the reasons why down-grading should be considered - Unanimous</li> <li>2) Traffic and Circulation Quality of Life alternatives in Smart Growth Areas should be further evaluated to assess their status - Unanimous</li> </ol>
<p><b>SCHOOLS:</b></p> <ul style="list-style-type: none"> <li>■ Maintain QOL current language</li> </ul>	<p><b>ACTION (12/17/09):</b> Unanimously endorsed by Committee</p>
<ul style="list-style-type: none"> <li>■ <i>Clarify current General Plan Policies regarding:</i> <ul style="list-style-type: none"> <li>▪ <i>Current provisions for joint-use facilities and coordination of City capital improvement projects with school construction.</i></li> </ul> </li> </ul>	<p><b>ACTION (12/17/09):</b> Unanimously endorsed by Committee</p>
<ul style="list-style-type: none"> <li>▪ <i>Minimum acreage requirements for school construction</i></li> </ul>	<p><b>ACTION (12/17/09):</b> Unanimously endorsed by Committee to remove minimum acreage requirements</p>

<p><b>WATER:</b></p> <ul style="list-style-type: none"> <li>■ Modify General Plan QOL language reducing current “600 gallons per day” to “540 gallons per day” to better reflect the state’s conservation goals.</li> <li>■ Include General Plan Policies clarifying “Equivalent Dwelling Unit” water demand for non-residential uses.</li> </ul>	<p><b>ACTION (12/17/09):</b> Unanimously endorsed by Committee</p>
<p><b>WASTEWATER:</b></p> <ul style="list-style-type: none"> <li>■ Maintain current QOL language</li> <li>■ <i>Amend General Plan Policies to reflect:</i> <ul style="list-style-type: none"> <li>▪ <i>Regional Water Quality Control Board amended policies regarding re-use</i></li> <li>▪ <i>“Equivalent Dwelling Unit” provisions that clarify non-residential sewer demand.</i></li> </ul> </li> </ul>	<p><b>ACTION (12/17/09):</b> Unanimously endorsed by Committee</p> <p><b>ACTION (12/17-09):</b> Unanimously endorse staff consideration with the provision that reclaimed water be prioritized for local use</p>
<p><b>PARKS:</b></p> <ul style="list-style-type: none"> <li>■ Modify QOL language to create an Urban Park Standard that would include the expansion of Grape Day Park and supplemental public recreational facilities that are not developed in a park setting (i.e. exercise courses, walking paths, public plazas, promenades, River Walk, dog parks, etc.)</li> </ul>	<p><b>ACTION (12/17/09):</b> Unanimously endorsed by Committee</p>
<p><b>AIR QUALITY:</b></p> <ul style="list-style-type: none"> <li>■ Replace references to state and federal requirements with implementation measures from an associated local Climate Action Plan that will call for compact design, increasing transit, decreasing vehicle miles traveled, etc.</li> </ul>	<p><b>ACTION:</b> To be considered January 7, 2010</p>
<p><b>LIBRARY:</b></p> <ul style="list-style-type: none"> <li>■ Modify current QOL language based on: <ul style="list-style-type: none"> <li>▪ Technological changes in information access &amp; delivery</li> <li>▪ Trends in patronage, staffing and space needs</li> </ul> </li> <li>■ <i>Eliminate policies referencing driving distances to libraries to determine branch facilities.</i></li> <li>■ <i>Maintain flexibility for satisfying space needs with a combination of branch libraries and/or a main facility.</i></li> </ul>	<p><b>ACTION:</b> To be considered January 7, 2010</p>

<p><b>ECONOMIC:</b></p> <ul style="list-style-type: none"> <li>■ Supplement Economic QOL Standard with a separate comprehensive Economic Element in the General Plan to:             <ul style="list-style-type: none"> <li>▪ Provide direction concerning future economic growth of the community</li> <li>▪ Direct the community’s future economic growth and performance</li> <li>▪ Define an economic strategy necessary to ensure competitiveness within the region.</li> </ul> </li> </ul>	<p><b>ACTION:</b> To be considered January 7, 2010</p>
<p><b>General Plan Transportation &amp; Mobility Discussion Issues: Committee Recommendation</b></p>	
<p>1) <b>NCTD Rail Extension:</b> Whether the extension of rail to the Westfield’s Shopping Town should be studied for inclusion in the Circulation Element.</p> <p><b>STAFF Recommendations:</b></p> <ul style="list-style-type: none"> <li>▪ Study rail extension to Westfield’s to coordinate with Regional Transportation Plan</li> <li>▪ Supplement Circulation Element policies to incorporate rail &amp; bus rapid transit facilities and associated station amenities along the route and at Westfield’s.</li> </ul>	<p><b>ACTION:</b> To be considered January 7, 2010</p>
<p>2) <b>California High Speed Rail:</b> Whether land Use changes around the potential High Speed Rail should be deferred until more details are known.</p> <p><b>STAFF Recommendations:</b></p> <ul style="list-style-type: none"> <li>▪ Include language calling for monitoring and coordinating rail efforts; refine General Plan polices to identify appropriate land uses around transit stations that promote Escondido as a destination for employment and entertainment rather than for development of large-scale parking facilities.</li> <li>▪ Do not make land use changes in anticipation of future alignment or station locations.</li> </ul>	<p><b>ACTION:</b> To be considered January 7, 2010</p>

<b>General Plan Growth Management Discussion Issues</b>	<b>Committee Recommendation</b>
<p><b>1) Growth Management:</b> Whether the General Plan’s growth management system should ensure minimum service levels are maintained but provide for some level of development to proceed even to the extent that some, non-critical, infrastructure deficiencies exist.</p> <p><b>STAFF Recommendations:</b></p> <ul style="list-style-type: none"> <li>▪ Refine criteria and thresholds that establish better guidance for defining critical infrastructure areas affecting the timing of development.</li> <li>▪ Simplify existing “Tier” designations.</li> <li>▪ Revisit across the board exemptions allowed in Tier 1.</li> </ul>	<p><b>ACTION:</b> To be considered January 7, 2010</p>
<p><b>2) Water Supply:</b> Whether in light of the issues with long-term water supply, the General Plan Update should establish some water use parameters to constrain planning efforts. One example would be to stay within the water use projections of the current General Plan.</p> <p><b>STAFF Recommendations:</b></p> <ul style="list-style-type: none"> <li>▪ Establish an updated standard of 540 GPD Quality of Life Standard as a maximum. The Water Master Plan would be the tool for establishing water use parameters that do not exceed the QOL Standard.</li> <li>▪ Ensure that long term supply accommodates planned buildout.</li> </ul>	<p><b>ACTION:</b> To be considered January 7, 2010</p> <p><b>ACTION (12/17/09):</b> Unanimously endorsed by Committee</p> <p><b>ACTION:</b> To be considered January 7, 2010</p>
<p><b>Proposition “S” Discussion Issue:</b></p> <ul style="list-style-type: none"> <li>■ Whether Proposition “S” should be eliminated in its entirety concurrently with the General Plan Update.</li> </ul> <p><b>STAFF Options:</b></p> <ul style="list-style-type: none"> <li>■ Place on ballot as a separate item.</li> <li>■ Link Prop “S” to the vote on the General Plan.</li> <li>■ Do not place an item on the Ballot pertaining to Prop “S.”</li> </ul>	<p><b>ACTION (12/5/09):</b></p> <ol style="list-style-type: none"> <li>1) The City should not consider Proposition S as part of the General Plan Update – 5 votes</li> <li>2) The City should consider Propo- sition S as part of the General Plan Update – 0 votes</li> <li>3) It is too early to decide on this matter at this time; discussion on Propo- sition S should be deferred to a later meeting of the committee – 6 votes</li> </ol> <p>To be considered January 7, 2010</p>

**ATTACHMENT 2**  
***General Plan Update Committee Survey Responses***

<p>1. It is understood that the San Diego Region will experience additional population growth in the future. Most of that additional growth will be from the natural increase of our existing population. Instead of planning for more than our anticipated growth, Escondido's General Plan Update should only plan for the smallest amount of future growth that is required by State Law and Regional Plans.</p>	<p>Rankings:</p> <p>-5 = very strongly disagree                      -4 = strongly disagree                      -3 = disagree                      -2 = mildly disagree                      -1 = somewhat disagree                      0 = neutral                      +1 = somewhat agree                      +2 = mildly agree                      +3 = agree                      +4 = strongly agree                      +5 = very strongly agree</p>	<p>Votes</p> <p>(5)                      (1)                      (4)                      (1)                      (1)                        (1)                      (1)                      (1)                      (2)</p>	<p>Committee Average</p> <p>-2.07</p>
			<p>Committee Range</p> <p>-5 to +5</p>
<p>Question #1 Comments:</p> <ul style="list-style-type: none"> <li>❖ My concerns about development in the urban core are the availability of the types of residences that will appeal to those that wish to live there. For example, I see this mostly as a location for young, single professionals, or married without children, but most especially for the empty nesters and retired. We need single level development for the seniors. If we don't provide the right mix of housing types, our urban core will become rentals which we do not need.</li> <li>❖ If by "plan" you mean "allow," then I mildly agree. If by "plan" you mean "provide services and facilities for," then I mildly agree. (Staff Comment: the intent of "plan" was to mean provide services and facilities for).</li> <li>❖ I think we should plan for the growth in population that we anticipate/envision and plan for services and facilities that will be needed to accommodate that growth.</li> <li>❖ I believe that if you artificially hold down growth (i.e. via a restrictive GP) you end up with the wrong kind of growth.</li> <li>❖ Don't necessarily believe "most of additional growth will be from the natural increase". Many of those born here leave the area after graduation (high school) – the cost of living is extremely high in San Diego County. <b>Question:</b> What are the penalties for not meeting "State Law &amp; Regional Plans?"</li> </ul>			

<p>2. The General Plan Update should direct future population growth to the Downtown and <u>Smart Growth Areas</u> (i.e. along Escondido Boulevard north of Felicita Avenue, and along Valley Parkway west of Midway Drive) rather than in existing residential neighborhoods.</p>	<table border="0"> <tr> <td><b>Rankings:</b></td> <td><b>Votes</b></td> </tr> <tr> <td>-5 = very strongly disagree</td> <td></td> </tr> <tr> <td>-4 = strongly disagree</td> <td>(1)</td> </tr> <tr> <td>-3 = disagree</td> <td>(1)</td> </tr> <tr> <td>-2 = mildly disagree</td> <td></td> </tr> <tr> <td>-1 = somewhat disagree</td> <td>(1)</td> </tr> <tr> <td>0 = neutral</td> <td>(1)</td> </tr> <tr> <td>+1 = somewhat agree</td> <td>(2)</td> </tr> <tr> <td>+2 = mildly agree</td> <td>(1)</td> </tr> <tr> <td>+3 = agree</td> <td>(4)</td> </tr> <tr> <td>+4 = strongly agree</td> <td></td> </tr> <tr> <td>+5 = very strongly agree</td> <td>(4)</td> </tr> </table>	<b>Rankings:</b>	<b>Votes</b>	-5 = very strongly disagree		-4 = strongly disagree	(1)	-3 = disagree	(1)	-2 = mildly disagree		-1 = somewhat disagree	(1)	0 = neutral	(1)	+1 = somewhat agree	(2)	+2 = mildly agree	(1)	+3 = agree	(4)	+4 = strongly agree		+5 = very strongly agree	(4)	<table border="0"> <tr> <td><b>Committee Average</b></td> </tr> <tr> <td>+1.87</td> </tr> <tr> <td><b>Committee Range</b></td> </tr> <tr> <td>-4 to +5</td> </tr> </table>	<b>Committee Average</b>	+1.87	<b>Committee Range</b>	-4 to +5
<b>Rankings:</b>	<b>Votes</b>																													
-5 = very strongly disagree																														
-4 = strongly disagree	(1)																													
-3 = disagree	(1)																													
-2 = mildly disagree																														
-1 = somewhat disagree	(1)																													
0 = neutral	(1)																													
+1 = somewhat agree	(2)																													
+2 = mildly agree	(1)																													
+3 = agree	(4)																													
+4 = strongly agree																														
+5 = very strongly agree	(4)																													
<b>Committee Average</b>																														
+1.87																														
<b>Committee Range</b>																														
-4 to +5																														
<p><b>Question #2 Comments:</b></p> <ul style="list-style-type: none"> <li>❖ Young married couples will not stay in Escondido if we do not have single family neighborhoods. It is part of the American dream to own that first home and a yard for the kids to play in. We are not living in reality if we plan everything around “if we build it they will come.” We need to be careful what we wish for.</li> <li>❖ If by “future population growth” you mean “any additions to the current build-out population,” then I mildly agree. If by “future population growth” you mean “any addition to the current population,” then I strongly disagree. (Staff Comment: “future population growth” is intended to mean additions to the current build-out population.)</li> <li>❖ The increase in population growth over current General Plan build-out projections should be accommodated and/or directed into the “Smart Growth Areas.”</li> <li>❖ We also need to look at older neighborhoods and create opportunities for redevelopment in those neighborhoods. Whether it’s commercial/high tech or just new homes on larger lots or some other mixed use. We also need to look at areas outside the current City limits that are conducive to single family housing.</li> <li>❖ The GP Update should not concentrate on Downtown &amp; SGA and essentially eliminate the possibility in “existing residential neighborhoods.”</li> <li>❖ To gain voter approval there must be guidelines regarding development of “Smart Growth Areas.” There are many instances in San Diego County and in Escondido where “Smart Growth” developments are put where the infrastructure is woefully lacking thus degrading the quality of life for all residents.</li> </ul>																														



<p>5. The General Plan should establish new employment centers that will lessen commutes and provide job opportunities for Escondido residents.</p>	<p>Rankings:</p> <p>-5 = very strongly disagree</p> <p>-4 = strongly disagree</p> <p>-3 = disagree</p> <p>-2 = mildly disagree</p> <p>-1 = somewhat disagree</p> <p>0 = neutral</p> <p>+1 = somewhat agree</p> <p>+2 = mildly agree</p> <p>+3 = agree</p> <p>+4 = strongly agree</p> <p>+5 = very strongly agree</p> <p>No comment</p>	<p>Votes</p> <p>(1)</p> <p>(2)</p> <p>(3)</p> <p>(8)</p> <p>(1)</p>	<p>Committee Average</p> <p>+4.28</p>
			<p>Committee Range</p> <p>+2 to +5</p>
<p>Question #5 Comments:</p> <ul style="list-style-type: none"> <li>❖ While this is a noble goal and I agree with it, we should have discussions of where this should take place. I'd like to see overlays in existing old/rundown neighborhoods, like West of CCP from Valley Parkway to Felicita.</li> <li>❖ Definitely. Residents have been eagerly waiting for this goal to be fulfilled.</li> </ul>			

***Population and Neighborhood Character***

<p>1. The State forecasts population projections that each region is required to accept. The San Diego Association of Governments works with Escondido to negotiate the city's "fair share" of the region's anticipated growth. Almost two-thirds of the growth will be generated by natural increase from Escondido's local population; the remaining increase will be from people moving into our area. It is responsible to plan for this anticipated growth? <i>Note: Although not known at this time, Escondido's fair share is anticipated to be between 2,000 and 4,000 dwelling unit above the current General Plan which is approximately 6,000 – 12,000 additional persons).</i></p>	<p>Rankings:</p> <p>-5 = very strongly disagree</p> <p>-4 = strongly disagree</p> <p>-3 = disagree</p> <p>-2 = mildly disagree</p> <p>-1 = somewhat disagree</p> <p>0 = neutral</p> <p>+1 = somewhat agree</p> <p>+2 = mildly agree</p> <p>+3 = agree</p> <p>+4 = strongly agree</p> <p>+5 = very strongly agree</p> <p>No comment</p>	<p>Votes</p> <p>(1)</p> <p>(1)</p> <p>(2)</p> <p>(3)</p> <p>(1)</p> <p>(6)</p> <p>(1)</p>	<p>Committee Average</p> <p>+2.43</p>
			<p>Committee Range</p> <p>-5 to +5</p>



**Question #1 Comments:**

- ❖ I believe it is responsible to plan for future growth.
- ❖ Planning for this growth is the responsible thing to do
- ❖ Of Course it's "responsible." However, whose definition of "fair share" should the residents (who live with the results of bad development & good development, of course) accept?  
**Question:** Whose definition of "fair share" will Escondido accept? **Question:** What are the penalties if the City does not meet SANDAG's "fair share" expectations?
- ❖ I would like to see in print the text of laws that allow the State and SANDAG to dictate to Escondido the amount of future growth it must supply. Also, regarding build-out in the new General Plan, it should be not more than 165,000. In the existing General Plan it is 135,000 to 165,000. I suggest that to stay under 165,000 the follow policy be used – when increased density is allowed in certain planning areas ("Smart Growth" areas, downtown, etc.) other areas should have decreased density.

***Population and Neighborhood Character***

2. Planned growth should be directed to "Smart Growth" areas that are located in the City's urban core where existing infrastructure, transit opportunities, and support services exist (such as in the Downtown area, along South Escondido Boulevard, and East Valley Parkway) and <u>not</u> in established single family neighborhoods.	Rankings:	Votes	Committee Average
	-5 = very strongly disagree		+1.60
	-4 = strongly disagree	(2)	Committee Range -4 to +5
	-3 = disagree	(2)	
	-2 = mildly disagree		
	-1 = somewhat disagree		
	0 = neutral	(1)	
	+1 = somewhat agree	(1)	
	+2 = mildly agree	(1)	
	+3 = agree	(2)	
	+4 = strongly agree	(1)	
	+5 = very strongly agree	(5)	

**Question #2 Comments:**

- ❖ Growth in addition to the existing General Plan should be focused in "Smart Growth" areas.
- ❖ Existing infrastructure has to be adequate.
- ❖ Definitely, maximizing existing infrastructure is idea. However, it would be short-sighted to "direct" planned growth to the areas referenced, while essentially ignoring the needs and possibilities of planned growth development in the "established single family neighborhoods." SFR's have needs that can be met through development. While the Country is looking at reducing commute times/emissions/etc, SFR's could do well with business amenities (dry cleaner, grocery store, coffee shop) within walking distance. The addition of "high quality" multi-family housing (for purchase) would put a diverse group of individuals in SFR neighborhoods – allowing for a mix of individuals/ideas.
- ❖ If by "future population growth" you mean "any additions to the current build-out population," then I mildly agree. If by "future population growth" you mean "any addition to the current population," then I strongly disagree. (Staff Comment: "future population growth" is intended to mean additions to the current build-out population.)
- ❖ I agree with this, but at the same time, we need to be looking at outlying areas that may not even be within the established City limits. We also should plan for the redevelopment of

- existing established neighborhoods.
- ❖ Except to the extent that some existing single family zoning may be located adjacent to transit, commercial, industrial, etc.
- ❖ We need to allow for infill development.

***Population and Neighborhood Character***

3. Escondido’s Downtown should be targeted for the largest share of planned growth as long as the higher density and intensity of development is marketable, that sufficient water, sewer, and park land can be provided, and that the historic character can be maintained.	Rankings: -5 = very strongly disagree -4 = strongly disagree -3 = disagree -2 = mildly disagree -1 = somewhat disagree 0 = neutral +1 = somewhat agree +2 = mildly agree +3 = agree +4 = strongly agree +5 = very strongly agree	Votes (1)  (1)  (2) (1) (1) (5) (1) (3)	Committee Average +1.93
			Committee Range -5 to +5

- Question #3 Comments:
- ❖ I don’t know enough about the pluses and minuses of each area in order to make an intelligent answer.
  - ❖ I agree, although I would not want historic character to be such a dominant force that it keeps development from happening.
  - ❖ We should not “target” downtown. Currently, our water supply, sewer capacity, public safety personnel, and library/recreation facilities are lacking! Escondido’s target for development should focus on business development – cleaning up the existing virtually useless and undesirable office/commercial space in the downtown area – and those spaces with absentee landlords/owners. Escondido’s target should focus on economic development – business development which brings revenue into our city...versus residential development (providing overall little revenue in comparison) and which brings people who need services that the City is struggling to provide.

**Population and Neighborhood Character**

4. Smart Growth Areas along South Escondido Boulevard and East Valley Parkway should be the next areas for targeting growth (after Downtown) rather than equally spreading density throughout other Smart Growth Areas that are south Centre City Parkway, Westfield Shopping Town, and area north of Downtown.	Rankings: -5 = very strongly disagree -4 = strongly disagree -3 = disagree -2 = mildly disagree -1 = somewhat disagree 0 = neutral +1 = somewhat agree +2 = mildly agree +3 = agree +4 = strongly agree +5 = very strongly agree No Comment	Votes (2) (3) (3) (1) (1) (1) (2) (2)	Committee Average -2.15
			Committee Range -5 to +3

**Question #4 Comments:**

- ❖ The one problem with Smart Growth being implemented within existing infrastructure is that now you are adding traffic volumes to streets and roads that are already maxed out. I think we really need to take a look at how we distribute and need to be sensitive to the existing infrastructure.
- ❖ I can't say these should be the "next areas" when I don't know that Downtown should be first.
- ❖ This suggestion/proposition seems short-sighted! SG should be equally spread throughout identified SGA's. It is hard to imagine that the City would deliberately put South Centre City Parkway – the City's "Southern Gateway to the City" on the backburner! East Valley Parkway has received considerable attention/redevelopment over the last 8 years – Time to Spread the Wealth!!!

**Population and Neighborhood Character**

5. The character of existing neighborhoods should be preserved.	Rankings: -5 = very strongly disagree -4 = strongly disagree -3 = disagree -2 = mildly disagree -1 = somewhat disagree 0 = neutral +1 = somewhat agree +2 = mildly agree +3 = agree +4 = strongly agree +5 = very strongly agree No Comment	Votes (2) (3) (3) (1) (1) (1) (1) (1)	Committee Average +1.07
			Committee Range -3 to +5

**Question #5 Comments:**

- ❖ Preservation should only occur if the neighborhood character is of value to the community.
- ❖ *If* the “character” meets the needs of the people. *If* the “character” is desirable (not an area of blight).
- ❖ I think there are some neighborhoods that warrant preservation, but not all. Old Escondido is definitely one to preserve. No offense, but I don’t think the flower streets or the areas west of CCP are that critical to Escondido’s future and character.
- ❖ “Smart Growth” area neighborhoods could experience significant changes.
- ❖ Depends on the character of the existing neighborhood.

***Population and Neighborhood Character***

6. Future development in Escondido’s Downtown and Smart Growth Areas (as defined above) should result in exciting and interesting places that will appeal to a wide range of residents and visitors.	Rankings: -5 = very strongly disagree -4 = strongly disagree -3 = disagree -2 = mildly disagree -1 = somewhat disagree 0 = neutral +1 = somewhat agree +2 = mildly agree +3 = agree +4 = strongly agree +5 = very strongly agree	Votes           (1)            (3)            (2)            (9)	Committee Average +4.13
			Committee Range 0 to +5

**Question #6 Comments:**

- ❖ “Exciting and interesting places” means very little if it does not include adequate infrastructure and room to breathe and enjoy beauty.
- ❖ Future development should include “Mixed Use.”
- ❖ Most if not all future growth should result in exciting and interesting places that will appeal to a wide range of residents and visitors.

***Population and Neighborhood Character***

7. Existing Escondido neighborhoods with potential historic status should be identified in the same manner done for the <u>Old Escondido Neighborhood.</u>	Rankings: -5 = very strongly disagree -4 = strongly disagree -3 = disagree -2 = mildly disagree -1 = somewhat disagree 0 = neutral +1 = somewhat agree +2 = mildly agree +3 = agree +4 = strongly agree +5 = very strongly agree	Votes           (2)            (1)            (2)            (2)            (1)            (3)            (1)            (1)            (2)	Committee Average +0.93
			Committee Range -3 to +5

**Question #7 Comments:**

- ❖ Not sure what “manner” was used to establish Old Escondido neighborhood’s historic status. Would like to review factors involved and discuss whether the identifying marks are applicable and whether other factors should be considered/updated.
- ❖ I’d be very careful about designating neighborhoods with “potential” historic value. I think it’s best to build as much flexibility into the plan if possible. I’d hate to be locked in to preserving a bunch of run down houses when we could potentially rejuvenate the property with higher density residential or perhaps even a high tech business park.
- ❖ I am a little confused about “identification.” I like the existing policy with the caveat that when someone asks for historic status, an informal review should look at the neighbors and consider polling the area to see if there is public support for a new district.

***Population and Neighborhood Character***

8. The General Plan allows residential clustering so that single family homes can be built on smaller lots in order to preserve open space, steep slopes, and other unique features. The General Plan Update should clarify existing clustering policies.	Rankings:	Votes	Committee Average
	-5 = very strongly disagree -4 = strongly disagree -3 = disagree -2 = mildly disagree -1 = somewhat disagree 0 = neutral +1 = somewhat agree +2 = mildly agree +3 = agree +4 = strongly agree +5 = very strongly agree	(1) (1) (1) (4) (2) (6)	+2.53               Committee Range -3 to +5

**Question #8 Comments:**

- ❖ Developers currently can skirt the residential clustering provisions whereby they end up with more homes and preservation does not take place. I want improved clustering policies.
- ❖ I believe the GP clustering provisions work as they are.
- ❖ The GP should clarify. Often, recent development has planned for open space that is unusable or initially deemed human use prohibited (which indicates that this privilege is being used to the advantage of developers vs. the advantage of those residents which are to be served by the open space).

***Population and Neighborhood Character***

9. Rather than designating new commercial areas (such as along I-15, or in the Bear Valley Parkway/San Pasqual Valley Road area) the General Plan should	Rankings:	Votes	Committee Average
	-5 = very strongly disagree -4 = strongly disagree -3 = disagree -2 = mildly disagree -1 = somewhat disagree 0 = neutral	(1) (2) (4) (1) (1)	-0.07

establish policies that reinforce existing commercial areas.	+1 = somewhat agree (1)	Committee Range -5 to +5
	+2 = mildly agree	
	+3 = agree	
	+4 = strongly agree (1)	
	+5 = very strongly agree (4)	

**Question #9 Comments:**

- ❖ We need to designate new areas for high end commercial/incubator/high tech.
- ❖ “Smart Growth” areas may provide opportunity for new commercial development.
- ❖ That would be short-sighted – Especially, since the GP is intended as a forward thinking document – covering a 20-year period, with periodic minor updates. This is more than a minor update!
- ❖ Mixed use should be encouraged.
- ❖ I’m concerned that you mean “new commercial or industrial areas.” We have way too much commercial zoning. Where that property is in the smart growth areas, it should be up zoned to mixed use, commercial and residential. Other (and maybe some of the above) should also be considered for a change to light industrial. We need more industrial and to promote the re-development of our older industrial areas. To the extent that multi-family zoning is in smart growth area, and/or re-development would be desirable, increased density should also be considered. The suggestion that multi-family can be re-developed by reducing the density should be ignored. The particular intersection you reference is a lightning rod for debate. How we address that is going to be a challenge.

***Quality of Life Standards***

10. The General Plan includes <u>Quality of Life Standards</u> that establishes thresholds for acceptable Police and Fire response times, park acreage, and traffic flow, etc. Specific Quality of Life Standards should not be included in the General Plan as they could be better addressed in subsequent master plans.	<b>Rankings:</b>	<b>Votes</b>	<b>Committee Average</b>
	-5 = very strongly disagree	(4)	-0.27
	-4 = strongly disagree	(2)	
	-3 = disagree		
	-2 = mildly disagree	(2)	
	-1 = somewhat disagree		
	0 = neutral	(2)	
	+1 = somewhat agree	(2)	Committee Range -5 to +5
	+2 = mildly agree	(2)	
	+3 = agree		
+4 = strongly agree	(1)		
+5 = very strongly agree	(2)		

**Question #10 Comments:**

- ❖ Not sure about this... Again, I think flexibility is what we need so we can adapt to market conditions and potential projects. Are there plans for future master plans? Do we anticipate overlay zones where master plans will be required?
- ❖ **Absolutely Disagree!** Without these standards, how will the residents gage the city’s obligation to provide vital services? The elimination of these standards will be to the detriment of Escondido’s resident’s Quality of Life!
- ❖ If Quality of Life Standards are not established in the General Plan they will not be adequately addressed later.

***Population and Neighborhood Character***

11. Within “Smart Growth Areas” the Quality of Life Standards could be modified to reflect the fact that taller buildings and more compact development would be constructed, as long as equivalent measures for providing adequate service are incorporated.	Rankings: -5 = very strongly disagree -4 = strongly disagree -3 = disagree -2 = mildly disagree -1 = somewhat disagree 0 = neutral +1 = somewhat agree +2 = mildly agree +3 = agree +4 = strongly agree +5 = very strongly agree	Votes (2)         (1) (4) (1) (7)	Committee Average +2.86
			Committee Range -5 to +5
Question #11 Comments: <ul style="list-style-type: none"> <li>❖ QOL standards do not normally get into the details of SGA design. Those standards are addressed in the city’s Design Standards document, as well as Municipal Code and within SPA’s. The City needs to improve their “adequate services” levels for today’s residents while planning for tomorrow’s population.</li> <li>❖ Quality of Life Standards could be accommodated by equivalent services.</li> </ul>			

***Population and Neighborhood Character***

12. The <u>Library Quality of Life Standard</u> pertaining to staffing needs, the number of volumes, and number of branch libraries should be evaluated for possible amendments to reflect recent changes in technology.	Rankings: -5 = very strongly disagree -4 = strongly disagree -3 = disagree -2 = mildly disagree -1 = somewhat disagree 0 = neutral +1 = somewhat agree +2 = mildly agree +3 = agree +4 = strongly agree +5 = very strongly agree	Votes (1)         (1) (1) (3) (3) (5)	Committee Average +2.93
			Committee Range -5 to +5
Question #12 Comments: <ul style="list-style-type: none"> <li>❖ I agree that the standards should be evaluated. At the same time, I believe that any significant changes should reflect any change the American Library Association has implemented. Changes must be logical – and not implemented for the sheer purpose of lowering the standard in order to “meet the standard” (which are currently NOT being met).</li> </ul>			

***Population and Neighborhood Character***

13. The <u>Parks Quality of Life Standard</u> establishing park acreage per residence should be evaluated for possible amendments to better reflect the more compact development anticipated in the Downtown and “Smart Growth Areas.”	Rankings:	Votes	Committee Average +2.80
	-5 = very strongly disagree -4 = strongly disagree -3 = disagree -2 = mildly disagree -1 = somewhat disagree 0 = neutral +1 = somewhat agree +2 = mildly agree +3 = agree +4 = strongly agree +5 = very strongly agree	(1) (1) (1) (1) (1) (1) (3) (1) (7)	Committee Range -5 to +5
Question #13 Comments: <ul style="list-style-type: none"> <li>❖ No – but, do you mean more pocket parks? Then maybe yes.</li> <li>❖ Park QOL standards should be evaluated. Standards for compact development should be upgraded to include more park acreage/open space – a small contribution towards a better quality of life for residents.</li> </ul>			

***Population and Neighborhood Character***

14. The Update should maintain the <u>School Quality of Life Standard</u> that calls for School Districts to maintain classroom space and teacher ratios prescribed by state law and/or local school board standards.	Rankings:	Votes	Committee Average +3.40
	-5 = very strongly disagree -4 = strongly disagree -3 = disagree -2 = mildly disagree -1 = somewhat disagree 0 = neutral +1 = somewhat agree +2 = mildly agree +3 = agree +4 = strongly agree +5 = very strongly agree	(3) (1) (2) (2) (7)	Committee Range 0 to +5
Question #14 Comments: <ul style="list-style-type: none"> <li>❖ Definitely. The standards should be maintained. Unfortunately, these standards are not being met! <u>The update should include stricter language regarding the “ability to serve” new students generated as a direct result of new residential development.</u></li> <li>❖ There appears to be a serious problem here. According to information I was given, the school districts say they cannot accommodate future growth. They are already using portable classrooms. It seems that this Q of L needs to be improved.</li> </ul>			



**General Plan Boundaries and Land Use**

15. The Update should discourage expanding the limits of the General Plan beyond its current boundary and should re-examine outlying areas that propose urban densities that appear to be infeasible or have become inappropriate.	Rankings:	Votes	Committee Average
	-5 = very strongly disagree	(2)	-1.07
	-4 = strongly disagree		
	-3 = disagree	(3)	
	-2 = mildly disagree	(1)	
	-1 = somewhat disagree	(1)	
	0 = neutral	(4)	
	+1 = somewhat agree		
	+2 = mildly agree	(2)	
	+3 = agree	(1)	
	+4 = strongly agree		
	+5 = very strongly agree		
	No Comment	(1)	
			Committee Range
			-5 to +3

Question #15 Comments:

- ❖ I generally disagree with the first half but agree with the second half.
- ❖ I don't think the update should discourage expanding the limits. I think it should be reviewed to determine if the existing limits are practical, suitable, etc. We have to consider the growth requirements SANDAG & the State has placed on Escondido.
- ❖ There are two separate questions here: 1) The Update should discourage expanding the limits of the General Plan beyond its current boundary: mildly agree. 2) The Update should re-examine outlying areas that propose urban densities that appear to be infeasible or have become inappropriate: Disagree
- ❖ I disagree. I believe we need to be looking to expand our general plan area and we should be reexamining the outlying area for potential development.

**General Plan Boundaries and Land Use**

16. The Updated General Plan should incorporate the State Mandated Housing Element Update that addresses Escondido's housing needs which is required to be completed by December 2012.	Rankings:	Votes	Committee Average
	-5 = very strongly disagree	(2)	+2.0
	-4 = strongly disagree		
	-3 = disagree		
	-2 = mildly disagree		
	-1 = somewhat disagree		
	0 = neutral	(2)	
	+1 = somewhat agree	(2)	
	+2 = mildly agree		
	+3 = agree	(3)	
	+4 = strongly agree	(1)	
	+5 = very strongly agree	(5)	
			Committee Range
			-5 to +5

Question #16 Comments:

- ❖ I think the plan should reflect the expectations. **Question:** What is the definition of "incorporate" in this circumstance (statement posed)?
- ❖ I want to see the text of this mandate.
- ❖ If it's required by the state, we should do it now. I don't fully understand this requirement.

**General Plan Boundaries and Land Use**

17. The Update should expand the amount of employment lands to provide jobs for local residents.	Rankings:	Votes	Committee Average
	-5 = very strongly disagree	(2)	+1.64
	-4 = strongly disagree		
	-3 = disagree		
	-2 = mildly disagree	(1)	
	-1 = somewhat disagree		
	0 = neutral	(1)	
	+1 = somewhat agree	(1)	
	+2 = mildly agree		Committee Range
	+3 = agree	(2)	-5 to +5
	+4 = strongly agree	(2)	
	+5 = very strongly agree	(4)	
	No Response	(1)	
Question #17 Comment:			
❖ Unfortunately, I think the City has lagged to a fault. This goal is already part of the GP and has not been the focus of recent council members.			

**General Plan Boundaries and Land Use**

18. Residential and non-residential land uses should have clear provisions regarding intensity (i.e. building height, lot coverage, etc.) and capacity (i.e. water, sewer demand, etc.).	Rankings:	Votes	Committee Average
	-5 = very strongly disagree	(1)	+0.93
	-4 = strongly disagree	(1)	
	-3 = disagree	(1)	
	-2 = mildly disagree	(1)	
	-1 = somewhat disagree		
	0 = neutral	(2)	
	+1 = somewhat agree	(1)	
	+2 = mildly agree		Committee Range
	+3 = agree	(6)	-5 to +5
	+4 = strongly agree	(1)	
	+5 = very strongly agree	(1)	
Question #18 Comments:			
❖ Some of these don't seem practical.			
❖ Zoning vs. General Plan question – impact on CUP uses.			
❖ In addition to these “clear provisions” there should be policies in place which prevent the development which do not meet the provisions of the GP.			
❖ Again, I think we need flexibility. Perhaps we can build ranges into the general plan, but to me a General Plan should be general.			

**General Plan Boundaries and Land Use**

19. General Plan land use changes should be considered only if they specifically address goals of the update.	Rankings:	Votes	Committee Average
	-5 = very strongly disagree	(2)	-1.21
	-4 = strongly disagree	(2)	
	-3 = disagree	(2)	
	-2 = mildly disagree		
	-1 = somewhat disagree	(2)	
	0 = neutral	(3)	
	+1 = somewhat agree		
	+2 = mildly agree		Committee Range
	+3 = agree	(3)	-5 to +3
	+4 = strongly agree		
	+5 = very strongly agree		
	No Response	(1)	

Question #19 Comments:

- ❖ General Plan land use changes should be considered also to keep buildout at fewer than 165,000.
- ❖ I believe that we need to take a look at the entire land use element of the general plan for inconsistencies and also for future redevelopment opportunities.
- ❖ Disagree. **Question:** Who determines if the changes are specific to the update? I would hope that these changes would be a concerted effort with a variety of voices and community input.

**Municipal Facilities and Services**

20. The Hale Avenue Resource Recovery Facility (Escondido’s sewer treatment facility) and supporting infrastructure must be carefully sized to match Escondido’s planned growth.	Rankings:	Votes	Committee Average
	-5 = very strongly disagree		+3.53
	-4 = strongly disagree		
	-3 = disagree		
	-2 = mildly disagree		
	-1 = somewhat disagree		
	0 = neutral		
	+1 = somewhat agree	(1)	
	+2 = mildly agree	(1)	Committee Range
	+3 = agree	(7)	+1 to +5
	+4 = strongly agree	(1)	
	+5 = very strongly agree	(5)	

Question #20 Comments:

- ❖ Based on the population projections/expectations, it is obvious that HARRF cannot meet the needs of future development. The City acknowledged they have capacity for about 5,000 more homes.
- ❖ In addition to being carefully sized to match, planned growth must pay its fair share for the cost of any improvements to the HARRF and supporting infrastructure.
- ❖ Along with exploring other opportunities within the City with regard to treatment and reclamation.

***Municipal Facilities and Services***

21. Sewer service boundaries that define the limits of where sewer lines should be extended should be developed as a means of better estimating sewer demand.	Rankings:	Votes	Committee Average
	-5 = very strongly disagree		+2.21
	-4 = strongly disagree		
	-3 = disagree	(1)	
	-2 = mildly disagree		
	-1 = somewhat disagree		
	0 = neutral	(3)	
	+1 = somewhat agree	(1)	
	+2 = mildly agree		Committee Range
	+3 = agree	(5)	-3 to +5
	+4 = strongly agree	(2)	
	+5 = very strongly agree	(2)	
	No Response	(1)	
Question #21 Comments:			
<ul style="list-style-type: none"> <li>❖ Not sure how establishing service boundaries has anything to do with measuring demand. Demand should be measured by number of units or SF or something else rather than where a service boundary lies.</li> <li>❖ As long as it doesn't cost a great deal of money for the study/consultant.</li> </ul>			

***Municipal Facilities and Services***

22. Wastewater treatment facilities should be developed that recognize the value of water and maximize its re-use.	Rankings:	Votes	Committee Average
	-5 = very strongly disagree		+4.40
	-4 = strongly disagree		
	-3 = disagree		
	-2 = mildly disagree		
	-1 = somewhat disagree		
	0 = neutral		
	+1 = somewhat agree		
	+2 = mildly agree		Committee Range
	+3 = agree	(4)	+3 to +5
	+4 = strongly agree	(1)	
	+5 = very strongly agree	(10)	
Question #22 Comment:			
<ul style="list-style-type: none"> <li>❖ Escondido is currently using only 1/3 of their allowed recycled water capabilities (mgd allowances)</li> </ul>			

**Municipal Facilities and Services**

23. The Update should study a reasonable range of wastewater disposal options but eliminate those with little potential because since they will increase study costs and require more time.	Rankings:	Votes	Committee Average +2.13
	-5 = very strongly disagree -4 = strongly disagree -3 = disagree -2 = mildly disagree -1 = somewhat disagree 0 = neutral +1 = somewhat agree +2 = mildly agree +3 = agree +4 = strongly agree +5 = very strongly agree	(1) (2) (2) (1) (3) (3) (3) (3)	Committee Range -3 to +5
<p>Question #23 Comments:</p> <ul style="list-style-type: none"> <li>❖ Any idea should only be studied until the first benchmark: is it practical? Impractical ideas should then be dropped.</li> <li>❖ The City should study these options. However, the city should refrain from exorbitant consultant fees/studies and then be unable to finance any improvement options. Don't deplete the funds with the study and fail to act on the ultimate goal.</li> <li>❖ I agree that we should study a reasonable range of options. I don't agree with eliminating options because we don't want to spend the time or money.</li> </ul>			

**Growth Management**

24. The General Plan should provide the flexibility to allow <u>some</u> development to proceed even though non-critical deficiencies may exist (i.e. parkland, libraries, etc.) but <u>restrict</u> development where there are critical deficiencies (i.e. sewer, water, etc.).	Rankings:	Votes	Committee Average +0.53
	-5 = very strongly disagree -4 = strongly disagree -3 = disagree -2 = mildly disagree -1 = somewhat disagree 0 = neutral +1 = somewhat agree +2 = mildly agree +3 = agree +4 = strongly agree +5 = very strongly agree	(3) (1) (1) (1) (1) (2) (4) (3)	Committee Range -5 to +5
<p>Question #24 Comments:</p> <ul style="list-style-type: none"> <li>❖ I like the idea of providing flexibility. I don't like the idea of cart blanch restricting because of deficiencies. Deficiencies can be generated by tweaking various factors and inputs. We need flexibility.</li> <li>❖ Absolutely NOT! That is currently happening. Historically, our schools &amp; students have been forced into over-crowded conditions.</li> </ul>			

**Growth Management**

25. Water conservation measures should be incorporated so that no additional water will be required to serve future growth beyond what is needed in Escondido’s current General Plan buildout.	Rankings:	Votes	Committee Average
	-5 = very strongly disagree -4 = strongly disagree -3 = disagree -2 = mildly disagree -1 = somewhat disagree 0 = neutral +1 = somewhat agree +2 = mildly agree +3 = agree +4 = strongly agree +5 = very strongly agree	(3) (3) (2) (1) (1) (1) (1) (2) (2)	-0.33        Committee Range -5 to +5

- Question #25 Comments:
- ❖ Conservation should mean re-use of water so that no net increase of raw water is required.
  - ❖ Water conservation measures should be incorporated in the General Plan, but should not be foisted on new development nor used as a growth control tool.
  - ❖ That doesn’t make sense considering our population will exceed “current GP buildout”. Unless the City adopts the same population limits as is currently reflected in the GP, we will be forced to provide water for additional growth – this proposition could be detrimental to the business/development community. The question is too broad and doesn’t reflect relevant factors.
  - ❖ I agree that water conservation measures should be incorporated. I do not believe that we should utilize water conservation to hamper future growth and or our fair share of growth.
  - ❖ I don’t know how to answer this. I agree that water conservation measures need to be incorporated but at the same time there is an equally strong need for curtailment of building permits.

**Sustainability**

26. Policies that require developments to focus on energy efficiency, renewable power, reducing waste generation, and re-recycling (i.e. <u>green sustainable planning and building policies</u> ) should be included in the Update.	Rankings:	Votes	Committee Average
	-5 = very strongly disagree -4 = strongly disagree -3 = disagree -2 = mildly disagree -1 = somewhat disagree 0 = neutral +1 = somewhat agree +2 = mildly agree +3 = agree +4 = strongly agree +5 = very strongly agree	(1)        (5) (1) (7)	+3.47        Committee Range -3 to +5

- Question #26 Comments:
- ❖ Policies should be included. We would do well with the voice of experts in these areas.
  - ❖ I agree with this approach, but I don’t think it should be mandatory. Perhaps we can incentivize with fee rebates or some other trade-off.
  - ❖ We should favor but not require.

❖ In addition to policies described in this statement, there should also be a policy which does not allow a developer to be relieved of adhering to standards because he adds “green” aspects to the development.

***Proposition “S”***

27. <u>Proposition “S”</u> provisions that require voter approval for amending the General Plan should be eliminated in its entirety.	Rankings:	Votes	Committee Average +0.80
	-5 = very strongly disagree -4 = strongly disagree -3 = disagree -2 = mildly disagree -1 = somewhat disagree 0 = neutral +1 = somewhat agree +2 = mildly agree +3 = agree +4 = strongly agree +5 = very strongly agree	(3) (1) (1) (2) (1) (1) (1) (1) (5)	Committee Range -5 to +5

**Question #27 Comments:**

- ❖ This is not the appropriate forum to incorporate a review and or modification of Proposition “S.”
- ❖ Proposition S should be reviewed sometime in the future, but not as part of this Update.
- ❖ **ABSOLUTELY NOT.** It is offensive to suggest eliminating a measure, which the citizens of Escondido voted to adopt. It is well-known that the current Council majority is opposed to Proposition S. It is nearly impossible to believe that the Proposition would be reflected in it’s true light versus being skewed as a negative measure. Proposition S re-adopted and re-affirmed specific land use policies (Section II, GP) and gave voters the voice to reject development which had the potential to negatively impact the QOL of existing residents. It affords average residents the opportunity to reject proposals that a Developer-Friendly Council typically favors.
- ❖ Ballot box voting is ineffective- I’ve seen the results and don’t like them. We need the ability to change the general plan to be competitive with other cities. Prop S has hampered our ability to make sound planning decisions.
- ❖ If this was done, there would not be voter approval for the update.

***Mobility***

28. Long term Transit District plans call for extending the current light rail service from the Transit Center to Westfield Shopping Town. This should be factored in the General Plan Update.	<b>Rankings:</b> -5 = very strongly disagree -4 = strongly disagree -3 = disagree -2 = mildly disagree -1 = somewhat disagree 0 = neutral +1 = somewhat agree +2 = mildly agree +3 = agree +4 = strongly agree +5 = very strongly agree No response	<b>Votes</b> (1) (1) (1) (3) (3) (2) (4) (1)	<b>Committee Average</b> +2.5
	<b>Committee Range</b> -5 to +5		
Question #28 Comment: ❖ This should be funded with Westfield.			

***Mobility***

29. The General Plan Update should monitor state and local efforts to implement <u>high speed rail</u> service in Escondido but defer land use changes until definitive plans exist.	<b>Rankings:</b> -5 = very strongly disagree -4 = strongly disagree -3 = disagree -2 = mildly disagree -1 = somewhat disagree 0 = neutral +1 = somewhat agree +2 = mildly agree +3 = agree +4 = strongly agree +5 = very strongly agree	<b>Votes</b> (1) (3) (1) (1) (2) (2) (1) (4)	<b>Committee Average</b> +1.07
	<b>Committee Range</b> -5 to +5		
Question 29 Comments: ❖ I believe that we should monitor and to the extent known, we should build something into our general plan now. We also need to have the ability to change and adapt in the future- another reason to get rid of Prop S. ❖ Escondido should not defer land use changes. Perhaps, the City should designate an underlying zone designation for these likely plots of land. ❖ We should direct the path of high speed rail to the extent we can by land use planning.			



***Mobility***

30. The Update should evaluate <u>Circulation Element Streets</u> and downgrade certain roadways which would avoid widening them in areas where conditions warrant reclassification.	Rankings:	Votes	Committee Average
	-5 = very strongly disagree	(1)	-0.21
	-4 = strongly disagree	(2)	
	-3 = disagree	(2)	
	-2 = mildly disagree		
	-1 = somewhat disagree		
	0 = neutral	(4)	
	+1 = somewhat agree	(1)	
	+2 = mildly agree	(2)	
	+3 = agree	(1)	
	+4 = strongly agree	(2)	
	+5 = very strongly agree		
	No Response	(1)	
			Committee Range -5 to +4

Question #30 Comments:

- ❖ It should also look at increasing certain roadway widths to accommodate the additional “smart growth” areas.
- ❖ If reclassification of Circulation Element Streets is warranted, whether as a downgrade or upgrade, it could be considered.
- ❖ What about upgrading them where conditions warrant reclassification?
- ❖ That’s already happening – to the dismay of many residents! Nobody likes waiting in traffic. This kind of mindset does nothing for our “Green” Efforts!

***Parks & Open Space***

31. The Update should incorporate <u>region-wide habitat planning efforts</u> that contribute to the maintenance of biodiversity and ecosystem health while maintaining quality of life and economic growth opportunities.	Rankings:	Votes	Committee Average
	-5 = very strongly disagree		+1.67
	-4 = strongly disagree		
	-3 = disagree	(1)	
	-2 = mildly disagree		
	-1 = somewhat disagree	(1)	
	0 = neutral	(5)	
	+1 = somewhat agree	(1)	
	+2 = mildly agree		
	+3 = agree	(3)	
	+4 = strongly agree	(1)	
	+5 = very strongly agree	(3)	
			Committee Range -3 to +5

Question #31 Comments:

- ❖ Yes, these efforts should be incorporated – AND then acted upon!
- ❖ I’m not sure what this really means. Let’s make sure Escondido gets taken care of first.
- ❖ We should coordinate our efforts with the regional plan, but given the history of that effort, we should not put our community planning at jeopardy.
- ❖ The Update should absolutely consider regional planning efforts, but should not be held hostage by them.

***Parks & Open Space***

<p>32. The Update should address passive and active recreational facility needs in the Downtown area in an efficient and sustainable manner to respond to the changing needs of the community.</p>	<p>Rankings:</p> <p>-5 = very strongly disagree          -4 = strongly disagree          -3 = disagree          -2 = mildly disagree          -1 = somewhat disagree          0 = neutral          +1 = somewhat agree          +2 = mildly agree          +3 = agree          +4 = strongly agree          +5 = very strongly agree          No response</p>	<p>Votes</p> <p>(1) (1) (1) (3) (3) (5) (1)</p> <p>Committee Average +3.50</p> <hr/> <p>Committee Range +0 to +5</p>
<p>Question #32 Comment:</p> <ul style="list-style-type: none"> <li>❖ As well, the update should address the same throughout the City. The Westside is lacking passive &amp; active recreational facilities – they are still waiting for their neighborhood park (which has been once again delayed).</li> </ul>		

**Citizen’s Committee General Comments:**

- ❖ Many of these questions require either more information to be answered. It is my hope the task force will have the opportunity to discuss and modify many of these positions from the statements we see here.
- ❖ I do not intend to sound negative or harsh. I am trying to state what I know and what I believe. I am excited to hear the other voices and staff about the changes and such this update will experience. I appreciate the hard work of city staff and council members. Looking forward to our meetings and hope there will be many!
- ❖ Please consider having the members of this committee, as a group, tour the City on the North, South, East and West. The purpose would be to see all the areas in our City that need improvement. If the City chooses the “Downtown” to be the center of the Universe, as least we may be able to understand that we need all of our areas to be in the best of shape, we are all part of the whole.
- ❖ My ranking of “0” generally means I need more information before I form an opinion.
- ❖ The possibility of a stadium being built in Escondido could change the current approach to a General Plan.

**ATTACHMENT 3**  
**Discussion Topics for Committee Discussion Approved at the Council's**  
**October 14, 2009 Meeting**

Long Term Population Needs

2. The General Plan Update should plan for at least Escondido's fair share, and possibly more, of the regional growth that is forecasted for 2050.
3. Any forecasted growth that can't be accommodated in the Downtown should be directed to prioritized Smart Growth Areas rather than studying all Smart Growth Areas, increasing the density of land use categories on a citywide basis (i.e. changing Suburban (3.3 du/ac) to Urban 1 (6.3du/ac.), or expanding the boundaries of the General Plan.

General Plan Boundaries and Land Use

4. Lands suitable for the creation of new employment areas should be studied as Part of the Update even to the extent they involve changing residential land to an employment category.
5. Rather than designating new commercial areas (such as along I-15 or in the area of Bear Valley and San Pasqual), the General Plan should continue policies of reinforcing existing commercial areas.

Municipal Services and Growth Management Policies

6. The General Plan's growth management system should ensure minimum service levels are maintained but provide for some level of development to proceed even to the extent that some, non-critical, infrastructure deficiencies exist.
7. In light of the issues with long-term water supply, the General Plan Update should establish some water use parameters to constrain planning efforts. One example would be to stay within the water use projections of the current General Plan.
8. Existing Quality of Life Standards should be modified to ensure they address forecasted needs.
9. Proposition "S" should be eliminated in its entirety as a part of this process.

Escondido's Circulation and Mobility Needs

10. The extension of rail to the Westfield's Shopping Town should be studied for inclusion in the Circulation Element.
11. Land Use changes around the potential High Speed Rail should be deferred until more details are known.

## Attachment 4 City Council Comments Relating to the General Plan Update From the October 14, 2009 City Council Meeting

The City Council discussed the General Plan Update at its meeting on October 14, 2009. Following is a summary of comments expressed by each member.

### *Mayor Pfeiler*

- The current plan focused outlying areas; the Update is important to address needs in the urban core.
- The update is not about Proposition “S,” but about creating a great vision for the community.
- More meetings will probably be needed to address the issues.
- The Committee will be an important resource for the Council; the public is welcome but if significant public involvement is desired at this time there should be a separate forum to include them.
- A focus should be about including quality jobs and enticing businesses to come to the community.
- The Plan should include policies with alternatives that could address a potential stadium.
- The Quality of Life Standards have a solid foundation but may need adjusting to meet future needs.
- South Escondido Boulevard, Transit Corridors, and Westfield Shopping Town are assets and should be areas where Smart Growth can be emphasized.
- The plan should address land uses around future High Speed Rail opportunities.

### *Mayor Pro Tem Daniels*

- The Plan should ensure that Escondido’s job base is expanded.
- Quality of Life Standards should be evaluated in a robust manner regarding how our Public Works / Public Safety respond to the public’s needs.
- Use as many meetings as necessary to complete the update.
- It is important for the public to understand that this update will cast the City’s future.
- The Plan should not get embroiled in a political process but be focused on the City’s vision.

### *Councilmember Abed*

- Allow as many meetings as needed to obtain adequate input.
- Create a General Plan to reflect Escondido’s vision for years to come.
- The motivation is not to “derail” Proposition “S;” if the community desires Prop “S” to continue they will have the opportunity to vote on the matter.
- There appears strong support for “quality development Smart Growth” in the urban core.
- Clustering appears to have support. Preservation of neighborhoods appears to depend on the character of the neighborhood, but historic preservation in general is supported where appropriate.
- There appears strong support for jobs, growth in the urban core and quality development.

### *Councilmember Diaz*

- Focus on what people agree on rather polar opposite issues that could delay the review process.
- Ensure that the Plan includes water and sewer capacities available to serve future demand.
- Adequate lands for employment need to be address in the Update.
- Include policies encouraging the use of renewable energy.
- Policies encouraging “green” Building Codes should be included in the Update.

- Take the time needed to complete the update.
- Include community youth in the update process.

*Councilmember Waldron*

- Focus on key issues, be mindful of the timeline.
- Bring the Plan up-to-date with transportation, urban core, and technology issues that have recently come to light; don't discard what has been accomplished, the current Plan shouldn't need a complete overhaul.

*(Continued on next page)*

- Focus on the overall goals of what the community wants the City to be.
- Improve the urban core through quality revitalization.
- Identify policies and programs that have not worked in the past and look for solutions.
- Economic prosperity is important; the Plan should emphasize high-paying job creation.
- Employment lands should be expanded; existing commercial and employment lands need to be preserved. Attention should be given to the older industrial area near downtown.
- Older areas should be viewed as opportunities for high quality redevelopment.
- Look for redevelopment opportunities in the urban core and along transportation corridors.
- The Plan should not emphasize urban sprawl.
- The median income needs to be raised through the provision of additional quality employment areas.
- The infrastructure needs to meet our vision; capacity must be available for job growth.
- Municipal services and utility capacities should not be used as a control growth tool.
- Provide flexibility in planning through overlays in older areas to streamline processes.

## General Plan Issues Committee

### Meeting Summary

October 22, 2009

City Hall Mitchell Room

6:00 p.m. – 9:00 p.m.

**Committee Members Present:** David Ferguson, Chairman, Linda Bailey, Maria Bowman, Elmer Cameron, Thora Guthrie, Jon Hudson, Terry Jackson, John Masson, Rick Paul, Lisa Prazeau, Lucas Ross, Pam Stahl, Alfredo Velasco, Joyce Wells

**Committee Members Absent:** Steve Kildoo

**Staff Present:** Charlie Grimm, Assistant City Manager, Jonathan Brindle, Director of Community Development, Barbara Redlitz, Assistant Planning Director, Jay Petrek, Principal Planner.

Charlie Grimm welcomed the committee and provided overall City Council direction.

Dave Ferguson outlined the purpose of the committee and identified issues important to the City for successfully completing the General Plan Update.

The Committee and Staff introduced themselves.

#### **I. Discussion on Population Buildout / Smart Growth Areas**

Jon Brindle and Jay Petrek presented a PowerPoint presentation on the topic of growth and population and described the 70,000 dwelling unit shortfall anticipated by SANDAG by the year 2050. If Escondido were to accept its proportionate share, based on the city's overall percentage of regional housing, an additional approximately 2,500 units would be added to the current build-out of 63,100 units slated for the General Plan.

A question was raised regarding Proposition S (the voter-approved initiative that mandates city-wide elections for General Plan Amendments that increase residential density or change land uses from residential to commercial or industrial). The question centered on how the current update will be factored into a future public vote, or if the Update would eliminate Proposition S.

Staff responded that it is likely a public vote will be required to ratify the Update, which is why drafting the document is timed for the 2012 election. There has not been direction to staff that Proposition S would be eliminated and the Committee would be discussing the merits of the Proposition at one of their future meetings.

A question was raised whether the General Plan should include policies regarding City gateways. Staff responded that such policies can be included in the General Plan.

A comment was made that the population should be closely tied to the overall quality of life of the community. If Escondido grew too much the community's quality of life would be compromised.

Questions were asked whether the Quality of Life standards were measured in terms of population or dwelling units. Staff responded that dwelling units were used as the unit of measure for determining quality of life performance because population per household varied significantly.

The Committee adjourned for a 15-minute break

After the break the committee continued their discussion:

A question was asked regarding population per household (PPH) growth over time and whether Escondido's PPH varied from other jurisdictions and/or the region. Staff responded that Escondido's PPH did vary from both the region and other jurisdictions, but that the PPH over time throughout the region was climbing.

Discussion ensued regarding the previous effort to attain a General Plan buildout population of 155,000-165,000 by re-designating areas zoned for multifamily units that were previously developed with an expectation that those units would recycle at a lower density. Lower densities have not been achieved in those areas and are now considered "non-conforming" because their built-out density is higher than the underlying General Plan designation. However, similar reductions in overall General Plan build-out units have occurred in other areas of the community such as Daley Ranch, Montreux, Bernardo Mountain, etc, by designating these areas to open space, resulting in over 4,000 fewer units than anticipated in the 1990 General Plan adoption.

Staff clarified that residential clustering policies do not result in developments with higher densities than are accounted for in the underlying General Plan land use designation.

Discussion ensued regarding the City's "holding capacity" and what would be an appropriate buildout. Committee members expressed opinions ranging from 1) retaining the original 165,000 buildout policy to 2) allowing additional growth and ensuring infrastructure is there to serve the increased population. The committee discussed the ramification of allowing no growth beyond existing General Plan policies, the impacts of "unplanned growth," and the ability to meet Quality of Life standards.

Discussions ensued regarding the City's relationship with SANDAG and implications of not accepting any of the projected shortfall of units anticipated in the 2050 forecast. Staff responded that there are no mandates that require Escondido to plan for additional growth anticipated in the 2050 forecast. Several committee members commented that not planning for growth would not be a guarantee that no growth would occur.

There appeared recognition that the overall PPH was a factor beyond the City's control and that the trend for larger household would increase Escondido's population beyond adopted General Plan buildout policies. The discussion turned to appropriate areas in the community to designate additional growth so that adequate facilities and services could be provided. The consensus of the committee was that Smart Growth areas around Downtown and the urban core, adjacent to transit and with adequate infrastructure would be the most appropriate for incorporating additional growth.

**ACTION:**

Dave Ferguson summarized the points of view pertaining to additional population growth and asked the committee to indicate their preference by raising their hands to show support for their point of view. The following points of view were described as non-exclusive and members could vote multiple times if desired:

- 1) The City should accept a “Fair Share” of the anticipated 70,000 unit-shortfall (approximately 2,500 units for Escondido) -0- votes
- 2) The City should accept no units; Escondido is already too crowded and as a result no density increases should occur -3- votes
- 3) The City should determine what densities are needed to meet community goals and determine what densities are appropriate to meet those goals –unanimous-

The consensus was that Smart Growth also includes jobs, not just residential densities. There was no interest in increasing densities in established neighborhoods. The City should evaluate redevelopment opportunities in deteriorated areas and revisit Quality of Life standards for possible refinement in areas where increased density is proposed.

**II. Discussion on General Plan Boundaries and Land Use**

The Committee discussed the mix of land use involving residential, industrial, retail and office areas and questioned how Escondido compares with other communities. There was discussion on the appropriateness of considering small retail areas in close proximity to outlying residential areas to provide more convenience and reduce travel times and distances for residents. Staff noted that the existing “Neighborhood Commercial” zone allows for small convenience markets in areas designated in the General Plan for residential use.

Committee members commented that there may be sufficient territory in the general plan devoted for retail uses but additional employment-oriented industrial and office land should be considered.

Committee member Jackson mentioned that when referring to “commercial” land uses there needs to be a distinction between “retail” and “office”. Employment land typically includes office and industrial uses, and excludes retail.

The committee discussed the future high-speed rail connection with Escondido and the importance of ensuring the alignment and station location are in proximity to planned employment uses. There may be a need to redevelop certain industrial areas that are under-utilized around transit corridors and station stops.

There was consensus that consideration should be given to determining what goal the city wanted to accomplish in terms of providing employment land when evaluating ownership patterns, numbers of owners, existing improvements, redevelopment overlays, lot consolidation, financial feasibility,



compatibility with surrounding areas, etc., all of which would have a bearing on how quickly the area could be developed for employment uses.

Chairman Ferguson recommended that committee members think about where employment lands should be considered for inclusion in the update and bring these for discussion at the next meeting. He also recommended that Proposition "S" be included as a discussion topic for the November 5, 2009 meeting.

### **III. Public Comments**

Dave Shibley: Mr. Shibley recommended the Committee review SANDAG's website. He mentioned that growth was inevitable and the city could not control the amount of births or family size so there is a potential for overcrowding if there are no plans for accommodating growth. He advocated that the Smart Growth areas need to be flexible to allow developers the ability to adjust their projects to specific market demands that might not be evident now. He recommended Felicity/Citracado/I-15 as an additional Smart Growth area and that Proposition "S" should be eliminated.

Barbara Benedict: Ms. Benedict had questions regarding the stadium and high speed rail alignment. She commented that the culture of the community needs to be considered; there is no need to eliminate Proposition "S," simply prepare a good plan.

### **IV. Next Meeting Scheduled**

The next Committee Meeting is scheduled for November 5, 2009 in the City Hall Mitchell Room at 6:00 p.m. – 9:00 p.m.

## General Plan Issues Committee

### Meeting Summary

November 5, 2009

City Hall Mitchell Room

6:00 p.m. – 9:00 p.m.

**Committee Members Present:** 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

**Committee Members Absent:** Joyce Wells

**Staff Present:** Charlie Grimm, Assistant City Manager, Jonathan Brindle, Director of Community Development, Barbara Redlitz, Assistant Planning Director, Jay Petrek, Principal Planner.

Dave Ferguson opened the meeting and provided an overview of the committee meeting held on October 22, 2009.

Jon Brindle gave an introduction to the topics being discussed and provided a format regarding how staff would present the information.

### III. Discussion on General Plan Boundaries and Land Use

Jay Petrek, Barbara Redlitz and Jon Brindle gave a presentation on the topic of Escondido's employment lands, SANDAG's Regional Employment Land Inventory, and details on the proposed California High Speed Rail. The presentation revealed that Escondido retains approximately 1,001 acres of Industrial, 1,207 acres of Commercial, and 86 acres of Office designated lands in its General Plan. Compared to surrounding jurisdictions and the region Escondido has the lowest percentage of employment land to residential land, and the lowest employment acres per capita. The city had conducted four employment land analyses over the past several years involving over 3,000 cumulative acres in 8 distinct areas of the community that focused on increasing Escondido's employment land base, resulting in no expansions to the city's industrial land base. Previous consultant studies performed by Keyser Marston focused on providing high quality "campus industrial" to balance existing types of industrial land uses. Various projection alternatives indicated a range of anticipated demand from 0 acres to 375 acres.

Conclusions from the consultant reports indicated several findings: 1) General purpose industrial parks will capture 80% of the demand with high-tech office uses needing less than 20% of the total. 2) Lack of high-quality freeway oriented industrial land will limit Escondido's Campus-style industrial development. 3) Campus-style industrial will remain focused in RB and Carlsbad due to their established community "image." 4) "Big box" warehouse and distribution centers will locate in Riverside County with lower land prices. 5) Escondido's industrial stock is heavily weighted in warehouse & storage uses. 6) Employee density of 7.7 employees per acre in Escondido was low compared to the regional average of 11 and high of 19 employees per acre. 7) Employees living and working in Escondido (17.8%) is less than regional average (23+%). 8) Escondido's absorption of market share had declined. 9) As employee density increases, industrial acreage need decreases.

Efforts to enhance the city's employment acres found that promoting higher development standards in older industrial areas has met resistance from current businesses. Transitioning residential land to employment land has been resisted by area residents. Further, that traffic and community character issues have been raised when expanding employment land.

Previous analyses have determined that the General Plan included adequate or excess retail acreage for buildout needs. Current General Plan policies encourage reinforcing existing commercial acreage, rather than increasing and/or scatterizing acreage throughout the community. Similar to efforts involving expanding retail lands in the past have also been resisted by area residents.

The staff presentation included Keyser Marston's approach to calculating industrial land needs. The methodology involves determining the population size, extrapolating the numbers and types of industrial jobs, calculating the space needs to accommodate those jobs, determining employee densities in the calculated work space, dividing the number of jobs by the employee density to derive the numbers of acres needed. Staff also provided background on the city's efforts to apply for a State Enterprise Zone Designation to further promote business and industry location and expansion. The state denied Escondido's application in early 2009.

Staff provided information on SANDAG's 2009 Employment Land Inventory Findings revealing that: 1) 10,000 acres gross developable employment land exists in the region. 2) Sixty percent (60%) of this acreage is located in five Planning Areas: Otay, Chula Vista, Otay Mesa, Lakeside, Carlsbad. 3) Twenty percent (20%) of the overall acreage is immediately available for development (within 1 year). 4) A significant portion of the employment lands (25-35%) will be devoted for support facilities (roads, walkways, parking, landscaping). Findings of the inventory pertaining to Escondido indicated that the community has a lower share of employees when compared to the population and number of housing units. Also that 52% of the City's available employment land had been absorbed since 2000 and approximately 70 acres remain available.

Information was provided by staff on the California High Speed Train that involves an 800-mile route through the state and includes a rail station in Escondido. The train will be electric-powered and travel at speeds of up to 220 miles per hour on grade-separated tracks. Funding will be through a private/public partnership. The details for the alignment and station in Escondido have not been finalized; two alignments (one along I-15, one extending to the NCTD Transit Station) are being analyzed. The design of the stations follows smart growth principles and sustainable economic growth.

**Committee Discussion:**

Comments were made by the committee that High Speed Rail, its alignment and station locations need to be included in decisions on establishing new employment lands.

Member Jackson stated that there has been a "disconnect" between the amount of employment land and Escondido's ability to meet job growth that prevents the community from finding appropriate sites for

expanding the city's industrial areas. He felt that Keyser Marston did not take into account the types of uses and their size requirements, transportation needs and/or compatibility issues.

Member Prazeau commented that the City needs to consider neighborhoods when looking for areas to site industrial. Focus should be on occupying the Escondido Research Technology Center (ERTC) before expanding into existing residential areas.

Questions were raised regarding the city's overall employee per acre density. It was stated that because Escondido has a large percentage of warehouse and distribution uses, the overall density is low and that land uses directly influence the jobs per acre. Further it would be difficult to expect that these land uses "morph" into other more employee-intensive uses if the trend has been low intensity uses. If businesses are profitable they are not likely to recycle. The committee should plan for the vision but expect that vision to take a long time for fruition.

Committee discussion ensued regarding previous efforts to beautify existing industrial areas by adding more landscaping and increasing setbacks, which was opposed by business owners at the time.

Chairman Ferguson summarized the main issues facing the committee:

- 1) The standards that should be created for new development in an existing area,
- 2) Any new standards that should be established for existing businesses,
- 3) Desirable businesses are keenly aware of their surroundings and will not locate/expand in undesirable areas.

Members discussed the fact that the reasons businesses locate in communities include many non-business factors including the community's quality of life, schools, proximity to community facilities, etc. Discussion ensued regarding whether redevelopment of residential areas and transitioning them to employment areas should be considered.

Member Masson commented that areas adjacent to the City's transportation corridors along I-15 between Highway 78 and Felicia Avenue should be evaluated. Also where Highway 78 terminates at Broadway, the Deer Springs and I-15 interchange should also be studied.

Chairman Ferguson mentioned that areas southwest of ERTC should be evaluated for potential expansion of employment lands.

Consensus was reached that additional employment lands were needed and should be studied in the General Plan Update, including the potential conversion of existing, deteriorated residential areas. The consensus was that no specific target number of acres should be established as a goal; rather, the criteria for evaluating suitability for employment lands should include: 1) the existing environmental conditions; 2) whether the area is blighted; and, 3) the status of the existing infrastructure.

Comments were made that the previous studies were short-sighted because the focus was on large-lot users, whereas Escondido has been known as an "incubator" business location for "start-up" businesses

that succeed so well that they eventually grow out of their location and move to other areas (outside Escondido) where similar uses are already clustered. “High-Tech” and “Bio-Tech” are not the only businesses to focus on; the land uses need to be flexible and include office uses, which also have a higher employee per acre ratio. The consensus was that design and development standards should be set high but flexibility should be provided regarding the allowable uses.

The committee felt that there was no need for staff to perform extensive technical studies to substantiate the need for expanding employment lands in the General Plan Update because it is in the community’s best interest.

The Committee adjourned for a 15-minute break

After the break the committee discussed commercial policies:

The committee discussed mixed-use in the downtown areas and along major corridors. There was discussion and consensus that mixed-use occurring on the same site, but not necessarily in the same building would be important to ensure compatibility between land uses (i.e. residential and entertainment, etc). Smart Growth areas should be where mixed-use is focused and it should be compact and pedestrian oriented.

Member Stahl commented that the city’s infrastructure and quality of life standards need to be considered when developing mixed-use projects so that they don’t jeopardize the city’s ability to provide adequate service.

#### **IV. Discussion on Proposition S**

Staff provided a brief background on Proposition S and previous efforts to amend the General Plan by voter approval resulting in two land use amendments.

Chairman Ferguson commented that several committee members have the full spectrum of viewpoints and opinions regarding Proposition S supporting and opposing the measure.

There was lengthy discussion from various committee members on their opinion of Proposition S and how it should be addressed in the current General Plan Update.

#### **ACTION:**

Dave Ferguson summarized the points of view pertaining to the committee’s discussion of Proposition S and asked for a show of hands on how to address the measure in the update:

- 4) The City should not consider Proposition S as part of the General Plan Update – 5 votes
- 5) The City should consider Proposition S as part of the General Plan Update – 0 votes
- 6) It is too early to decide on this matter at this time; discussion on Proposition S should be deferred to a later meeting of the committee – 6 votes

## **V. Discussion on Quality of Life Standards**

Staff provided an overview of the standards and discussed the areas where the city was meeting the standards or, if not, what sort of deficiencies existed. Staff mentioned that the standards sets the basis for developer fees charged during construction and on-going maintenance, and the standards are factored in the City's Capital Improvement Program to determine priorities.

The Committee had general questions and clarifications regarding the standards and continued further discussion to the next meeting.

The committee decided to reschedule the November 30, 2009 meeting to December 17, 2009.

## **III. Public Comments**

Dave Shibley: Mr. Shibley commented that the city has only four opportunities to amend the General Plan per year per state law and he felt that City Councils have used that opportunity wisely in the past. He cautioned that low density developments occurring in the county surrounding Escondido are limiting the city's ability to make land use changes when annexing territory. He expressed concern that there are too many "widget makers" in our industrial area and we need both flexibility and balance to expand our job base. He opposed Proposition S and felt that it has limited the city's ability to get high quality development because developers do not want to invest in the community. He provided written comments to each committee member.

Jerry Lenhart: Mr. Lenhart expressed support for Proposition S.

Andrea Seevey: Ms. Seevey discussed the City's Quality of Life Standards. She also felt that the city needs to increase code enforcement efforts.

**General Plan Issues Committee**  
**Meeting Summary (corrected at 12-17/09 meeting)**

November 19, 2009  
City Hall Mitchell Room  
6:00 p.m. – 9:00 p.m.

**Committee Members Present:** David Ferguson, Chairman, Linda Bailey, Maria Bowman, Elmer Cameron, Jon Hudson, Terry Jackson, Steve Kildoo, John Masson, Rick Paul, Lisa Prazeau, Pam Stahl, Joyce Wells

**Committee Members Absent:** Thora Guthrie, Lucas Ross, Alfredo Velasco

**Staff Present:** Charlie Grimm, Assistant City Manager; Jonathan Brindle, Director of Community Development; Barbara Redlitz, Assistant Planning Director; Lori Vereker, Utilities Director; Ed Domingue, Director of Public Works; Laura Mitchell, City Librarian; Gil Rojas, Finance Director; Jerry VanLeeuwen, Community Services Director; Michael Lowry, Fire Chief; Pete Montgomery, Fire Battalion Chief; Roni Keiser, Housing Manager; Robin Bettin, Community Services Assistant Director; Jay Petrek, Principal Planner.

Chairman Ferguson opened the meeting and provided an overview of the committee meeting held on November 5, 2009.

Member Stahl commented on the previous meeting minutes and expressed a concern that comments from the public did not appear to be adequately recorded; also that when action was taken by the committee it was evident that not all members voted.

Jon Brindle gave an introduction to the topics being discussed and provided a format regarding how staff would present the information.

**VI. Presentation on Quality of Life Standards**

Jay Petrek gave a presentation on the topic of Escondido's Quality of Life Standards and how an initial analysis performed by Hughes, Heiss & Associates focused on "core municipal services" (Police, Fire, Public Works Maintenance, Libraries, Parks & Recreation ) provided by 20+ other jurisdictions comparable to Escondido. The analysis identified what constituted "above average" levels of services, determined where Escondido ranked in its provision of services, and determined the steps and costs for adjusting its service levels to be considered "above average." The presentation discussed the steps involved in implementing the Quality of Life Standards including preparing master plans, budgeting improvements, and monitoring compliance. It was noted that it is not common for cities to contain the type of detailed standards found in Escondido's General Plan.

It was confirmed that Quality of Life Standards are not subject to Proposition "S" and refinements to the standards have been made since their original adoption. Due to varying household size over the years, the Standards were modified to be based on dwelling units rather than population. Based on phasing, sizing of infrastructure, and budgeting factors it was noted that facilities will may contain excess capacity or lag behind population growth, and that the City's limited control over certain standards (i.e. air quality, schools, circulation, economic prosperity, etc.) affected the ability to control compliance (*corrected at 12-17-09 meeting*). It was also noted that increasing any standard's service level will have implications on the Capital Improvements Program (CIP) and Maintenance and Operations budgets.

It was discussed how Quality of Life Standards may need to be tailored to accommodate Smart Growth principles. Specifically, 1) development in Smart Growth Areas around transit stations may lead to congestion necessitating a more flexible circulation Quality of Life Standard in urbanized areas; 2) response times for safety personnel may be impacted by calls for service in mid- and high-rise structures; 3) park development in Smart Growth Areas may differ from suburban areas through the implementation of plazas, pocket parks, and streets converted to pedestrian malls; 4) technology and on-line information may warrant changing how library needs are calculated; 5) drafting a separate Economic Element may necessitate re-classifying the current Economic Prosperity Standard as a goal. It was noted that no changes were anticipated for the sewer, water and school Quality of Life Standards.

## **VII. Presentation on Municipal Services and Growth Management Policies**

Jay Petrek provided background on the growth management primary objective that is to ensure that population growth is in sync with the provision of facilities and services. Growth Management's implementation techniques include zoning, area plans, capital improvement programs, impact fees, design guidelines, and Master Plans. Escondido's Tier Delineations were discussed and details regarding the timing of development in Tier 1, 2, and 3 were outlined. It was noted that Development Agreements are encouraged by the General Plan and were discussed as a tool for providing additional flexibility from normal "nexus" requirements in attaining community benefits.

Lori Vereker, Utilities Director discussed the implication of long-term water needs on Growth Management and the challenges facing our water supply involving pumping restrictions that limit the ability to import water from Northern California, and the current drought that has dropped water quantities at major reservoirs to low levels. Water supply challenges will likely be faced for years to come; fixing the San Francisco Bay / Delta Region, and diversifying our water supplies are keys to ensuring reliability. A "new water ethic" was described as a requirement for ensuring that long-term needs are met, and that the price of water will continue to increase as a result of shortages, environmental requirements, and new facility development. Escondido's local challenges include addressing a 40-year-old Indian Settlement Agreement, directives to divert water in the San Luis Rey River to protect Steelhead Trout, and improvement needs for Wohlford Dam.

### **Committee Discussion:**

Comments regarding the water standard came from several members concerned that the City could still be meeting the General Plan standard but not provide enough water for the community. There was discussion that the General Plan should be structured around the long-term vision and policies that need to be in place to meet those standards.

Member Praelzeau expressed concern regarding how the community will be able to afford the cost of installing water and sewer infrastructure improvements.

Member Stahl felt that the standards must be retained to protect existing residents and not be degraded to facilitate developers' plans.



Member Cameron expressed concern regarding development occurring when ~~non-critical~~ deficiencies exist (*corrected at 12-17-09 meeting*).

Chairman Ferguson requested clarification from staff regarding the level of detail expected from the committee. A general discussion ensued regarding the Council's direction to focus on broad policy issues and the interest of the Committee members to consider detailed Quality of Life standards for potential revision. The Committee adjourned for a 15-minute break.

Ed Domingue, Public Works Director, addressed the Committee regarding the Traffic and Circulation Standard.

Member Stahl asked whether there were any state mandates requiring the city to address air quality issues associated with vehicle emissions in congested areas. Staff responded that the General Plan EIR will evaluate traffic level-of-service and correlate air quality impacts in areas where streets are impacted by higher volumes and traffic delays.

Member Paul commented that Smart Growth shouldn't dictate lower Quality of Life Standards.

Member Jackson discussed the relationship between congestion and transit; specifically that some congestion will be necessary to get people out of their cars and into transit facilities.

Chairman Ferguson asked about the biggest transportation challenges facing the community in the next 50 years. Staff responded that the freeways bisecting the city and how CalTrans addresses ramp metering, which overflows traffic to city streets and doesn't sync with our traffic signal coordination, are challenges. Another challenge is the current policy to widen streets in certain developed areas which significantly impact adjacent properties and structures.

**ACTION:**

Chairman asked for consensus that the Traffic and Circulation Quality of Life alternatives in Smart Growth Areas should be further evaluated to assess their status – Unanimous.

Laura Mitchell, City Librarian, addressed the Committee on the Library Quality of Life Standard. She indicated that refining the standard is recommended by staff and welcomed volunteers to assist a committee to develop modified language. Although the printed word will still be a popular medium for accessing information, she indicated that the reason for refining the standard was based on a technological transition that has occurred since the original standard was adopted. Other factors include reference sources that are now available on-line, a need to provide space for computer terminals, Group Study Space for students using the library, as well as computer wait-time to access library computers for personal use.

Member Prazeau asked about the American Library Association Standards and if those should influence the city's Quality of Life Standard. Staff responded that due to conflicts between more well-funded

libraries in the Midwest and those in other areas of the nation, the Association has not sought to further evaluate its own standards.

Michael Lowry, Fire Chief, addressed the Committee on the Fire Quality of Life Standard. He noted that there are two facets to the standard: flash-over suppression during fire emergencies, and paramedic response to medical emergencies. Flash-over suppression can be handled through the installation of sprinklers, which allow for containing the fire until staff can arrive. During medical emergencies paramedic crews must arrive within 5 minutes in order to minimize long-term health issues when trying to revive victims. Automatic aid was discussed as a way to improve coverage whereby agencies provide assistance outside their response areas.

Member Stahl commented that she could not support development in areas beyond the paramedic's five minute response time.

Member Prazeau asked questions regarding Station #6 that has not attained minimum staffing levels.

Member Jackson commented that the General Plan needs to consider the Quality of Life Standards as it applies to calls for service to higher structures in urban areas.

Chairman Ferguson asked about other factors related to fire fighting that might be considered. Staff responded that Wildland Urban Interface Codes affects how the fire department responds to fires.

The Committee had general questions and clarifications regarding the standards and continued further discussion to the next meeting. It was discussed that all the Quality of Life Standards should be presented, even those not proposed for amendment, and include staff recommendations.

Chairman Ferguson noted that the next Committee Meeting is scheduled on December 17, 2009.

### **III. Public Comments**

Deloris McQuiston: Ms. McQuiston expressed concern about unfinished residential projects in the community and felt that development bonds to ensure their completion should have been included. She stated that Proposition "S" does not address decreasing intensities when commercial land uses are changed to residential land uses, which is a flaw in the policy.

Jason Everett: Mr. Everett expressed a concern regarding the current General Plan standard that allows fire response times to be averaged. He felt that requiring fire sprinklers in outlying areas creates an unfair situation in fire fighting, and that Fire Department staffing should be linked to facility construction.

Michael Ann Merrick: Ms. Merrick had questions regarding the laws that applied when providing water service. She had questions regarding the Paramount Fire and whether fire crews were restricted access based on the construction practice at the site. She expressed concern about a residential

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development on Centre City Parkway and the minimum levels of open space provided to residents of the project.

The meeting concluded at 9:18 p.m.

## General Plan Issues Committee

### Meeting Summary

December 17, 2009

City Hall Mitchell Room

6:00 p.m. – 9:00 p.m.

**Committee Members Present:** David Ferguson, Chairman, Maria Bowman, Elmer Cameron, Jon Hudson, Terry Jackson, Steve Kildoo, John Masson, Rick Paul, Lisa Prazeau, Lucas Ross, Alfredo Velasco, Joyce Wells

**Committee Members Absent:** Linda Bailey, Thora Guthrie, Pam Stahl

**Staff Present:** Charlie Grimm, Assistant City Manager; Jonathan Brindle, Director of Community Development; Jim Maher, Chief of Police; Lori Vereker, Utilities Director; Ed Domingue, Director of Public Works; Laura Mitchell, City Librarian; Jerry VanLeeuwen, Community Services Director; Pete Montgomery, Fire Battalion Chief; Robin Bettin, Community Services Assistant Director; Jay Petrek, Principal Planner.

**Agency Representation:** Thom Clark, Escondido High School District Facilities Director; Gina Manusov, Escondido Union School District Assistant Superintendent

Chairman Ferguson opened the meeting and provided an overview of the committee meeting held on November 17, 2009.

Member Cameron commented on the previous meeting minutes clarifying his remark “expressing concern regarding development occurring when non-critical deficiencies exist” (top of page 3). After discussing what constituted “critical” and “non-critical” deficiencies, the comment was corrected to: “Member Cameron expressed concern regarding development occurring when deficiencies exist.”

Member Paul clarified information in the summary, “Based on phasing, sizing of infrastructure, and budgeting factors it was noted that facilities will lag behind population growth...” (last paragraph of page 1). After discussion the minutes were corrected to state: “Based on phasing, sizing of infrastructure, and budgeting factors it was noted that facilities may contain excess capacity or lag behind population growth...”

### VIII. Presentation on Quality of Life Standards

Jay Petrek summarized the Quality of Life Standards presentation from the previous meeting held on November 19<sup>th</sup>. It was noted that as each Standard is discussed during the meeting there would be a staff consideration whether to amend, clarify, or maintain the Quality of Life threshold. The Committee would consider each standard and forward their own recommendation to the City Council for direction that could be consistent with, or vary from, staff’s consideration. It was also noted that in addition to the Quality of Life thresholds, specific policies were identified by staff that could be affected by the General Plan Update and the Committee’s input was desired.

*Fire QOL Consideration:*

Maintain current language that acknowledges averaging of response times to achieve compliance in 90% of calls for service.

*Fire Policy Consideration:*

Add General Plan Policies to address taller and compact development in Smart Growth Areas.

Pete Montgomery, Fire Battalion Chief, commented on the consideration and indicated that the research had found that other Fire Departments' response times do not include provisions for multi-story structures. Instead, the response time is calculated from the time the emergency call is received to when the crew arrives at the property; additional time entering a building, or climbing stairs that may be needed to reach a victim is not included. Chief Montgomery also stated that with the recent completion of new fire stations updated information on response times is still pending.

Committee discussion and questions of staff ensued regarding monitoring response times, providing emergency medical equipment in multi-story structures, building and fire code requirements.

**ACTION:**

Motion by Member Kildoo, second by Member Wells to endorse staff QOL and Fire Policy considerations. Vote: unanimous.

*Police QOL Consideration:*

Maintain current Quality of Life Standard

Jim Maher, Police Chief, commented on the current standard and the Department's research revealing that Escondido's standards for response times were more conservative than most communities of similar size. Chief Maher stated that the Police Department utilizes a similar reporting timeframe for calculating response times as the Fire Department, which factored the time when the call for service was received to arrival at the property. He also mentioned that the city's policy to "hire ahead" allowed the community to benefit from a consistent level of sworn personnel that does not fluctuate when officers retire.

Committee discussion and questions of staff ensued regarding monitoring response times, providing non-emergency responses, and allocation of grant funding.

**ACTION:**

Motion by Member Jackson, second by Member Kildoo to endorse staff QOL consideration. Vote: unanimous.

*Circulation QOL Consideration:*

Modify current QOL language to include instances where Level of Service lower than "C" will be accepted particularly in high density, infill areas based on:

- Compact and vertical nature of Smart Growth that generates additional congestion
- Lower levels of service is considered appropriate in many communities with urban components

*Circulation Policy Consideration:*

Streets that will never be widened to their current designations should be downgraded in recognition of their environmental constraints (even though some surrounding streets may experience more traffic).

Ed Domingue, Director of Public Works, commented on the appropriateness of the recommendation that acknowledges congestion in high density infill areas. The provision would be applied in the urban core where traffic congestion would also be a factor in encouraging citizens to utilize transit opportunities. The Circulation Element was discussed regarding widening or extending street segments to comply with the specified classification would be infeasible; such as North Broadway, and East Fifth Avenue.

Committee discussion and questions ensued. Concern was expressed that staff's recommendation could be applied too broadly. There was sentiment that the current Quality of Life Standard already included latitude to accomplish staff's recommendation. Concern was expressed that the potential of increasing the community's buildout shouldn't come with downgrading streets.

**ACTION:**

QOL Consideration: Motion by Member Jackson, second by Member Bowman to endorse staff consideration. Vote 10:2 (Members Paul and Prazeau opposed and stated that they felt that the current standard already provided sufficient latitude without making formal edits).

**ACTION:**

Policy Consideration: Motion by Member Paul, second by member Jackson that prior to formal action taken staff should further evaluate the Circulation Element and report back to the committee identifying specified streets with the reasons why downgrading should be considered. Vote: Unanimous.

*School QOL Consideration:*

Maintain current QOL language

*School Policy Consideration:*

Clarify current General Plan Policies regarding:

- Current provisions for joint-use facilities and coordination of City capital improvement projects with school construction.
- Minimum acreage requirements for school construction.

Thom Clark and Gina Manusov from the High School and Elementary School Districts commented on the Quality of Life Standard and felt it would not restrict the Districts' operations. They both stressed the need for continued communication to ensure that facilities and infrastructure needs are timed to accommodate student growth. There was consensus among the school districts officials that the policies for joint-use should be clarified in recognition of the limited access for "walk-on" recreational activities at school campuses; however, organized municipal recreational leagues do have access to use school ballfields for scheduled events. There was consensus between the district representatives that the minimum acreage requirement for school sites should be eliminated because of conflicts with school board actions to pursue smaller sites. Concern was expressed regarding the development of high density in the downtown and impacts to Central School.

The committee discussed the recommendations at length. Concerns were raised on the Districts' issuance of form letters citing availability concerns with meeting anticipated growth. Discussion was raised

regarding the fees collected and their ability to satisfy the impact of growth with portable structures, and opportunities for generating additional revenue while maximizing both City and school district resources through more joint-use programming.

**ACTION:**

QOL Consideration: Motion by Member Masson, second by Member Jackson to endorse staff consideration. Vote: Unanimous.

**ACTION:**

Policy Consideration: Motion by Member Kildoo, second by Member Prazeau to endorse staff consideration regarding joint-use facilities and coordination of City capital improvement projects with school construction. Vote: Unanimous.

**ACTION:**

Policy Consideration: Motion by Member Kildoo, second by Member Bowman to eliminate General Plan acreage requirements for school construction. Vote: Unanimous.

*Water QOL Consideration:*

Modify General Plan QOL language reducing current “600 gallons per day” to “540 gallons per day” to better reflect the state’s conservation goals.

*Water Policy Consideration:*

Include General Plan Policies clarifying “Equivalent Dwelling Unit” water demand for non-residential uses.

Lori Vereker, Utilities Director summarized information from the previous meeting and commented that the proposed amendment was appropriate considering the state’s conservation goals. The Waster Master would provide further refinements to the threshold. She also stated the providing policy direction on Equivalent Dwelling Unit information would standardize the calculations used in projecting water demand.

**ACTION:**

QOL Consideration: Motion by Member Jackson, second by Member Masson to endorse staff QOL and policy considerations. Vote: Unanimous.

*Wastewater QOL Consideration:*

Maintain current QOL language

*Wastewater policy Consideration:*

*Amend General Plan Policies to reflect:*

- *Maximized use of reclaimed water*
- *Regional Water Quality Control Board amended policies regarding re-use “Equivalent Dwelling Unit” provisions that clarify non-residential sewer demand.*

Lori Vereker, Utilities Director summarized information from the previous meeting and commented that the proposed amendments were appropriate considering the Regional Water Quality Control Board’s goals on water reclamation. The Waster Master would provide further refinements to the threshold. She also stated the providing policy direction on Equivalent Dwelling Unit information would standardize the calculations used in projecting sewer demand.

Committee Discussion ensued. Questions were raised regarding the current policy's ability to encourage maximum use of reclaimed water. Staff responded that supporting language in the General Plan would be viewed favorably by the Regional water Quality Control Board. Comments were made regarding the need for Escondido to prioritize reclaimed water for local use.

**ACTION:**

QOL Consideration: Motion by Member Jackson, second by Member Kildoo to endorse staff consideration. Vote: Unanimous.

**ACTION:**

Policy Consideration: Motion by Member Cameron, second by Member Prazeau to endorse staff consideration with the provision that reclaimed water be prioritized for local use. Vote: Unanimous.

*Park QOL Consideration:*

Modify QOL language to create an Urban Park Standard that would include the expansion of Grape Day Park and supplemental public recreational facilities that are not developed in a park setting (i.e. exercise courses, walking paths, public plazas, promenades, River Walk, dog parks, etc.).

Robin Bettin, Community Services Assistant Director spoke regarding the type and nature of parks in an urban setting and the need to amend the QOL language that recognizes urban, rather than suburban standards.

Concerns were expressed regarding the lack of open space approved in recent downtown residential projects. There was discussion on opportunities for possible in-lieu programs where developers could rely on meeting a portion of their private open space requirement through such measures as upgrading on-site amenities, installing public open space, or enhancing off-site recreational features, etc., based on proximity to other public open space areas. Discussion ensued on the opportunities to expand Grape Day Park north of Woodward Avenue to Washington Avenue as a means to link northern properties to downtown. It was recognized that urban parks would typically utilize less amount of traditional "soft-scape and green space" and instead incorporate more hard-scape and unique amenities.

**ACTION:**

QOL Consideration: Motion by Member Jackson, second by Member Bowman to endorse staff QOL consideration. Vote Unanimous.

Member Paul requested that the topic on Parks be continued at the next meeting for additional discussion.

Chairman Ferguson noted that the next Committee Meeting is scheduled on January 7, 2010.

**III. Public Comments**

Barbara Benedict: Ms. Benedict expressed support for expanding reclaimed water to facilitate agricultural and bio-tech uses. She also felt that joint-use of school facilities after-hours was an effective use of public resources.



Carol Rea: Ms. Rae expressed a concern about providing sufficient public park space in the downtown area. She also felt that using Public Art funds to finance a children's playground in Grape Day Park was not effective because such equipment has fallen into disrepair and is unavailable for use. She encouraged the installation of standardized playground equipment.

The meeting concluded at 9:12 p.m.