
The City of Escondido & The General Plan

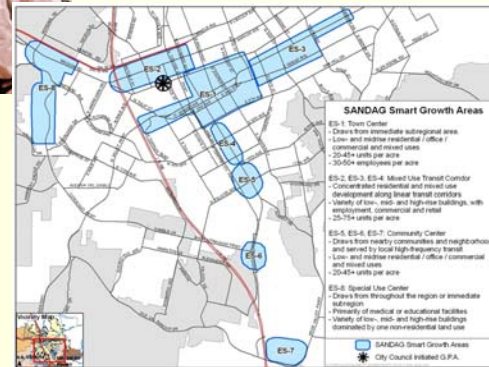
The City's Past and Present,
& How *You* Can Affect Its Future

Bear Valley Middle School
January 21, 2010

Grant Middle School
January 27, 2010

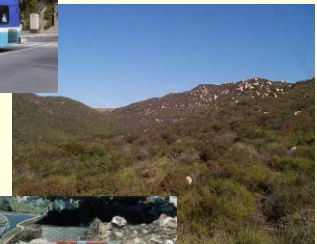
City Planning

- What is city planning?
 - City planning involves the order and regulation of many different parts of a city, including its facilities, land, resources, and services, in a way that maintains and benefits the city and its residents.



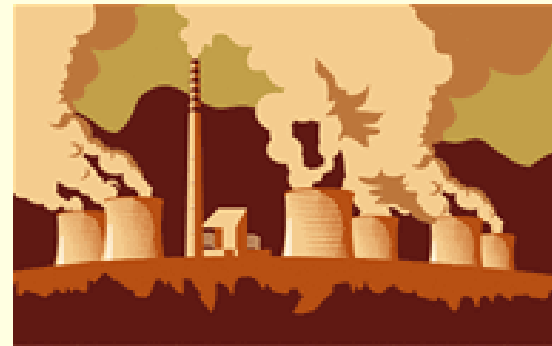
What is a “General Plan?”

- Community’s goals and objectives
- Blueprint for development
- Addresses all aspects of development
- Balances competing interests and needs



Planning for the Community

- Why is it important?
 - Without appropriate planning, areas may become undesirable.
 - Proper planning can address or avoid problems (such as traffic, pollution, noise, safety, etc.) and help make the whole city a more pleasant place to live.



Escondido's Early Milestones

- 1886: First school is built
- 1888 City incorporated
- 1894-1895: The Bear Valley Dam and Escondido Canal are constructed
- 1912: Grand Avenue is paved



Present-Day Escondido

- Today, Escondido operates under the Council-Manager form of government
- Industries including health care, education, agriculture, technology, construction, and health care.
- Escondido had a population of over 140,000, and is expected to be 150,000 residents by 2010



Issues Affecting Future Planning

- Climate Change
- Water Quality/
Conservation
- Wildland Fire Interface
- Need for Economic
Development
- Infrastructure Capacity/
Aging Public Facilities
- State / Federal Mandates
- Limited Unconstrained
Land
- Habitat Issues



Escondido in 40 Years: Past, Present, Future

Forty years ago (in 1969):

- There was no Sprinter or Breeze, I-15 through Escondido, or Valley Pky/2nd Ave one-way couplet
- No Center for the Arts, Wild Animal Park, or Dixon Lake
- No Palomar Hospital McLeod Tower, or Westfield's Mall
- What will happen in the next 40 years?!



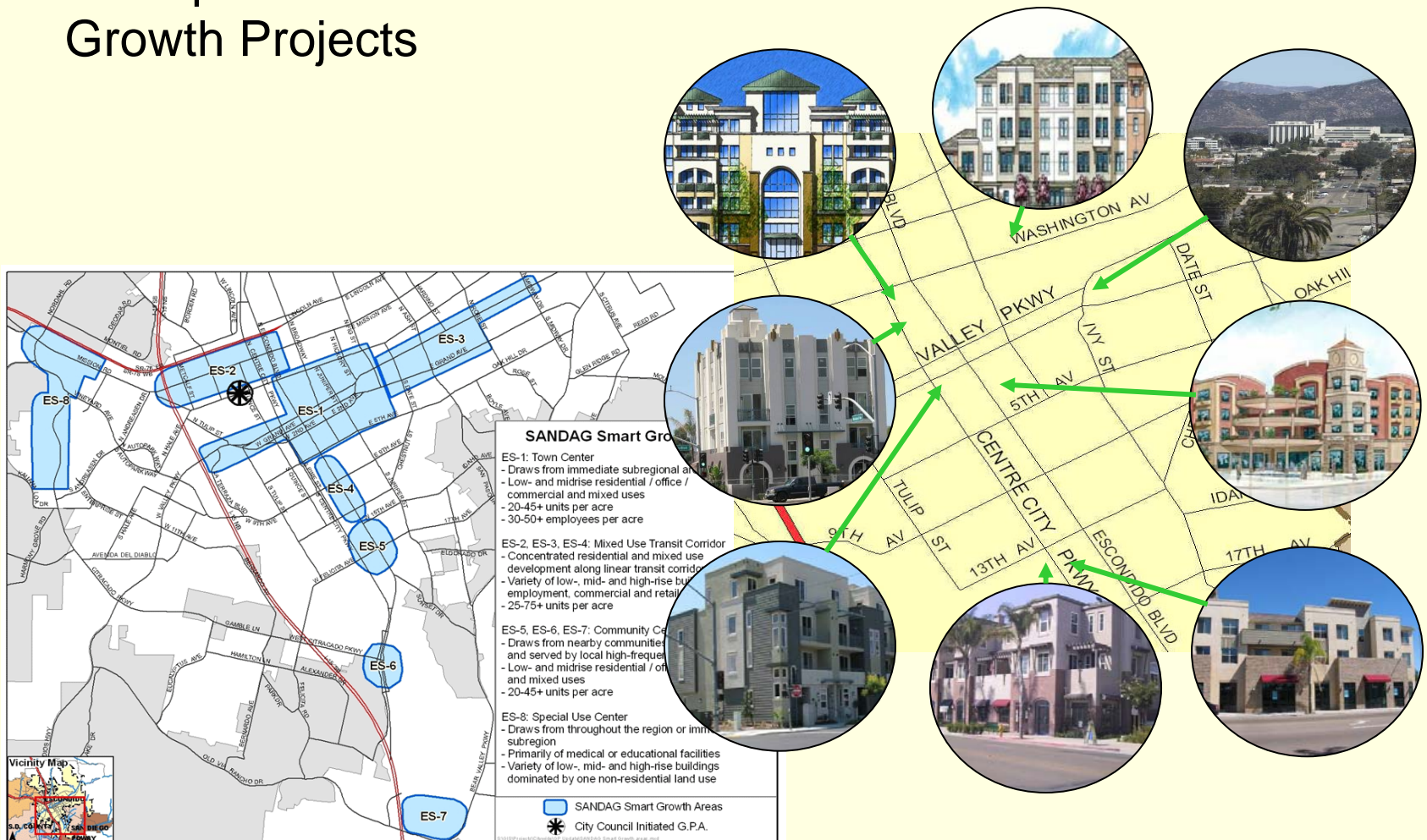
Past Trends Cannot Continue



- Sprawl is
 - Costly/Not Sustainable
 - Inefficient
 - Traffic Congestion
 - Urban Decay Issues
 - Impacts Open Space

Urban Infill/Smart Growth

Examples of Smart Growth Projects



SANDAG Smart Growth Simulations



TRANSIT CENTER/POLICE STATION REDEVELOPMENT - ESCONDIDO

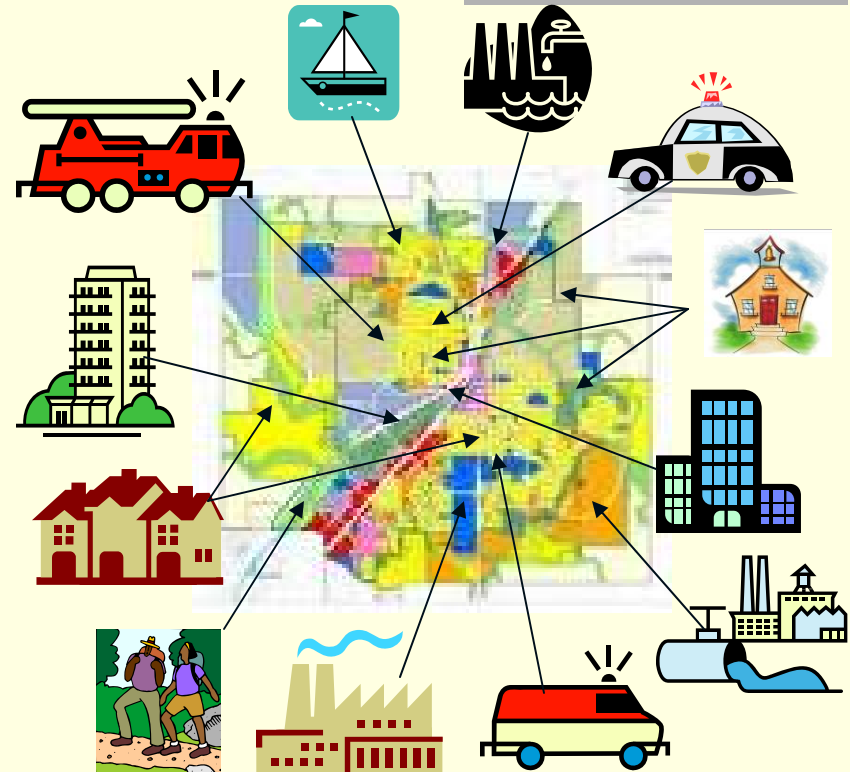


Urban Advantage

OLD PALM AVENUE AND 2ND STREET – IMPERIAL BEACH

The General Plan

- All General Plans are required by state law to discuss the following topics:
 - Land Use
 - Housing
 - Circulation
 - Conservation
 - Open Space
 - Noise
 - Safety
- Many General Plans cover other topics besides these



Developing the General Plan

- Everyone in a city can participate in the creation of its General Plan.
 - Members of the City Council consider the input of the citizens of the city
 - Input from the public is gathered through workshops and presentations.



This is where you come in!

The General Plan and You

- What do you enjoy about living in Escondido?
- What is your favorite thing about Escondido?
- If you could change one thing about Escondido, what would it be?
- Are there enough enjoyable things to do in Escondido?
 - If yes, what do you like to do here?
 - If no, what things would you like to see brought here?
- What kind of job do you want when you grow up?
- Do you want to live in Escondido when you grow up? Why or why not?

The General Plan and You

- THANK YOU!