



# CITY OF ESCONDIDO

## General Plan Update

CAFE Workshop

January 29, 2010

# General Plan Update

- Existing Plan is 20 years old
- A Community should periodically affirm the existing goals or develop new ones
- Community's vision should be determined by its Citizens
- Council voted to update General Plan now
- They want your comments and ideas !



# Workshop Goals

- Solicit your input on how you want Escondido to grow and operate over the next 20-40 years



# What is a “General Plan?”

- **General Plans are:  
Comprehensive,  
General, Long-range**
- **It is a blueprint for  
development through-  
out the community**
- **It addresses all aspects  
of development:  
housing, traffic,  
resources, open space,  
safety, land use and  
public facilities**



# Why Early Input is Needed

- Public input will be factored in framing primary and alternative recommendations
- Technical Studies will be needed to analyze alternatives for EIR
  - Noise, Air Quality, Infrastructure (Water, Sewer, Streets), Public Facilities/Services (Parks, Libraries, Police / Fire)



# General Plan Update Challenges

- Infrastructure Capacity
- Financing capital improvements and ongoing Maintenance and Operations
- Water Supply
- Climate Change Legislation
- Limited Unconstrained Land
- Wild land Fire Interface/Habitat Issues
- Building a sustainable Economic Base



# 1990 General Plan “Vision”

- A regional, cultural, commercial, and transportation center for North County
- Downtown is city’s activity center
- Revitalized urbanized core; existing residential areas preserved
- Well-managed growth; sensitive to environmental and facility constraints
- Ridgelines, view corridors, and rural uses preserved in perimeter areas
- Transportation System Management policies provide adequate and safe circulation; Some streets congested given existing constraints
- Habitat preserved, parks and hiking trails provided



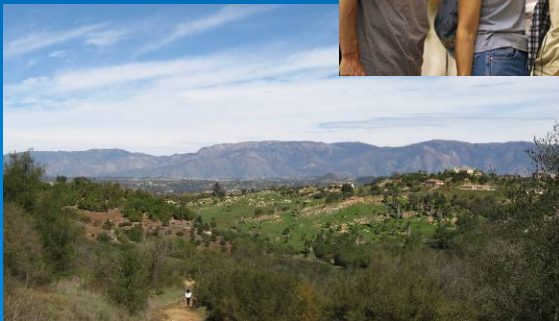
# Escondido's Adopted Community Goals & Objectives



- 1) Quality, managed growth
- 2) Circulation safety for pedestrians and vehicles
- 3) Enhance existing neighborhoods
- 4) Housing opportunities for all income groups
- 5) High quality businesses
- 6) Viable urban downtown



# Goals & Objectives (Cont'd)

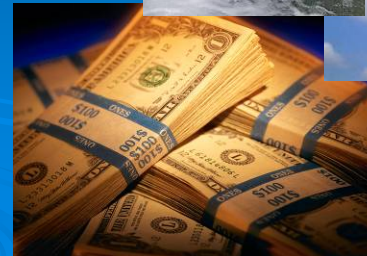


- 7) Aesthetically pleasing, culturally diverse community
- 8) Natural & scenic resources
- 9) Planning for transition from farmland to urban
- 10) Community and social services
- 11) Safe and healthy environment
- 12) Certainty in implementing the Plan

# Adopted Quality of Life Standards

Establishes thresholds of service levels for public facilities and improvements regarding:

- Traffic/Transportation
- Schools
- Fire Service
- Police
- Sewer System
- Parks
- Libraries
- Open Space
- Air Quality
- Water System
- Economic Prosperity



# Past Trends in the Region Can't Continue



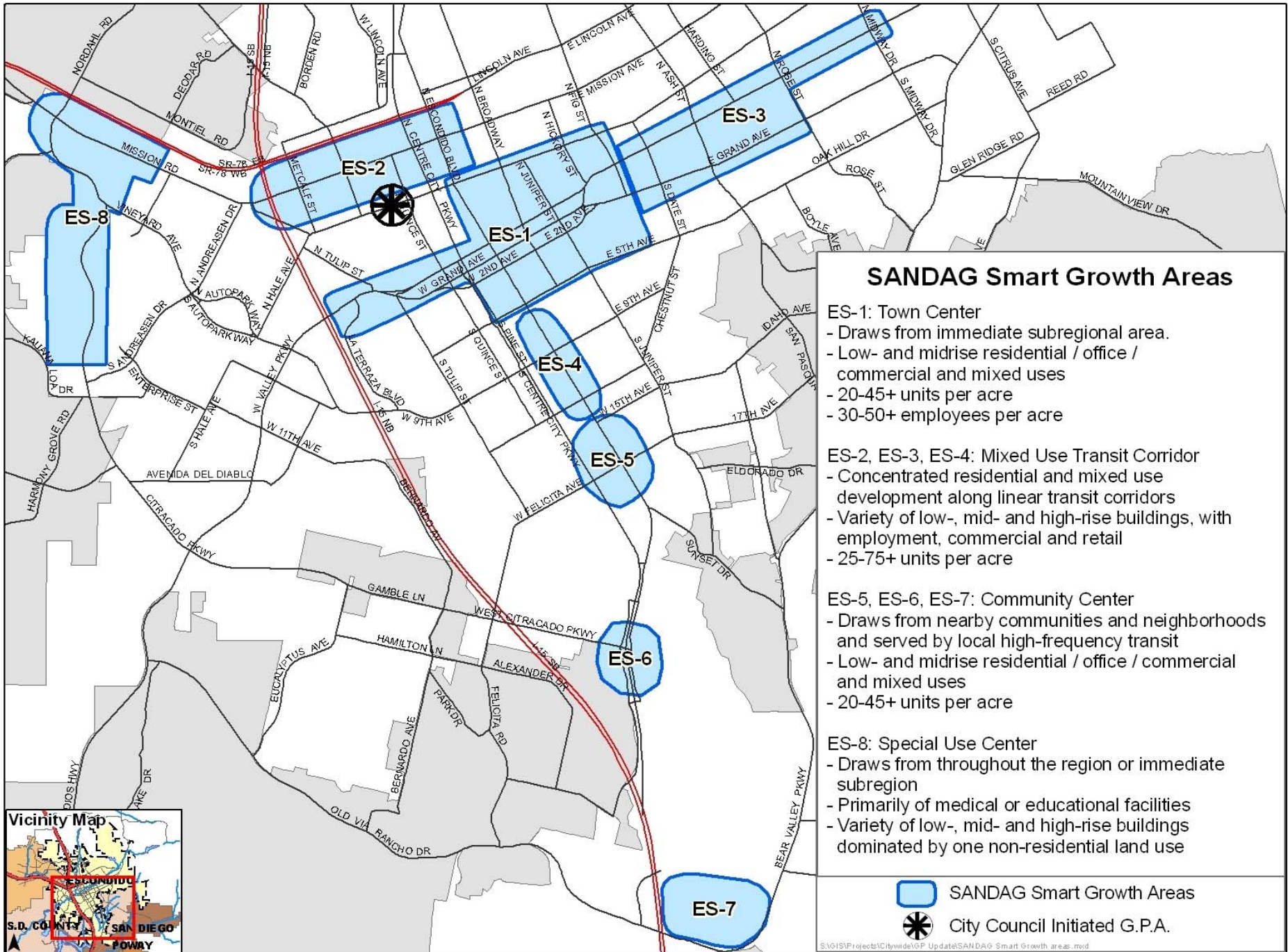
## ➤ Sprawl is

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

# General Plan and “Smart Growth” Principles

- Compact, Pedestrian- and Bicycle-Friendly
- Transit Oriented
- Provides housing choices for residents of all incomes
- Preserving Open Space
- Improves Existing Communities
- Jobs / Housing balance
- Vibrant public spaces





# SANDAG Smart Growth Simulations that Illustrate a “Sense of Place”



TRANSIT CENTER/POLICE STATION REDEVELOPMENT - ESCONDIDO



Urban Advantage

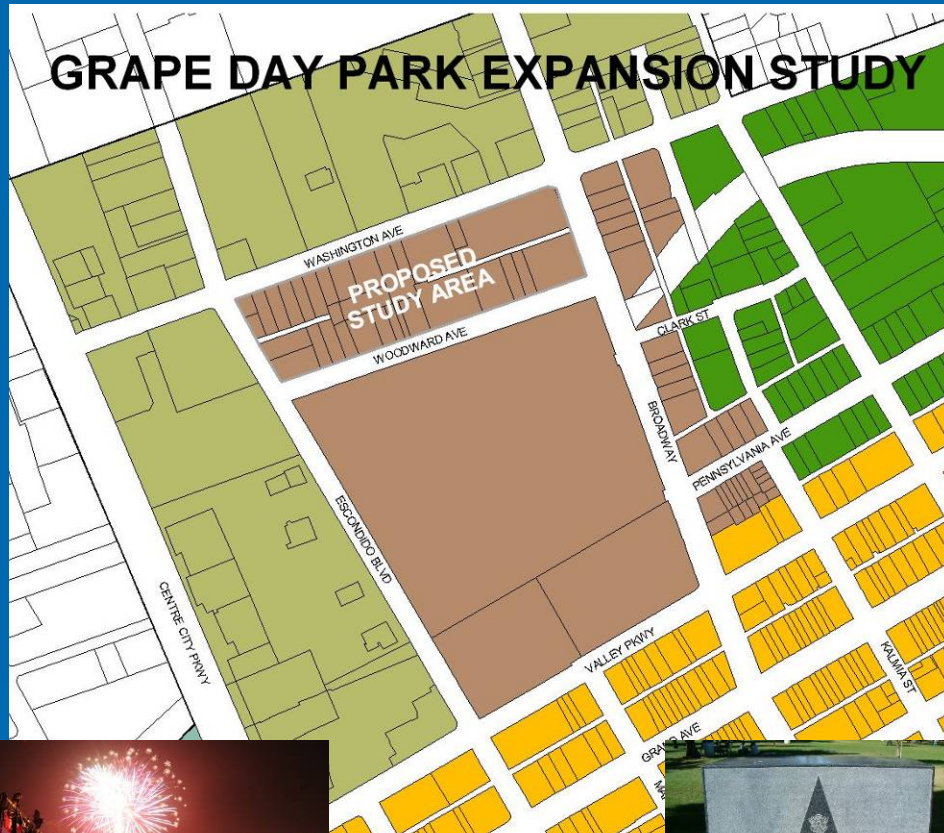
## OLD PALM AVENUE AND 2ND STREET – IMPERIAL BEACH



## ALPINE BOULEVARD – ALPINE



# Grape Day Park Expansion Study Area

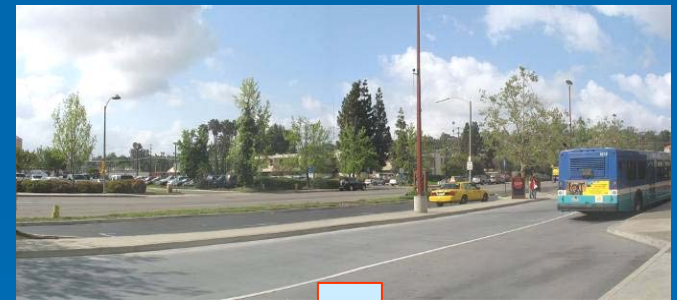


- Downtown Residential units downtown will generate park needs
- Plan provides opportunities for unique uses within and surrounding Grape Day Park
- Includes possibility of closing or partially closing Woodward Ave and extending open space corridors to the north



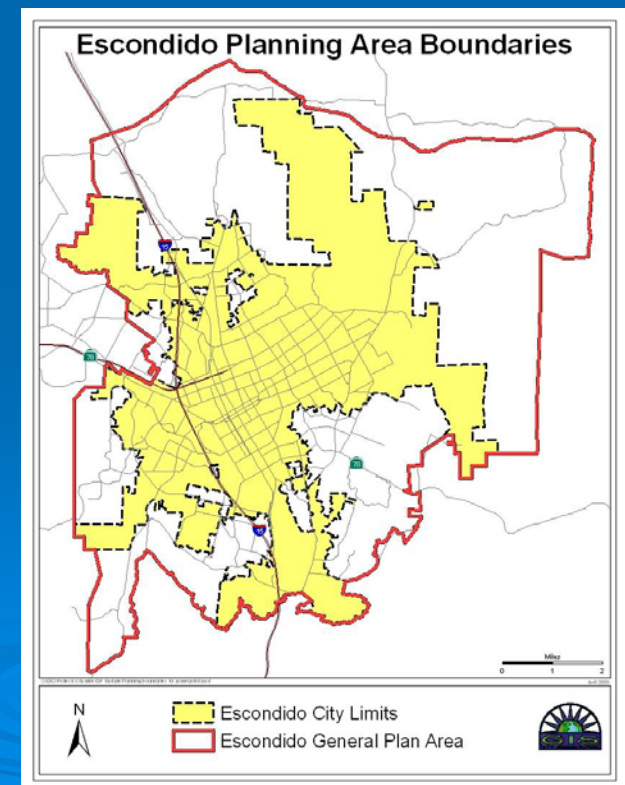
# General Plan Issues Committee Recommendations

- Long Term Population Needs
  - Incorporate land uses to reflect the community's vision rather than to meet a prescribed buildout population
  - Target Smart Growth Areas for planned growth rather than increasing densities elsewhere
  - Certain Smart Growth Areas may be prioritized and/or eliminated after analysis



# Committee Recommendations (continued)

- General Plan Boundaries and Land Use
  - No major changes to boundaries
  - Increase employment land areas without tying them to any percentage of population or overall land use
  - Identify and evaluate full range of feasible areas for employment opportunities



# Committee Recommendations (continued)

- Municipal Services & Growth Management
  - Retain QOL Standards in the General Plan rather than in subsequent facility master plans
  - Maintain current Fire, Police, Wastewater, and School QOL standards as adopted
  - Do not place an item on the ballot pertaining to Proposition S



# Committee Recommendations (continued)

- **QOL Standard Refinements:**
  - *Economic:* Include a supplemental element goals and strategies to strengthen competitiveness
  - *Water:* Reduce from 600 GPD to 540 GPD that reflects the state's conservation goal
  - *Air Quality:* Base compliance on local measures from a future Climate Action Plan
  - *Parks:* Create an Urban Park Standard that includes facilities not developed in a park setting
  - *Circulation:* Accept greater than LOS "C" congestion in high density, infill areas

# Committee Recommendations (continued)

## ➤ Circulation and Mobility

- Include future NCTD rail extension to Westfield's as reflected in Regional Transportation Plan
- Monitor and coordinate High Speed Rail efforts; details are too premature to include in this update
- Defer land use changes associated with HSR until more information is provided on station locations



# Anticipated Schedule

- Apr. 2010 - Complete text amendments, land use scenarios & begin public review, Issue EIR Statement of Qualifications and Notice of Preparation
- July 2010 - Complete Public Workshops
- Aug. 2010 - Council selects alternatives for study
- Sep. 2010 - Execute Consultant Contracts
- Mar. 2011 - Screencheck EIR completion
- Sep. 2011 - Final EIR completion
- Jan. 2012 - Commission Hearings
- Mar. 2012 - City Council Hearings
- Aug. 2012 - Transmit to County Clerk for November 2012 election



# Comments and Feedback



Website: [www.ci.escondido.ca.us/gp-update](http://www.ci.escondido.ca.us/gp-update)  
E-mail: [generalplanupdate@escondido.org](mailto:generalplanupdate@escondido.org)

Public Workshops / Meetings  
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